Public and Private Goods in a Global Market

Mari L. Stull
Director, International Regulatory Policy
Grocery Manufactures of America
CONTENTS

Summary.......................................................................................................................................................3

Introduction..................................................................................................................................................3

Significance of the Codex Alimentarius Commission in the Global Marketplace ................3
  Background...............................................................................................................................................3
  Role of the Codex as an International Standard Setting Body .........................................................5
  Role of the Codex Standards and Guidelines in the WTO Dispute Settlement Procedures ........6
  Role of the Codex Guidelines in the Agreement on the Application of SPS Measures ..........7
  Interaction of Various NGOs and IGOs in the Codex Process.....................................................9
  Technical Barriers to Trade ...............................................................................................................9

Impact of Global Health Issues on the Marketplace..............................................................................11
  WHO Report on Diet, Nutrition and Prevention of Chronic Diseases (Overview/Background) ....11
  Discussion of the Report on Strategic Directions and Recommendations for Policy and Research .........................12
  The Importance of Global Health Issues to Industry and Actions by Industry to Address Global Health Concerns ..........................................................13

Conclusions..............................................................................................................................................14

Proposed Action.......................................................................................................................................15
  Development of Public-Private Sector Partnerships......................................................................15

Annex
Summary

1. Trade among countries in the Western Hemisphere is of vital importance to the food and beverage industry. During the last decade, trade among these countries, and particularly between the United States of America and other Western Hemisphere countries, has increased rapidly. Partnerships between industry, governments, and international organizations are essential to facilitate further trade in this Region and should be fostered and strengthened. In addition, public-private partnerships have a key role to play in addressing global health issues, which continue to be of concern, not only to international organizations such as the World Health Organization (WHO), the Pan American Health Organization (PAHO), the United Nations Food and Agriculture Organization (FAO), and the Institute for Inter American Cooperation in Agriculture (IICA), but also to the food and beverage industry. Industry initiatives have an important role to play in educating consumers and encouraging them to adopt healthy lifestyles.

Introduction

2. Trade flows in the Western Hemisphere are very important to the U.S. industries. U.S. agricultural exports to Western Hemisphere nations have rapidly increased during the past decade. For instance, in 1990, U.S. agricultural exports totaled nearly US$10 billion, and by 2000, exports had nearly doubled, increasing to approximately $19 billion. Conversely, U.S. agricultural imports from Western Hemisphere countries have increased greatly, from approximately $12 billion in 1990 to approximately $22 billion in 2000. More detailed trade statistics on U.S. agricultural exports to Western Hemisphere countries are provided in Annex I.

3. As discussed more fully below, the work of international organizations such as the Codex Alimentarius Commission will continue to be of increasing importance as trade between countries in the Western Hemisphere and elsewhere grows.

Significance of the Codex Alimentarius Commission in the Global Marketplace

4. The Codex Alimentarius Commission plays a key role in facilitating international trade in food and agricultural commodities through the establishment of standards geared towards harmonizing the domestic policies of its member countries.

Background

5. The Codex Alimentarius Commission was established in 1962 under the auspices of two United Nations organizations – the World Health Organization (WHO) and the Food and Agricultural Organization (FAO). The Codex is charged with establishing international standards, guidelines, and principles for use in international food trade. The
primary aim of the Codex is to protect the health of consumers and to ensure fair practices in food trade. The Codex process is collaborative, and is based on reaching international consensus. More than 165 countries, as well as numerous nongovernmental (NGOs) and intergovernmental organizations (IGOs) actively participate in the Codex proceedings.

6. The full Codex Alimentarius Commission meets every two years to adopt new standards, guidelines, and recommendations, and to assign work to its committees. The Codex Committees consist of a number of commodity committees, e.g., the Codex Committee on Cocoa Products and Chocolate, as well as general subject area, or horizontal, and committees such as the Codex Committee on General Principles, which make recommendations to the Commission.

7. Since its inception, the work of the Codex has always been significant to the food industry. The Codex has received and deserved credit for helping to improve food safety standards worldwide. However, the importance of Codex has increased substantially in recent years for a variety of reasons. International trade has become more important to the economic health of the majority of nations in the world, particularly the United States. Trade in agricultural commodities and foodstuffs has grown more than 800% since the Codex’s creation in 1962. International consensus on food quality and safety issues, which has been established through the international standard setting work undertaken by the Codex, has helped forestall a number of trade disputes.

8. In addition, the Codex has grown in importance as a result of the establishment of the World Trade Organization (WTO) in 1995. The Codex is one of three international standard setting organizations whose health and food safety standards serve as key reference points in settling trade disputes under the WTO Agreements on Sanitary and Phytosanitary Measures and Technical Barriers to Trade (SPS and TBT Agreements). The other two organizations are the International Office of Epizootics (OIE) and the International Plant Protection Convention (IPPC).

9. Increased interest in the elaboration of the Codex standards, guidelines, and recommendations may be attributed to increased international awareness of two very practical functions of the Commission and its numerous committees. First, developing countries lacking both the expertise and financial resources to fully develop food regulatory structures adequate for the protection of public health and the free flow of goods within their own borders have become aware that the guidance and information needed to fill in these regulatory gaps is often made available in the Codex activities and deliberations of delegates from more industrialized nations. Second, both producer and consumer groups have become aware of the role that the Codex has been given in the WTO Agreements, as the means by which trade disputes may be resolved for food products.
10. Increased awareness of the practical functions of the Codex activities in shaping national legislation and establishing international trade standards, has strengthened the Codex’s role as the focal point of efforts to achieve international harmonized food standards. With the success of trade agreements such as the WTO and NAFTA in lowering tariffs and quotas, the Codex is now being used by some countries to establish a second tier of illegal trade barriers and to validate their own national trade barriers. Most successful are perhaps the European Union (EU) countries in their desire to import the misguided “precautionary principle” and to promote self-serving Codex proposals concerning mandatory labeling schemes for biotech foods, ingredient country of origin, and ingredient percentage.

11. The economic and trade implications of adopting these nonscientific Codex standards are most onerous to developing countries, who must struggle to implement these standards with severely limited regulatory budgets and already overburdened personnel. Additionally, local companies who already have a difficult time in competing in the global marketplace must comply with these onerous regulations at the expense of any real protection of consumer’s health.

Role of the Codex as an International Standard Setting Body

12. When the Codex was established in 1962, its primary charge was to implement the Joint United Nations FAO/WHO Food Standards Program (FSP). The FSP is geared towards protecting consumer health and ensuring fair trade practices involving food. To date, the FSP has adopted over 4,000 standards, recommendations, and guidelines. However, since the establishment of the Codex, the importance of the FSP has gradually shifted from providing a basis for standards that will ultimately be adopted by member countries, to providing a point of reference through standards, guidelines, and codes of practice for international trade.

13. Specifically, the Codex standards should contain requirements that serve to ensure food safety for the consumer, e.g., that it is labeled correctly and is not adulterated. A Codex standard for any food or foods should be drawn up in accordance with the uniform Format for Codex Commodity Standards and should contain the criteria listed in the format requirements.1 In contrast, the Codex guidelines are defined as provisions of an advisory nature that are intended to assist in achieving the purpose of the Codex, which is to guide and promote the elaboration and establishment of requirements and definitions for food, assist in their harmonization, and facilitate international trade. Other advisory provisions include codes of practice and recommended measures.2

---

2 Id.
14. The practical difference between the Codex standards and guidelines lies in the requirement of formal acceptance. Standards are to be formally adopted by member countries and, if accepted in accordance with the Codex procedure, are to be acted upon in accordance with the level of acceptance acknowledged by the member country.3 Guidelines are also subject to the Codex requirements for elaboration and adoption, but are not subject to the Codex provisions relating to formal acceptance, although they may be relied upon as advisory texts.4

Role of the Codex Standards and Guidelines in the WTO Dispute Settlement Procedures

15. By accepting the Agreement Establishing the World Trade Organization (WTO Agreement), WTO member governments agree to be bound by the rules in all of the multilateral trade agreements attached to it, which include both the SPS and the TBT Agreements. The Codex texts are particularly relevant to the application of the SPS and TBT Agreements because the agreements specifically direct member governments to utilize the Codex texts in taking decisions under the agreements.

16. Should disputes arise between member governments regarding the application of agreements such as the SPS or TBT, parties have recourse to the procedures for dispute settlement under the 1994 Dispute Settlement Understanding (DSU) (Annex 2 to the General Agreement on Tariffs and Trade 1994). Article 3 of the DSU outlines the function of the dispute settlement system, which is to preserve the rights and obligations of Members under the covered agreements and to clarify the existing provisions of those agreements in accordance with customary rules of interpretation of public international law. Thus, the source of law under consideration in a dispute settlement is the texts of the agreements themselves, including any explicit references to the Codex standards, guidelines, or recommendations.

17. In the case of a trade dispute, the WTO’s dispute settlement procedures first encourage the parties involved to develop a mutually acceptable solution through formal consultation.5 If consultation does not resolve the dispute, the parties may choose to work through other mechanisms, such as “good offices,” conciliation, mediation, and arbitration.

---

5 Trade disputes may brought to the WTO under one of three sets of circumstances: (1) Violation: the failure of another contracting party to carry out its obligations under the General Agreement; (2) Nonviolation; the application by another contracting party of any measure, whether or not it conflicts with the General Agreements, that deprives a party of some benefits it should enjoy under the General Agreement; or (3) Any other situation.
18. As an alternative to formal consultation, the parties may request that an impartial panel of trade experts be selected, with the parties’ approval, to hear all sides of the dispute and then make recommendations in the form of a report to the WTO’s Dispute Settlement Body (DSB) (essentially the General Council of the WTO), where all WTO Member countries are represented. Once the report is submitted and adopted by the DSB, the defending party must implement the panel’s recommendations and report on its compliance. It is possible that the DSB may decide by consensus not to adopt the report, or a party may appeal the recommendations, calling for further deliberation by the panel. Under either of the above-described routes of dispute of settlement concerning the application of the SPS or TBT, the parties involved are to rely where appropriate on the applicable Codex standards, guidelines, and recommendations in reaching consensus.

**Role of the Codex Guidelines in the Agreement on the Application of SPS Measures**

19. While the WTO itself is not responsible for developing food safety standards, it does have the authority to place restrictions on the use of food safety measures as unjustified or disguised barriers to trade. The WTO accomplishes this task primarily through the SPS Agreement, although the TBT Agreement also addresses food quality requirements and other food safety issues not covered by the SPS Agreement.

20. The role of the Codex standards and guidelines in the application of SPS measures is referred to several times throughout the Agreement. Perhaps the most important reference occurs in Article 3 of the SPS Agreement, which assesses the harmonization of phytosanitary standards, and reads as follows:

(1) To harmonize sanitary and phytosanitary measures on as wide a basis as possible, Members shall base their sanitary or phytosanitary measures on international standards, guidelines, or recommendations where they exist, except as otherwise provided for in the Agreement, and in particular paragraph 3.  

(2) Sanitary or phytosanitary measures which conform to international standards, guidelines, or recommendations shall be deemed to be necessary to protect human, animal, or plant life or health, and presumed to be consistent with the relevant provisions of this Agreement and of GATT 1994.

---

6 Article 3.3 permits Members the opportunity to introduce measures that result in a higher level of SPS protection that would otherwise be achieved by measures based on the relevant standards, guidelines, or recommendations if there is a scientific justification or if the member finds the level of protection appropriate in accordance with (1) and (2) above. Codex standards and guidelines come into play again under the definition of “scientific justification,” which requires that a member determine, based on an examination and evaluation of available scientific information, that the relevant international standard, guideline, or recommendation does not provided sufficient SPS protection.
21. International standards, guidelines, and recommendations for food safety are further defined in Annex A to the SPS Agreement as “the standards, guidelines and recommendations established by the Codex Alimentarius Commission relating to food additives, veterinary drug and pesticide residues, contaminants, methods of analysis and sampling, and codes and guidelines of hygienic practice.”

22. The SPS Agreement also calls for member countries to take an active role in the development of the international standards, guidelines, and recommendations that are to form the basis for phytosanitary harmonization. For example, in Article 3.4, the Agreement states that:

“Members shall play a full part, within the limits of their resources, in the relevant international organizations, in particular the Codex Alimentarius Commission, the International Office of Epizootics and the international and regional organizations operating within the framework of the international Plant Protection Convention, to promote within these organizations the development and periodic review of standards, guidelines, and recommendations with respect to all aspects of sanitary and phytosanitary measures.”

23. Next, the SPS Agreement indicates that the standards and guidelines of the relevant international organizations are to be utilized in the application of risk assessment techniques. Article 5.1 requires that Members ensure “that their sanitary or phytosanitary measures are based on an assessment, as appropriate to the circumstances, of the risks to human, animal, or plant life or health, taking into account risk assessment techniques developed by the relevant international organizations.” Further, the Codex standards and guidelines may play a role in the appropriate exercise of precaution, as elaborated in Article 5.7 of the Agreement, which states that:

“In cases where relevant scientific evidence is insufficient, a Member may provisionally adopt sanitary or phytosanitary measures on the basis of available pertinent information, including that from the relevant international organizations as well as from sanitary or phytosanitary measures applied by other Members.”

24. Finally, the SPS Agreement touches upon the potential role of the Codex in the WTO dispute settlement procedure. Article 11.2 encourages dispute resolution panels to seek advice from experts chosen by the panel in consultation with the parties to the dispute, either through the establishment of an advisory technical experts group or consultation with the relevant international organizations. The Agreement particularly encourages the procurement of expert advice in the resolution of disputes involving scientific or technical issues, as is often the case in food safety matters. In fact, a Codex
expert consulted with the panel addressing complaints over the European Union’s ban on hormone-treated beef.\textsuperscript{7}

\textit{Interaction of Various NGOs and IGOs in the Codex Process}

25. In addition to individual governmental participation in the Codex, e.g., the United States Government (USG), many NGOs and IGOs are also active in the Codex process. IGOs are composed of numerous countries who share common interests such as the European Community (EC), the Association of Southeast Asian Nations (ASEAN), or the WTO, and represent the interests of those governments.

26. By contrast, NGOs represent the interests of consumer activist groups and private industry, e.g., the International Council of Grocery Manufacturers Associations, Greenpeace, and other similar groups. The purpose of NGO participation in the Codex is to provide expert information and advice to the Commission, as well as to provide the private sector with a forum for conveying the views of their members, and to play an appropriate role in ensuring the harmonization of interests among the various industries they represent. To be active in the Codex, NGOs must obtain “observer status.” In addition to participating as NGOs with “observer status,” the private sector may also participate in the Codex through government delegations, which may choose to include members of the private sector, e.g., consumer groups and industry representatives, at their discretion.

27. Observer status affords an NGO the right to send a nonvoting observer to the Codex sessions, receive advance copies of working documents and discussion papers, circulate to the Commission its views in writing, and to participate in discussions when invited to do so by the chairman. Additionally, NGOs with observer status may be invited to participate in meetings or seminars on subjects organized under the Joint FAO/WHO Food Standards Program that fall within its fields of interest, or submit written comments in lieu of participating at the meetings.

\textit{Technical Barriers to Trade}

28. Along with the SPS Agreement, the TBT Agreement is instrumental to ensuring fair practices in food trade. In addition, the TBT Agreement addresses food quality requirements and other food safety issues not covered by the SPS Agreement. In particular, the existing international trade rules under the TBT Agreement prohibit technical regulations from creating unnecessary obstacles to international trade. Such regulations may not be more restrictive than necessary to fulfill certain identified

legitimate objectives, which include national security, the prevention of deceptive practices, or protection of human health and safety.

29. Many issues currently pending before the Codex present TBT concerns. A few examples of these issues are discussed below.

**Mandatory Country of Origin Labeling**

30. A proposal is currently under consideration within the Codex Committee on Food Labeling (CCFL) would require detailed labeling of the country of origin of prepackaged foods as well as their ingredients.

31. The existing Codex General Standard on the Labeling of Prepackaged Foods already requires country of origin labeling in cases where its omission would mislead or deceive the consumer. Most countries, including the United States, already have in place regulatory requirements for country of origin labeling of food products as necessary. Mandating country of origin labeling across the board or expanding it to include ingredients would be burdensome, expensive, impractical, and virtually unenforceable. Additionally, it would provide no additional benefit to the consumer, yet add significant cost to manufacturers – especially small businesses in smaller economies. Country of origin labeling has no relation to public health or food safety, and conveys no useful information to the consumer on health or safety.

**Mandatory Quantitative Ingredient Declaration**

32. Also under consideration within the CCFL is a proposal to require mandatory percentage ingredient labeling, known as quantitative ingredient declaration (QUID), to require mandatory percentage labeling of all ingredients that represent more than 5% of the final product.

33. QUID labeling requirements are also unnecessary because the Codex General Standard for the Labeling of Prepackaged Foods already requires full ingredient labeling in order of descending predominance by weight, which sufficiently informs consumers as to the product’s composition. In addition to the inherent expense of this regime, mandatory percentage ingredient labeling as proposed requires the disclosure of proprietary information (including revealing trademarked recipes), distracts from material information related to product safety and nutritional content, and has the potential to confuse and mislead consumers who have no numerical concept of the appropriate ingredient percentage in packaged food products. This will be especially confusing in international trade where cultural interest and expectations vary widely.
34. The technical practicalities of accurate representation impose a significant economic burden on small businesses while simultaneously imposing onerous implementation and enforcement burdens on regulatory authorities. The ongoing technical difficulties and cost inherent in achieving accurate declarations will result in reducing the manufactures’ flexibility to respond to seasonal and market fluctuations for available raw materials that will allow the highest quality product at the lowest costs. Costs to consumers will be increased. In addition, some manufacturers will remove products from markets requiring percentage labeling to protect formula information and avoid “copy cat” competition. This will reduce selection for consumers and market competition without increasing safety quality or consumer confidence.

**Impact of Global Health Issues on the Marketplace**

35. Global health issues have garnered greater attention in recent years, due in large part to a shift in the focus of international organizations such as the World Health Organization and the Pan American Health Organization. This is reflected in documents such as the recently-released *Global Strategies on Diet, Nutrition, and Chronic Diseases*, which was compiled by the Joint WHO/FAO Expert Consultation on Diet, Nutrition, and the Prevention of Chronic Diseases. The food and beverage industry has also committed to addressing these issues, and stressing their importance to consumers, as evidenced by the numerous initiatives industry has undertaken to educate consumers, as well as improve their overall level of fitness and health.

*WHO Report on Diet, Nutrition and Prevention of Chronic Diseases (Overview/Background)*

36. In April 2002, the Joint WHO/FAO Expert Consultation on Diet, Nutrition, and the Prevention of Chronic Diseases issued a Draft Report (hereinafter WHO/FAO Chronic Diseases Report) that provided nutrient recommendations for the prevention of obesity, diabetes, cardiovascular disease, cancer, dental disease, and osteoporosis. The final report—*Global Strategies on Diet, Nutrition, and Chronic Diseases*—was released in early March 2003. The report finds that these “chronic diseases” are a growing epidemic globally, even in developing countries where undernutrition is still common and makes numerous social recommendations for the prevention of chronic diseases.
**Discussion of Report on Strategic Directions and Recommendations for Policy and Research**

37. As mentioned above, the WHO/FAO Chronic Diseases Report provides numerous recommendations for the prevention of chronic diseases. Though these recommendations are clearly well-intentioned, there are many problems inherent in the report’s recommendations and strategic initiatives.

38. The Report contains a number of unprecedented recommendations to combat chronic disease, but in the process severely understates the role of the individual in managing his or her weight and diet, while it overstates the role government could or should play.

39. The report is both significant and troubling because it is one of the first such documents by an international body to include such specific recommendations in the areas of agricultural and food production policies, international trade policies, and food labeling and advertising policies. Recommendations on production, marketing and trade issues were made in absence of any critical expertise from these areas.

40. Urbanization and mechanization foster a propensity toward obesity that is not only diet-related. By not accounting for these trends, any analysis tends to overstate the role of diet and underestimate the role of other lifestyle choices that affect the chances of being overweight and/or obese. For example, modernization has produced new opportunities and challenges in smaller economies that include fewer physically demanding jobs and more sedentary ones. The concept of exercising for health is not well established in the global community. This means that there must be comprehensive and collaborative educational efforts by all segments of society to help people understand the need to balance energy intake and energy expenditure and to make informed choices.

41. World population is growing rapidly, and will reach 8-10 billion people by 2050. Much of that growth will be in developing countries that already have food sufficiency problems and many of the draft report’s recommendations would hurt this underserved population. The production of a safe and nutritionally adequate food supply for all must remain the priority. Healthier economies, better understanding of nutrition science and improved applications of agricultural and food technologies will create a reliable food infrastructure and an industry that produces a safe, wholesome, consistent food supply.

42. There are suggestions that taxes should be instituted to discourage or encourage—as appropriate—the consumption of certain foods. However laudable the objectives, experience with taxes and subsidies demonstrates that neither is an efficient means of

---

8 *Diet, Nutrition and the Prevention of Chronic Diseases:* Chapter 6. Strategic directions and recommendations for policy and research
changing food consumption patterns. Taxes frequently have long-term, indirect, and unforeseen effects that are cumbersome and costly to implement. Higher food prices imposed by a regressive tax will be paid by people who can least afford them. This is particularly true where a high degree of “price inelasticity of demand” exists for the taxed food product. The end result is the government becomes the primary, and perhaps, the sole beneficiary of the tax revenues. These points should be carefully reviewed if recommended actions engender great societal hopes that ultimately prove illusory, because they are based on weak or non-existent scientific justification.

The Importance of Global Health Issues to Industry and Actions by Industry to Address Global Health Concerns

43. Global health issues are of great concern to the food industry. The food and beverage industry believes it has a very important role to play in helping to improve fitness and nutrition among consumers. The industry has introduced tens of thousands of products that provide ways for consumers to incorporate variety and balance in their diets. In addition, food and beverage companies also place a high priority on finding new ways to make people’s favorite foods even healthier without sacrificing taste. Globally, sales of health-related products rose 25% between 1995 and 2000. The United States had the largest market-wide sales at $15 billion in 2000, indicating a robust and growing market for these foods and beverages.

44. In the United States, the Grocery Manufacturers of America (GMA) has led industry efforts to respond to these new challenges at the federal, state and local levels. GMA activities have been guided by the goal developed by an internal GMA Task Force of member company executives and approved by the GMA Board of Directors in November 2000: “To promote science-based efforts that positively impact critical nutrition and public health issues.” By pursuing constructive and effective strategies to address obesity, nutrition and health issues, we hope to have a positive impact on the problem and help avoid punitive and ineffective measures that serve only to impede economic growth and cost our consumers and governments more money.

45. What is done in the home and in the community is equally important for addressing health issues. Many companies in the industry support a wide variety of nutrition education and physical activity programs designed to help individuals and their communities. In fact, industry has been instrumental in finding and implementing a number of initiatives geared towards ameliorating various health problems, e.g., obesity. Below are examples of some of these initiatives.

• **TAKE 10!** is a classroom-based program focused on the promotion of physical activity and reduction of periods of inactivity during the school day. The program
integrates ten-minute intervals of physical activity into the school day combined with age-appropriate lessons of math, science, language and arts.

- **The 5 A Day for Better Health Program** is a national program to encourage all Americans to eat 5 to 9 servings of fruits and vegetables every day for good health. This national program, established in 1991 as a partnership between the National Cancer Institute and the Produce for Better Health Foundation, is the largest public-private partnership for nutrition and health in the United States and in the world.

- **ACTIVATE** is a health eating and active living initiative committed to promoting healthy family lifestyles to help prevent kids from becoming overweight. The first component of ACTIVATE is Kidnetic.com, a Web site that communicates healthy eating and active living information in meaningful and relevant ways to kids aged 9 to 12 and their families.

- **Colorado on the Move** is a new program developed by the University of Colorado’s Center for Human Nutrition in response to the national obesity epidemic. Colorado on the Move proposes simple strategies to increase physical activity in the population that will be sufficient enough to prevent positive energy balance and weight gain.

46. In addition, the food and beverage industry has also been a long-standing promoter of health and wellness in the communities in which we operate. Many of our companies have provided financial, technical and personnel support for local food banks, community-based wellness programs (e.g. diabetes prevention programs, “heart healthy” education programs) and school-based nutrition education and physical activity programs.

**Conclusions**

47. Trade among countries in the Western Hemisphere is very important to the food and beverage industry, and has increased rapidly during the last decade. Industry, governments, and international organizations should continue to work together to facilitate trade, particularly with lesser-developed countries.

48. Relationships between industry, governments, and international organizations such as the Codex Alimentarius Commission should continue to be fostered and strengthened as global agricultural trade continues to increase, benefiting all parties involved. Public-private partnerships have a key role to play in facilitating trade, as well as in addressing global health issues.
49. Global health issues continue to be of concern, not only to international organizations such as WHO, PAHO, FAO, and IICA, but also to the food and beverage industry. Industry initiatives have an important role to play in educating consumers and encouraging them to adopt healthy lifestyles.

**Proposed Action**

*Development of Public-Private Sector Partnerships*

50. In the interest of developing public-private partnerships, sharing information, and cooperating towards capacity-building, private sector industry participants will agree to provide reports from the trade industry's perspective. These reports will be prepared in advance of each level Inter-American Meeting, at the Ministerial Level, on Health and Agriculture and will address the progress of key international regulatory issues affecting global trade and health.

Annex
### Annex I – Trade Statistics on United States Agricultural Exports to Western Hemisphere Countries

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>$4 billion</td>
<td>$6 billion</td>
<td>$8 billion</td>
</tr>
<tr>
<td>Mexico</td>
<td>$2.5 billion</td>
<td>$3.5 billion</td>
<td>$6.5 billion</td>
</tr>
<tr>
<td>Dominican Republic</td>
<td>$250 million</td>
<td>$350 million</td>
<td>$500 million</td>
</tr>
<tr>
<td>Colombia</td>
<td>$125 million</td>
<td>$475 million</td>
<td>$450 million</td>
</tr>
<tr>
<td>Venezuela</td>
<td>$350 million</td>
<td>$475 million</td>
<td>$425 million</td>
</tr>
<tr>
<td>Brazil</td>
<td>$275 million</td>
<td>$525 million</td>
<td>$275 million</td>
</tr>
<tr>
<td>Guatemala</td>
<td>$100 million</td>
<td>$225 million</td>
<td>$250 million</td>
</tr>
<tr>
<td>El Salvador</td>
<td>$100 million</td>
<td>$175 million</td>
<td>$225 million</td>
</tr>
<tr>
<td>Honduras</td>
<td>$60 million</td>
<td>$100 million</td>
<td>$225 million</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>$90 million</td>
<td>$160 million</td>
<td>$175 million</td>
</tr>
<tr>
<td>Haiti</td>
<td>$125 million</td>
<td>$230 million</td>
<td>$180 million</td>
</tr>
<tr>
<td>Peru</td>
<td>$160 million</td>
<td>$300 million</td>
<td>$175 million</td>
</tr>
<tr>
<td>Jamaica</td>
<td>$140 million</td>
<td>$170 million</td>
<td>$175 million</td>
</tr>
<tr>
<td>Argentina</td>
<td>$25 million</td>
<td>$140 million</td>
<td>$160 million</td>
</tr>
<tr>
<td>Bahamas</td>
<td>$110 million</td>
<td>$115 million</td>
<td>$130 million</td>
</tr>
<tr>
<td>Chile</td>
<td>$60 million</td>
<td>$175 million</td>
<td>$130 million</td>
</tr>
<tr>
<td>Trinidad and Tobago</td>
<td>$90 million</td>
<td>$100 million</td>
<td>$100 million</td>
</tr>
<tr>
<td>Ecuador</td>
<td>$90 million</td>
<td>$160 million</td>
<td>$100 million</td>
</tr>
<tr>
<td>Nicaragua</td>
<td>$22 million</td>
<td>$65 million</td>
<td>$75 million</td>
</tr>
</tbody>
</table>