



USDA Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Template Version 2.09

Required Report - Public distribution

Date: 12/12/2008

GAIN Report Number: MX8085

Mexico

FAIRS Product Specific

Mexican Regulation Proposal for Fruit Juices

2008

Approved by:

Erich Kuss

U.S. Embassy

Prepared by:

Dulce Flores

Report Highlights:

The Secretariat of Economy published an announcement in the *Diario Oficial* (Federal Register) on December 3, 2008, that details a new regulation proposal on fruit juices. The announcement allows for public comment, and the government will receive comments until February 1, 2009.

Includes PSD Changes: No
Includes Trade Matrix: No
Annual Report
Mexico City [MX1]
[MX]

Introduction: This report summarizes the proposal for an official regulation on fruit juices from the Secretariat of Economy published in Mexico's *Diario Oficial* (Federal Register) on December 3, 2008.

Disclaimer: This summary is based on a *cursory* review of the subject announcement and therefore should not, under any circumstances, be viewed as a definitive reading of the regulation in question, or of its implications for U.S. agricultural export trade interests. In the event of a discrepancy or discrepancies between this summary and the complete regulation or announcement as published in Spanish, the latter shall prevail.

Title: Proposal of the Mexican Official Regulation PROY-NOM-173-SCFI-2008 Prepackaged Fruit Juices - Name of the Product, Physical and Chemical Specifications, Commercial Information and Proof Methods.

FAS/Mexico's Executive Summary: The Secretariat of Economy published an announcement in the *Diario Oficial* (Federal Register) on December 3, 2008, that details the proposal for a new regulation on fruit juices. The government will receive comments for the next 60 days to be considered by the Regulatory Committee. The proposal contains requirements that fruit juices must comply with certain standards to be called or named a "juice". According to the beverage industry, this regulation will standardize the juice market and list actual fruit juices as "juices" instead of beverages containing artificial flavorings, sugar, and water, which are currently also being marketed as a "juice". Although the regulation is intended for the production of juices in the domestic market, it will apply to all the products that are commercialized in all Mexican territories and labeled as fruit juices.

This regulation is partially based on the international regulation: CODEX STAN 247-2005, General Norm of the Codex for juices (juice) and nectars of fruits.

Important Dates

1. **Publication Date:** December 3, 2008
2. **Comment period ends:** February 1, 2009

The document is available in Spanish at [DOF - Diario Oficial de la Federación](http://www.dof.gob.mx/nota_detalle.php?codigo=5071638&fecha=03/12/2008)
http://www.dof.gob.mx/nota_detalle.php?codigo=5071638&fecha=03/12/2008

Comments can be sent in Spanish to the following e-mail addresses:

jvazque@economia.gob.mx
amedina@economia.gob.mx
francos@economia.gob.mx

or the following mailing address:

Comité Consultivo Nacional de Normalización de Seguridad al Usuario, Información Comercial y Prácticas de Comercio
Av. Puente de Tecamachalco # 6,
Colonia Lomas de Tecamachalco, Sección Fuentes,
Naucalpan de Juárez, código postal 53950,
Estado de México, Mexico
Phone: (011-52-55) 57 29 93 00, Ext. 43222, Fax (011-52-55) 55 20 97 15

FAS/Mexico Email

AgMexico@usda.gov, ATOMexico@usda.gov, or ATOMonterrey@usda.gov

Relevant Reports Submitted by FAS/Mexico City

MX8079 Fresh Deciduos Report

<http://www.fas.usda.gov/gainfiles/200812/146306628.doc>

MX8078 Citrus Annual

<http://www.fas.usda.gov/gainfiles/200811/146306583.doc>

MX6058 Authorized Additives for Food and Beverages

<http://www.fas.usda.gov/gainfiles/200607/146208414.doc>