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Our New Challenges to Keep Japanese Foods Comply with New Food and Drug Administration Requirements

Submitted by: Japan



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Our New Challenges to Keep Japanese Foods Comply With New FDA Requirements

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Background

FSMA (Food Safety Modernization Act) was established in 2011 in USA.

- Develop preventative control plans
- Keep records
- Foreign suppliers verification program and so on.....

Great Challenge

- New concepts for some countries & companies
- Apply to imported foods from overseas as well
- Need to deal with new FSMA rules if foreign food suppliers want to continue to export to USA

Great Chance

- Some parts of FSMA seem to have similarity to the GFSI standards to ensure food safety globally
- Not only domestic foods but also imports are consumed in each country
- Ensure global food safety

On this occasion.....

What is expected of us may be not only overcome these challenges but also take an opportunity to consider global food safety system itself.

How can a trade organization work with government, foreign food industry, food safety experts in order to inspire food suppliers to comply with global food safety system?

JETRO (Japan External Trade Organization)

- Government related organization that works to promote mutual trade and investment between Japan and the rest of the world.
- Has over 70 offices abroad and over 40 offices within Japan consisting of its Headquarters in Tokyo.

1st Pillar

Assistance for overseas companies in entering Japan, providing multifaceted support including one – stop service, as the first contact point for overseas companies

2nd Pillar

Support for exports of Japanese agricultural, forestry, fishery and food products as well as delivery of excellent manufactured goods and services

3rd Pillar

Contribution to enhancement of global economic partnership through policy studies and research

(*) As for foods, we've been providing many opportunities for tasting events for industry.

(*) As for foods related policies, we've been doing research on many varieties of foreign food safety regulations.

FSMA rules will apply to all imported foods from foreign countries.....

Many varieties of foods & beverages are now exported from Japan. Our utmost desire in USA is keep USA consumers enjoy Japanese high quality foods even after the implementation of FSMA.

- High Quality / Special & Unique / Much attention to food safety
Seafood, Seaweed, Noodles, Seasonings, Sesame Oils, Soybean sources, Pickles, Confectionaries, Processed Foods, Beef, Green teas, Sake, Rice snacks and so on.....
- Brought to high end USA restaurants as well as Japanese authentic restaurants
- Some foods are produced by small to medium sized companies
- Thought we may need time to get across the information on FSMA & prepare for its new requirements

Japanese Government already set the goal which is that the food & beverage exports from Japan will expand into one trillion yen by 2020 through getting more people more familiar with the taste of Japan. Those international sales are steadily increasing 440 billion yen in 2012, 610 billion yen in 2014.

Our research & outreach activity for Japanese companies started since 2011 when FSMA was established.

(Research & Outreach activities)

- Translation into Japanese when the proposed rules were published
- Analyze what we think will the most affect Japanese food suppliers and importers so they can decide what is the first thing to prepare for the new FDA requirements. Analysis by FSMA experts in USA help us deepen our understanding.
- Provision of the updated information through JETRO website and seminars in a well-timed manner

(Others)

- State our thoughts through 1)submitting comment papers to FDA & 2)sharing our concerns with FDA at public meetings and so on

- Many seminars are held in Japan as well as in USA
(Not only in Tokyo but also in rural areas within Japan)
- The number of attendees of our seminars in Tokyo is increasing year by year (137 in 2011 → 300 in 2015)
- Attendees include small to medium sized companies as well as large sized ones
- Sometimes invite FSMA experts such as USA food industries and lawyers for the presentations / FSMA is rather new concept for some food companies
- Japanese companies' awareness is growing as the implementation dates are approaching
- Free of charge / Working with the Japanese Government

We will need to continue efforts to inform food suppliers of new requirements correctly if we hope USA food markets to continue to enjoy Japanese specialties. Also at the same time, **we may need to know what challenges may remain.**

- Just only providing the general information on the content of FSMA such as what proposed rules are saying, what new requirements are
(*) We can find various general information on FSMA on the FDA website in a well-timed manner.
- Once the final rules are published, specific questions(*) may be coming out. One-to-one basis consultation may be needed for foreign companies to comply with FSMA
(e.g.) What parts of FSMA are not covered by GFSI standards?
- May take some time to nurture experts in the field of food safety assurance across the world
- Small medium companies' resources

May need to get access to knowledgeable persons in the field of FSMA

Resources with knowledge and expertise in a field of food safety assurance seem to be limited out there.

- Now USA is forming alliance for the FSMA implementation.
- Develop a practical guidance for the industry to follow the rules correctly and consistently.
- Working together with various stakeholders may be beneficial to food industry as well as consumers.
- Cooperate & share resources with public & private sectors, countries and so on.

All things are for ensuring food safety globally.....

If you have any questions or comments,.....

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