

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

Voluntary - Public

**Date:** 3/7/2019

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## Pakistan

**Post:** Islamabad

### Pakistan's New Labeling Requirements

**Report Categories:**

Sanitary/Phytosanitary/Food Safety

Trade Policy Monitoring

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**Report Highlights:**

On February 19, 2019, Pakistan's Ministry of Commerce (MOC) issued a statutory regulatory order (i.e., SRO) concerning labeling of food products. The SRO requires the following label information: 1) a minimum 66% shelf life at the time of clearance of goods, 2) labeling of nutritional values and usage instructions in Urdu and English language and 3) the accreditation authority of the country that validated the Halal Certificate or Halal Certificate issuing authority needs to be a member of either IHAF or SMIIC. These rules are in effect on February 19, 2019. FAS Islamabad is exchanging information with Pakistani industry representatives and other stakeholders, as well as discussing the measure with the MOC, in order to minimize any trade disruptions and to support their consumer education efforts.

**General Information:**

**TEXT OF SRO ISSUED BY THE MINISTRY OF COMMERCE (MOC) IN PAKISTAN**

**Government of Pakistan  
Ministry of Commerce and Textile  
(Commerce Division)  
\*\*\*\*\***

Islamabad, the 19<sup>th</sup> February, 2019.

**ORDER**

S.R.O. 237 (I)/2019. In exercise of the powers conferred by sub-section (1) of section 3 of the Imports and Exports (Control) Act, 1950 (XXXIX of 1950), the Federal Government is pleased to direct that the following further amendments shall be made in the Import Policy Order, 2016, namely:

In the aforesaid Order, in Appendix B, in the Table under Part-I, in column (1), against Serial No. 13, in column (4),-

- a) in clause (iii) for the expression "50% (fifty per cent) of the shelf life, calculated from the date of filing of Import General Manifest (IGM)", the expression "66% (2/3<sup>rd</sup>) of the shelf life remaining from the date of manufacturing" shall be substituted; and
- b) after clause (iii), amended as aforesaid, the following clauses shall be inserted, namely:-
  - “(iii a) The ingredients and details of the product (e.g. nutritional facts, usage instructions etc.) of the food products shall be printed in Urdu and English languages on the consumer packaging;
  - (iii b) The logo of the Halal certification body shall be printed on the consumer packaging;
  - (iii c) The labelling under clauses (iii a) and (iii b) above shall not be in the form of a sticker, overprinting, stamp or scratched labelling;
  - (iii d) The shipment shall be accompanied by a ‘Halal Certificate’ issued by a Halal Certification Body, accredited with an Accrediting Body (AB) which is a member of International Halal Accreditation Forum (IHAF) or Standards Metrology Institute for Islamic Countries (SMIIC);”.

[No.1 (3)/2018-AC (TP)]

  
(Ashfaq Ahmad)  
Deputy Director (TP)

Link to SRO: <http://www.commerce.gov.pk/sros/>

