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Voluntary Public

Date: 3/16/2011

GAIN Report Number: MX1020

Mexico

Post: Mexico

Mexico Consolidates Labeling Requirements for Fruit Juices

Report Categories:

Beverages

FAIRS Subject Report

HRI Food Service Sector

Retail Food Sector

Sanitary/Phytosanitary/Food Safety

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Report Highlights:

The Secretariat of Economy (SE) published in the *Diario Oficial* (Federal Register), on March 11, 2011, a resolution that modifies the official regulation NOM-173-SCFI-2009 Pre-packaged Fruit Juices that was published originally on August 28, 2009. FAS/Mexico received indication that the Government of Mexico is updating a number of Mexican Official Regulations (NOMs) that must be brought into compliance with NOM-051-SCFI/SSA1-2010 General Labeling Specifications for Pre-packaged Food and Non-alcoholic Beverages.

General Information:

Introduction: This report summarizes an [announcement](#) from the SE published in Mexico's Federal Register on March 11, 2011. The announcement modifies and adds language to NOM-173-SCFI-2009 Pre-packaged Fruit Juices.

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: Resolution that amends Articles 2, 3.10, 9, and 10; and adds Article 5.1.4 to NOM-173-SCFI-2009 Pre-packaged Fruit Juices - Name of the Product, Physical and Chemical Specifications, Commercial Information and Verification Methods

Executive Summary:

On March 11, 2011, SE announced amendments to NOM-173-SCFI-2009 Pre-packaged Fruit Juices, that was published originally on August 28, 2009, (see 2009 GAIN report [MX9058](#) *SE Approves Fruit Juice Regulation*). The amendments update information, mainly on labeling, in order to comply with the new official regulations established on April 5, 2010. These amendments will enter into force on June 2, 2011. An unofficial translation of the relevant portions follows:

Beginning of translation.

Sections 2, 3.10, 9, and 10 are modified, and section 5.1.4 is added to the Official Mexican Standard NOM-173-SCFI-2009, published in the Diario Oficial on August 28, 2009, to read as follows:

2. Reference

This Mexican Standard is supplemented by the following Mexican Official Standards and current Mexican standards:

NOM-051-SCFI/SSA1-2010 General Labeling Specifications for Pre-packaged Food and Non-alcoholic Beverages, as published in the Diario Oficial on April 5, 2010.

3. Definitions...**3.10. Pre-packaged product**

Fruit juices that are placed in a container of any kind, without the consumer present, and the amount of product contained therein cannot be altered unless the container is opened or changed significantly.

3.11...

5. Classification and Commercial Naming...

5.1.4. The lettering of the trade name must be of the same typeface and size.

6...

9. Commercial Information

The labels of the products covered by this standard must comply with the labeling provisions established in NOM-051-SCFI/SSA1-2010, as indicated in the reference section of this NOM, as well as any specific provisions described in this standard.

10. Verification and Supervision

This Mexican Official Standard is not certifiable, however compliance will be verified and supervised by SE, the Federal Consumer Protection Agency (PROFECO) and the Federal Commission for Sanitary Risk Protection (COFEPRIS) as detailed in the scope of their authorities.

End of translation.

Important Dates

1. Publication Date: March 11, 2011.

2. Effective Date: June 2, 2011

Additional Information

It is strongly recommended that U.S. food and agricultural product exporters review the complete text of the new NOM-051 to make sure that labels of pre-packaged food and non-alcoholic beverages exported to Mexico for direct to consumer retail sale are in compliance with current requirements. The publishing of this notice is an effort of the Government of Mexico to consolidate all labeling regulations with NOM-051. This is a welcomed effort which will remove confusion about labeling regulations when each of the NOMs contains conflicting labeling requirements. At this time, it is clear that NOM-051 will be the standard regulation used for labeling of consumer goods. For additional information, consult the GAIN Reports referenced, below.

For More Information

FAS/Mexico Web Site: We are available at www.mexico-usda.com or visit the FAS headquarters' home page at www.fas.usda.gov for a complete selection of FAS worldwide agricultural reporting.

FAS/Mexico YouTube Channel: Catch the latest videos of FAS Mexico at work

<http://www.youtube.com/user/ATOMexicoCity>

Other Relevant Reports Submitted by FAS/Mexico:

Report Number	Subject	Date Submitted
MX0514	Mexico Issues Notice on NOM-051 Labeling Revisions	12/20/2010
MX0318	Additional Changes to Food Labeling Regulations NOM-051	10/29/2010
MX0312	Update on Revised NOM-051 Labeling Requirements	10/18/2010
MX0505	Mexico Revises Food Labeling Regulations	4/19/2010
MX9058	SE Approves Fruit Juice Regulation	09/09/2009

Useful Mexican Web Sites: Mexico's equivalent of the U.S. Department of Agriculture (SAGARPA) can be found at www.sagarpa.gob.mx, the equivalent of the U.S. Department of Commerce (SE) can be found at www.economia.gob.mx, and the equivalent of the U.S. Food and Drug Administration (SALUD) can be found at www.salud.gob.mx. These web sites are mentioned for the reader's convenience but USDA does NOT in any way endorse, guarantee the accuracy of, or necessarily concur with, the information contained on the mentioned sites.