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**Report Highlights:**

There were no substantial alterations on the regulatory framework for agricultural goods in 2020 except for the review of nutritional labeling by the National Agency of Sanitary Surveillance (ANVISA) and the addition of a new topic on this report - Trade Facilitation (TF). Related to TF, the United States and Brazil signed an updated version of the 2011 Agreement on Trade and Economic Cooperation (ATEC), aiming to reduce bureaucracy on foreign trade operations.

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*This report was prepared by the U.S. Agricultural Trade Office (ATO) of the USDA/Foreign Agricultural Service in Sao Paulo, Brazil, for exporters of U.S. food and agricultural products. While every possible care has been taken in the preparation of this report, the information provided may not be completely accurate either because policies have changed since its preparation or because clear and consistent information about these policies was not available. All links related to Brazilian food laws provided in this report are in Portuguese. It is highly recommended that U.S. exporters verify the full set of import requirements with their foreign customers, who are normally best equipped to research such matters with local authorities before any goods are shipped. Final import approval of any product is subject to the importing country's rules and regulations as interpreted by border officials at the time of product entry.*

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## **Executive Summary**

Brazil was still recovering from one of its most critical recessions when the pandemic emerged. The COVID-19 strongly hit Brazil in 2020, as the virus affected the country's health and economic system. The unemployment rate reached 14.6 percent in the third trimester of the year, according to the Brazilian Institute of Geography and Statistics (IBGE), while the gross domestic product (GDP) is projected to decrease by 4.8 percent by the end of 2020, according to the Brazilian Central Bank (BC). Despite limited room for fiscal policy, the government implemented a social assistance package estimated at approximately 10 percent of the country's Gross Domestic Product (GDP). This measure has been critical to support consumption, in particular purchases of agricultural goods. During 2020, basic foods kept prices under pressure. At the beginning of September, the Brazilian Supermarket Association (ABRAS) officially informed the National Secretariat of Consumers (Senacon), from the Ministry of Justice, about the upward trend that was affecting the prices of rice, beans, beef, soy oil - items that suffered approximately 20 percent price increase. While the Extended National Consumer Price Index (IPCA) is forecast to rise by 3.2 percent, inflation of food goods may reach 10 percent.

According to research conducted by the Brazilian Bars and Restaurants Association (Abrasel) in August, one out of every four bars and restaurants in the country closed permanently. For establishments that remain open, sales are down 40 percent when compared to the previous year. For food processors and food retailers, the scenario has been less critical. With offices and schools closed, and more consumers spending time at home, market analysts forecast sales to exceed one percent for the processing industry and three percent for the retail sector, compared to 2019. Despite the fragile situation, sales performance of U.S. agricultural goods to Brazil is positive when comparing the period of Jan-Nov, 2020 to the same period of the previous year. Sales of bulk commodities reached US\$188 million, 119 percent increase; sales of intermediate products reached US\$278 million, 8 percent increase, and sales of consumer-oriented products reached US\$182 million, 8 percent decrease. Although the pandemic brought a high level of uncertainty, U.S. exporters were able to find opportunities due to the shortage of some bulk commodities and high prices.

## Section I. Food Laws



Brazil is a member of the Common Market of the South (Mercosul as referred in Portuguese) and the World Trade Organization (WTO). Mercosul, formed by Argentina, Brazil, Paraguay, Uruguay, Venezuela (currently suspended), and Bolivia (in the process of accession) is a Customs Union which allows duty-free tariffs among member states and imposes a common external tariff on non-member countries. It also establishes a common commercial policy toward third countries. Associated states to Mercosul such as Chile, Colombia, Ecuador, Guyana, Peru, and Surinam, also enjoy duty-free agreements. As a founder member of the WTO, Brazil has incorporated WTO agreements into the Brazilian legal framework. From the agriculture perspective, Brazil follows the Sanitary and Phytosanitary (SPS) Agreement and the Codex Alimentarius (CODEX) principles.

Food regulations issued at the federal level are contained in various types of legal documents. To be implemented, they must be published in Brazil's "Diário Oficial" (similar to the U.S. Federal Register). Brazil has three levels of government: federal, state, and municipal. Legally, federal regulations must be followed when there are conflicts between federal, state, and municipal legislation or between different ministries' regulations at the federal level. State and municipal governments also have the authority to regulate and enforce state and municipal laws.

In the federal government, different agencies and ministries share jurisdiction to ensure the safety of the Brazilian food supply and regulate imports of agricultural commodities and foods. The Ministry of Agriculture, Livestock, and Food Supply (MAPA) and the Ministry of Health (MS) – through its National Agency of Sanitary Surveillance (ANVISA) – are the primary regulators of agricultural products. MAPA oversees and enforces many regulations about production, marketing, import, and export of animal-origin products, fresh fruit and vegetables, organic products, alcoholic and nonalcoholic beverages, juices, grains, seeds, and animal feed (including pet food). ANVISA enforces most regulations regarding processed food products. MAPA and ANVISA's regulations may be found online. On MAPA's website, <https://www.gov.br/agricultura/pt-br>, the search tool SISLEGIS makes available the current regulations on products under MAPA's supervision. A similar search tool called VISALEGIS can be found at ANVISA's website: <https://www.gov.br/anvisa/pt-br>.

Other ministries and agencies also involved in the monitoring and control of food safety include the Ministry of Economy, the Brazilian Institute of Environment and Renewable Natural Resources (IBAMA), of the Ministry of the Environment; the National Institute of Metrology, Quality, and Technology (INMETRO), the National Technical Commission on Biosafety (CTNBio), which is an inter-ministerial commission based in the Ministry of Science, Technology, Innovation, and Communication (MCTIC); and the Department of Consumer Protection and Defense (DPDC) within the Ministry of Justice.

The Brazilian constitution defines the relationship among federal, state, and municipal law. It also defines each federal branch of government (legislative, judicial, and executive). Importers/exporters must always observe the set of rules each administrative agency releases as it directly impacts market access for foreign goods. Although the Brazilian congress is responsible for rulemaking, the power delegated to the

ministries and their various branches is considerable. They implement the law and define the procedures that must be followed in greater detail. In terms of sanitary legislation enforcement, the principle of “positive legislation” is in place. That is, only that which is expressly established can be practiced. That which is not expressly addressed is prohibited.

## **Section I.I Ministry of Agriculture, Livestock and Food Supply (MAPA)**

The Ministry of Agriculture, Livestock, and Food Supply (MAPA), under the premise of safeguarding animal and plant health, is responsible for formulating and executing all policies related to Brazilian agribusiness development. MAPA integrates science, technology, and market aspects to respond to domestic and international demand. MAPA’s functions include the regulation, classification, and inspection of imported agricultural products entering Brazil.

The Secretariat of Agricultural Protection (SDA), the Secretariat of Aquaculture and Fishing (SAP), and the Secretariat of Trade and International Relations (SCRI) primarily enforce MAPA’s regulatory activities of interest to this report.

### **The Secretariat of Agricultural Protection (SDA)**

SDA, through its six main departments, is responsible for enforcing regulations related to domestic and imported plants and animals, including derived products, byproducts, and other inputs such as feed (including pet food) and organic goods. Additionally, the General Coordination for Sanitary Inspection on Agriculture and Livestock (VIGIAGRO) under SDA, is responsible for surveillance of all foreign agricultural products entering Brazilian borders.

- **Department of Animal Origin Products Inspection Service (DIPOA)**  
DIPOA is responsible for ensuring that all animal-origin products (meat derived from cattle, sheep, swine, goats, horses, game meat, poultry, dairy products, eggs, seafood, honey, margarine and other products with more than 50 percent of animal-origin composition) moving in interstate and foreign commerce are safe, wholesome for consumption, and accurately labeled.
- **Department of Plant Origin Products Inspection Service (DIPOV)**  
DIPOV has the regulatory authority to enforce federal laws regarding the registration, compliance, and labeling of alcoholic and non-alcoholic beverages such as distilled spirits, wine, soft drinks, and juices (except water, sports drinks, and energy drinks). Under DIPOV, there is a specific branch for beverages, the General Coordination for Wine and Beverages (CGVB).
- **Department of Animal Health (DSA)**  
DSA is responsible for enforcing regulations on imports and exports of live animals, semen, and embryos. In cooperation with state governments, DSA also enforces federal laws and regulations to protect and improve animal health, defend Brazilian borders against new foreign animal diseases, and control and eradicate existing animal diseases through programs such as the Foot-and-Mouth Disease Eradication Program. DSA is responsible for the regulatory inspection of feed for animal consumption (including pet food), registration of establishments producing animal semen and embryos, and genealogical registration of live animals. DSA also regulates the use of veterinary products.

- **Department of Plant Health and Agricultural Inputs (DSV)**  
DSV is responsible for protecting the health of plants, as well as preventing the introduction and spread of foreign pests within Brazil. DSV is also responsible for the regulatory inspection and registration of all planting seeds and seeding (including biotech seeds), as well as establishing standards for agricultural products such as grains, fruits, and vegetables.
- **Organic Production Coordination (CPOR)**  
CPOR function is to regulate the organic sector from the early stages of production until processing and trade.
- **General Coordination of the International Agricultural Surveillance System (CGVIGIAGRO)**  
CGVIGIAGRO is responsible for the inspection and clearance of foreign products under MAPA's jurisdiction at Brazilian ports and airports. CGVIGIAGRO also establishes the documents and procedures that international companies must follow to have products cleared to enter the country.

### **The Secretariat of Aquaculture and Fishing (SAP)**

SAP is responsible for managing and monitoring fisheries, to prevent overfishing and promote sustainability. SAP also responsible for regulations and standards of fish production and compliance with domestic regulations.

### **The Secretariat of Trade and International Relations (SCRI)**

SCRI is responsible for coordinating the Brazilian government's position on agricultural matters in international forums such as the World Trade Organization (WTO), World Organization for Animal Health (OIE), International Plant Protection Committee (IPPC), and Codex Alimentarius (CODEX). SCRI also coordinates regional and bilateral agricultural agreements. Moreover, SCRI is the focal point for the United States - Brazil negotiations under the Consultative Committee on Agriculture (CCA).

### **Section I.II Ministry of Health (MS)**

The Ministry of Health (MS) enforces its regulatory activities through the National Agency of Sanitary Surveillance (ANVISA). ANVISA is considered an autonomous agency, designated as the scientific regulator responsible all foods' safety under its authority (mainly processed products). The agency is also responsible for overseeing the production and registration of specific foods, food additives, supplements and packaging.

ANVISA's primary function is to protect the public (i.e., human health) by assessing food standards, safety, and contaminants. The agency is also responsible for the compliance and registration of food processing plants and foods at retail. Within ANVISA, the following branches coordinate the regulation, inspection, and clearance of food products:

- **General Office for Food Products (GGALI)**  
GGALI is responsible for the implementation of regulation and inspections of all food products under ANVISA's competence.

- **General Office of Sanitary Inspection (GGFIS)**  
GGFIS is responsible for reviewing documents and products classified as food to make sure they comply with ANVISA's regulations.
- **General Office of Auditing for Products under Sanitary Surveillance (GGMON)**  
GGMON is responsible for preventing and responding to food safety issues. GGMON is also responsible for the Coordination of National Food Monitoring Program in conjunction with the Ministry of Health.
- **General Office for Ports, Airports, Borders and Customs Enclosure (GGPAF)**  
GGPAF is responsible for the clearance and inspection procedures of any food product under ANVISA's competence at entry ports.
- **Office of International Affairs (AINTE)**  
AINTE coordinates the Brazilian government's commitments and proposals on food health and food safety issues during international discussions. The board is also the primary contact for foreign governments for legislative and market access matters.

### **Section I.III Ministry of Environment (MMA)**

Within the Ministry of Environment (MMA) is the regulatory authority for activities that affect the environment, called the Brazilian Institute for the Environment and Natural Resources (IBAMA). IBAMA is one of the key government agencies involved with the approval of agricultural chemicals (pesticides and herbicides), but has joint authority for this function with the Ministry of Health (which is concerned with the toxicology aspects of agricultural chemicals) and the Ministry of Agriculture, Livestock, and Food Supply (which provides the registration for pesticides).

IBAMA's review is concerned with the possible environmental impact of pesticides. In general, it follows recommendations made by international standard-setting organizations like CODEX and works closely with its U.S. counterpart, the Environmental Protection Agency (EPA). IBAMA is also the Brazilian regulatory agency that enforces the treaties established at the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). It is the agency responsible for monitoring and enforcing activities that affect Brazil's plants and animals. The regulatory rules related to these subjects in Brazil can be found at [www.gov.br/ibama/pt-br](http://www.gov.br/ibama/pt-br) and <https://www.gov.br/mma/pt-br>

### **Section I.IV Ministry of Economy**

All food products imported or exported by Brazil require registration through the Secretariat of Foreign Trade (SECEX). This entity is part of the Ministry of Economy, formerly known as the Ministry of Industry, Foreign Trade, and Services (MDIC). This office monitors all import and export tariffs and issues import and export licenses. In addition, SECEX is the government agency responsible for adjudicating anti-dumping cases against foreign products.

Since January 1997, SECEX, the Secretariat of Federal Revenue (SRF) of the former Ministry of Finance (now Ministry of Economy), and the Brazilian Central Bank (BC) have been responsible for import-related activities, such as licensing, customs clearance, and exchange monitoring through the Integrated Foreign Trade System (SISCOMEX), an administrative software program for completing import documentation requirements. Only Brazilian or multinational companies registered with the Importers

and Exporters Registry Office of SECEX are allowed to import products for commercial use. It is necessary to be registered at the SRF in order to obtain access to the SISCOMEX.

The National Institute of Metrology, Quality, and Technology (INMETRO) is another entity under the Ministry of Economy which conducts tests of domestic and imported products (industrial and food products) to make sure they meet the specifications of their labels and the safety of packaging materials. Information on INMETRO can be found on their home page [www.inmetro.gov.br](http://www.inmetro.gov.br). Other related legislations and procedures can be found at on the “Diario Oficial” website <https://www.gov.br/imprensaacional/pt-br>.

### **Section I.V Ministry of Justice (MJ)**

The Department of Consumer Protection and Defense (DPDC) within the Ministry of Justice is the federal agency responsible for enforcing the Brazilian Consumer Code (CDC), published in 1990. The code regulates consumer claims against adulterated food products, incorrect or misleading labels, and fraud. Each state in Brazil has an office of the Department of Consumer Protection and Defense that assists consumers directly in pursuing their rights.

For additional information on the Ministry of Justice’s consumer department, please check the Ministry of Justice’s home page at [www.mj.gov.br](http://www.mj.gov.br). Other Brazilian federal regulations regarding the Ministry of Justice can be found at the “Diario Oficial” homepage <https://www.gov.br/imprensaacional/pt-br>.

### **Section II. Labeling Requirements**

Labeling of food and beverage products must be in accordance with the general legislation of labeling and warnings, as well as the specific laws applicable to the product category. The requirements are also found in the specific Technical Regulation and the Consumer Protection Code. The exporter should forward a sample of the package to the importer to facilitate label development.

When the product is meant to be further processed, the legislation does not require it to be labeled as a retail product would be. However, the exporter needs to supply the importer with all the necessary information. The information provided by the exporter does not necessary needs to be on the product package (foodservice and industrial use packages), but at a minimum included on the documents that accompany the goods. The legislation does not impose a specific document, which means it can be the invoice, technical description sheet, etc.

In general, labels must contain the following information:

Front panel:

- Technical name (as defined in the specific technical regulation)
- Brand
- Information about aroma and coloring
- Weight/volume indication (note the minimum height of figures and letters indicated in the table below, per INMETRO Ordinance #157 of 2002)
- Additional information required by technical regulations for each product  
For food/beverage products:



Net content (grams or milliliters)	Minimum font height (mm)
below or equal 50	2.0
above 50 and below or equal 200	3.0
above 200 and below or equal 1,000	4.0
above 1,000	6.0

The letters used for writing unit-of-measure symbols must have a minimum height of 2/3 of the height of the algorithms. For imported products, if the original packaging gives no indication of quantity on the main panel, or if such indication is in dimensions or units, which do not agree with those established by INMETRO, a sticker containing all the required information may be placed over the original label.

Other panels:

- List of ingredients
- Warnings
  - .“Contains gluten” or “does not contain gluten”
  - . Claim allergens: “contains...” (List the following ingredients as allergens: wheat, rye, barley, oats and their hybridized strains, crustaceans, fish, eggs, peanuts, soy, milk of all species of mammalian animals, almonds, hazelnuts, cashew nuts, brazil nuts, macadamia nuts, pecans, pine nuts, chestnuts, and natural latex. The substance must be listed if it is detectable.)
  - .“Avoid excessive consumption of alcohol”
  - . Biotech content above 1 percent in its final composition must be indicated on the label.
- Country of origin
- Contact information for the manufacturer
- Contact information for the importer
- Expiration date (manufacture date only for animal-origin products)
- Lot number
- Care and handling information
- Instructions for use and preparation (if applicable)
- Percentage of alcohol content (for alcoholic beverages)
- Nutritional information (required to comply with RDC Resolutions # 359 of 2003 and #163 of 2006)

### **Nutritional Labeling**

After a process initiated in 2014, the National Agency of Sanitary Surveillance (ANVISA) approved the new nutritional label regulation. On October 9, 2020, the Brazilian Official Gazette published the Resolution of the Collegiate Board 429 and Normative Instruction 75, which refer to the new regulations on nutritional labeling of packaged food (<http://antigo.anvisa.gov.br/legislacao#/visualizar/434474>).

The new rules aim to facilitate nutritional information and lead consumers to make more conscious food intake decisions. The new legal framework establishes significant changes in the legibility of information, content, and how information must be displayed on the nutritional tables. It also covers nutritional claims; however, the most accentuated modification was the adoption of the frontal labeling. Under the new regulation, the nutritional labeling must be placed on the front panel of packaged foods

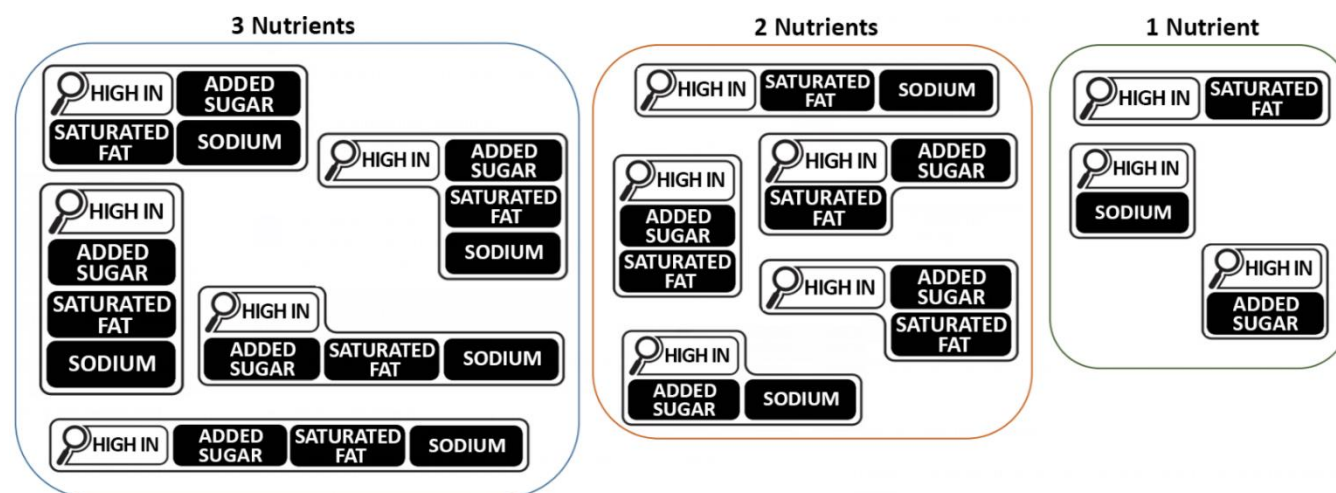
using simple and clear icons to emphasize high contents of saturated fat, added sugar, and sodium. According to ANVISA, these three nutrients were chosen because they represent the most critical ones to consumers' health, as there is robust evidence pointing into this direction. In addition, ANVISA took into consideration the concerns of Brazilian consumers towards these nutrients.

The new model does not include warnings for non-caloric sweeteners. Alcoholic beverages have been exempt from displaying nutritional label in the past. In the new set of regulations, ANVISA states that nutritional labels are mandatory for the great majority of beverages, including non-alcoholic beverages and adds that nutritional labeling is voluntary for alcoholic beverages. In this case, the producer may include the nutritional table in its totality or just the energy value.

### Minimum/Maximum Levels to be Considered High in Added Sugar, Saturated Fat, or Sodium

Nutrient	Limits for solids and semi-solid foods	Limits for liquid foods
Added Sugar	Equal or above 15g of added sugar per 100g of food.	Equal or above 7.5g of added sugar per 100ml of food.
Saturated Fat	Equal or above 6g of saturated fat per 100g of food.	Equal or above 3g of fat per 100ml of food.
Sodium	Equal or above 600mg of sodium per 100g of food.	Equal or above 300mg of sodium per 100ml of food.

### Model Labels on Mandatory Warning for Nutrients



### Table of Nutritional Information

The table of nutritional information will also go through significant changes. From now on, it will be mandatory to use a black font and white background. In addition, total sugars and added sugars, the energy value per 100g and 100ml, and the number of servings per package will be mandatory. It will also be mandatory to place the table of nutritional information close to the list of ingredients. It will not be permitted to cover, brake or display the table on areas of difficult reading or areas that may be deformed by the package's nature. The only exception accepted will be for products that provide a small display area (below 100cm<sup>2</sup>). It will be permitted for such products to display the nutritional information on covered areas; however, it must be accessible for consumers.

<b>NUTRITIONAL INFORMATION</b>			
Servings per package: 000 servings			
Servings: 000g (household measurement)			
	100g	000g	%VD*
Energy Value (kcal)			
Carbohydrates			
Total sugars (g)			
Added sugars (g)			
Proteins (g)			
Total Fat (g)			
Saturated fat (g)			
Trans fat (g)			
Dietary fiber (g)			
Sodium (mg)			
*Percentage of daily value provided by the serving			

Note: The regulation permits the table of nutritional information to be presented in different models, vertical, horizontal, aggregating up to 3 products, using two columns, and linear.

## Claims

Under the new regulations, the major requirements for claims are:

- Foods that display the frontal label for added sugar cannot have claims for sugars or added sugars.
- Foods that display the frontal label for saturated fat cannot have claims for total fat, saturated fat, trans fat, or cholesterol.
- Foods that display the frontal label for sodium cannot have claims for sodium or salt.
- It will not be allowed to place claims on the superior part of the main panel if the product has frontal nutritional information.

## Timeframe for Implementation and Compliance

- 24 months after its publication, the new regulation will go into effect (products produced before the regulation may be marketed until its expiration date).
- 12 months after the regulation goes into effect, smaller companies will have the additional time to comply with the new regulation. Smaller companies include small family farmers, rural entrepreneurs, micro-entrepreneurs, individuals, small-sized agro-industries, artisanal industries, or artisanal productions.
- Up to 36 months after the regulation goes into effect for compliance of non-alcoholic beverages in reusable packaging.

## Section III. Packaging and Container Regulations

Regulations on food packaging and containers fall under ANVISA's jurisdiction. ANVISA establishes quality and identity standards for materials, such as plastic, glass, metal, ceramic, and cellulosic. The agency's objective is to guarantee that packaging materials do not contain toxic substances or cause modification to food content. Generally, food packages are exempt from registration; however, registration is required for recycled packaging material. As Brazil follows the principle of positive legislation, companies that make use of new technologies have the right to send a petition to ANVISA and request an inclusion on the list, which is subject to ANVISA's approval. The set of rules that regulates the packaging

of food and beverage products are located at: [www.gov.br/anvisa/pt-br/setorregulado/regularizacao/alimentos/embalagens](http://www.gov.br/anvisa/pt-br/setorregulado/regularizacao/alimentos/embalagens)

The Brazilian Association of Technical Norms (ABNT) is also a founding member of the International Organization for Standardization (ISO), the Mercosul Standardization Association (AMN), and the Pan American Commission for Technical Ruling (COPANT). ABNT also regulates the recycling of packaging and containers for food products. All manufacturers or importers shall be responsible for the recycling, disposal, and removal of packages or containers that are likely to cause serious pollution to the environment after consumption or use. ABNT follows the International Resin Identification Code (numbering from 1 to 7) of the Plastics Industry Association. For detailed regulatory information as well as links to the main associations of packaging and containers, access the ABNT homepage at [www.abnt.org.br](http://www.abnt.org.br).

#### **Section IV. Food Additive Regulations**

ANVISA defines food additives as any ingredient without nutritional benefits deliberately added to food to modify its physical, chemical, biological, or sensorial characteristics during any stage (e.g., processing, storage, handling, transportation, etc.). Before approval for consumption, any food additive is analyzed separately in order to assess its technological need and safety. This analysis includes the relation of the additive to the product in which it will be incorporated; its functionality; studies and toxicological data which allows an adequate risk assessment; studies on estimates of potential ingestion; regulatory framework from other countries; and international benchmarks such as Codex, the European Union, and as a complement the Food and Drug Administration (FDA).

Depending on its nature, the approval or incorporation of the additive to the food regulatory framework may occur with restrictions of use. In this case, ANVISA will establish maximum limits for the active substance for the specific food product in which the additive will be incorporated. If the additive is approved but a safety tolerance is not set, the additive may be used at the level required to obtain the desired result.

Before exporting food and beverage products to Brazil, U.S. exporters must make sure that not only the final product complies with the local legislation but also the product's ingredients, which includes any additives. Brazilian legislation divides food products into categories, with allowable additives for each. More information on the regulatory framework for additives is available at:

<http://antigo.anvisa.gov.br/alimentos/aditivos-alimentares>

#### **Section V. Pesticide and Other Contaminants**

Brazil follows international standards for tolerances of pesticides, herbicides, and fungicides on agricultural products, and uses Codex Alimentarius as a general reference. The Codex Alimentarius Committee of Brazil (CCAB) represents the country in international Codex Committees and advocates for the use of Codex standards in the country.

Based on Codex norms, registrations for agricultural chemicals are reviewed by a three-party committee composed of MAPA, IBAMA, and ANVISA. ANVISA provides toxicological analysis and establishes maximum tolerance levels, while IBAMA evaluates environmental impact. MAPA is the initial point of

contact in the product registration process and the party that deliberates final approval after receiving inputs from ANVISA and IBAMA.

In order to improve the inspection of pesticides and contaminants on fruits and vegetables in Brazil, in 2009 the National Program for Pesticides and Contaminants Detection was created. The program collects samples of domestic and imported fruits and vegetables, such as papayas, apples, pineapples, lettuce, rice, peanuts, bananas, lemons, limes, mangos, melons, corn, strawberries, peppers, tomatoes, and grapes. Imported products must comply with the same requirements established for local products.

A list of approved pesticides may be found in the Agrofit System on MAPA's home page, <http://www.agricultura.gov.br/assuntos/insumos-agropecuarios/insumos-agricolas/agrotoxicos/agrofit>.

Maximum tolerance levels for pesticides can be obtained on ANVISA's webpage: <http://antigo.anvisa.gov.br/agrotoxicos>

## **Section VI. Other Requirements, Regulations and Registration Measures MAPA's Inspection Requirements for Plant Products:**

All unprocessed U.S. products of plant origin (bulk grains, fresh fruits and vegetables, nuts, and seeds) can only be exported to Brazil if accompanied by an Animal and Plant Health Inspection Service/Plant Protection and Quarantine (APHIS/PPQ) phytosanitary certificate. Frozen fruits and vegetables do not need a phytosanitary certificate. U.S. exporters should always check the nearest PPQ office or the APHIS home page to view the latest import requirements and to see if there is a need to conduct a Pest Risk Assessment (PRA) of the product before exporting to Brazil.

### **MAPA's Pest Risk Assessment (PRA):**

The importation of plant species, their parts, products, and by-products are regulated by MAPA, due to the risk of introduction of exotic pests in Brazil. MAPA may define import requirements based on product risk category, historical interception data, and risk assessment. A pest risk analysis is mandatory to define specific import requirements for plant species, their parts, products, and by-products when:

- It has never been imported into Brazil;
- It is intended for a new use;
- It is from a new country of origin; or
- It has records of importation from a date before August 12, 1997;

The PRA will be carried out by the MAPA Department of Plant Health and Agricultural Inputs (DSVIA) and shall be conducted according to the standards approved by MAPA. Should a PRA be necessary, the interested party must contact DSVIA or its superintendents at the state level to initiate the process.

The PRA process can be divided in three phases:

- Phase I: **START-UP**. Involves identification of all disease pathways (hosts) and potential pests present in the exporting country, completed via bibliographic survey.
- Phase II: **EVALUATION OF PEST RISKS**. Pests are evaluated on a case-by-case basis to determine whether they meet the criteria to be considered quarantine pests or not. Pest

characteristics such as morphology, biology, ecology, means of dispersion, methods of detection, inspections and control mechanisms and prior presence in the importing country will all be evaluated. Based on this information, the potential for introduction and potential economic impact will be reviewed and the determination made as to whether the pest is to be considered a “quarantine pest.”

- Phase III: PEST RISK MANAGEMENT. Phytosanitary measures that could reduce this risk to an acceptable level will be identified. According to the information about the pest, the Brazilian National Organization of Phytosanitary Protection (ONPF) will establish measures to mitigate the risk of introducing the pest. After the establishment of an appropriate phytosanitary measure, a Regulatory Act specifying import parameters will be sent by the ONPF to their counterpart in the country of origin (APHIS). Negotiations between the interested parties may follow, and a final phytosanitary protocol will be published in Brazil’s “Diario Oficial.”

Interested parties may use the services provided by collaborative centers accredited by MAPA to develop the Phase I analysis and pay for their costs.

Products classified as risk category zero (0) and one (1) are exempt from a PRA:

- Category 0: Products that do not require any type of phytosanitary control due to their degree of processing, even if they are of plant origin, and therefore do not require National Plant Protection Organization (NPPO) intervention and are not capable of transmitting pests in packaging material.
- Category 1: Plant products manufactured or devitalized due to the action of any technological process (cooking, blanching, pasteurization, sterilization, fermentation, or others) that changed them into products that will not directly be affected by pests, but may transmit pests to packaging materials, transportation means, or storage.

Plant species and their parts, products, and by-products that have had at least one shipment imported in the period between August 12, 1997 – July 16, 2005, provided that it is from the same country of origin, serves the same use, has not presented a record of interception of quarantine pests to Brazil, and has no specific regulated phytosanitary requirements. Products considered enterable under this condition are listed as Vegetal Products with Authorized Importation (PVIA) on MAPA’s webpage:

<http://www.agricultura.gov.br/assuntos/sanidade-animal-e-vegetal/sanidade-vegetal/analise-de-riscos-de-pragas>

U.S. exporters should always check the APHIS import and export database or with the APHIS office at the U.S. Embassy in Brasilia for additional information on the status of phytosanitary import requirements:

<https://www.aphis.usda.gov/aphis/ourfocus/importexport>

### **MAPA’s Inspection Requirements for Animal Feed**

U.S. exporters of animal feed and fodder, including pet food, must be registered with the Department of Animal Health and Livestock Inputs (DSAIP). The U.S. exporter of animal feed should first establish a legal representative or importer in Brazil who will file the request for registration of the imported product with DS. The importer must also be registered with MAPA before submitting a request for registration.

## **MAPA's Requirements for Alcoholic and Non-Alcoholic Beverages**

MAPA Normative Instruction 67 of November 5, 2018, updated import procedures for beverages, fermented beverages, wines, grape and wine by-products. This regulation establishes formats for the certificate of analysis, certificate of origin and certificate of typicity MAPA has also updated analytical parameters which can be found at:

<http://www.agricultura.gov.br/assuntos/inspecao/produtos-vegetal/legislacao-1/biblioteca-de-normas-vinhos-e-bebidas/AnexoNormaInternaDIPOVverso301219001.pdf>

MAPA also requires from exporting countries a list of entities eligible to issue these documents. The list of labs/entities can be found at:

<http://sistemasweb.agricultura.gov.br/siscole/consultaPublicaCadastro.action>.

The U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB) has the authority to certify labs and issue certificates of origin and typicity for alcoholic beverages. If a lab approved by TTB is not included on MAPA's list, TTB can request an update. TTB's list of qualified laboratories can be found at:

<https://www.ttb.gov/scientific-services-division/certified-wine-chemists>, <https://www.ttb.gov/scientific-services-division/certified-beer-chemists>, <https://www.ttb.gov/scientific-services-division/certified-distilled-spirits-chemists>.

For non-alcoholic beverages, ATO Sao Paulo should be the primary contact for U.S. companies to obtain specific information.

## **MAPA's Facility Requirements for Meat, Dairy, and Seafood Products**

To export animal-origin products (beef, pork, powdered milk, whey, lactose, cheese, and seafood) to Brazil, MAPA mandates that U.S. processing plants be inspected by federal agencies in the country of origin. The only U.S. federal agencies approved by the Brazilian government to certify U.S. processing plants are: the USDA Food Safety and Inspection Service (FSIS) for meat; the USDA Agricultural Marketing Service (AMS) for dairy; and the U.S. Department of Commerce's National Oceanic and Atmospheric Administration/National Marine Fisheries Service (NOAA/NMFS) for fishery products.

The U.S. exporter must contact these federal agencies and request the inclusion of the processing plant in the list of U.S. plants approved for export to Brazil. Registration of U.S. facilities can take approximately three months. The request for registration of the U.S. plant with the Brazilian authority, DIPOA, must be done per the following procedures:

- **Meat:** all-beef plants must make a formal request to FSIS, which will contact the Foreign Agricultural Service/Office of Agricultural Affairs (FAS/OAA) in Brasilia and request the registration be included in Brazil's official list. Currently, FSIS and DIPOA are discussing the language to be used on the sanitary certificate. For more information, contact the Office of Agricultural Affairs (OAA) in Brasilia.
- **Dairy:** registration under this category must be done directly through FAS/OAA, which requires a formal letter from the company to insert the producing plant in Brazil's official list. Currently, AMS and DIPOA are discussing the language to be used on the sanitary certificate. For more information, contact the Office of Agricultural Affairs (OAA) in Brasilia.

- Seafood: all fishery plants must prepare a formal request to NOAA, which will contact FAS/OAA and request the registration to be included in Brazil's official list. For more information, contact the Office of Agricultural Affairs (OAA) in Brasilia.

### **MAPA's Requirements for Organic Foods**

To export organic products to Brazil, foreign producers must comply with Brazilian regulations governing organic products. They must comply with Brazilian production standards and be certified by a MAPA-accredited compliance body. Foreign producers must be listed in the National Register of Organic Producers. In practical terms, this means that exporters must contract a local accrediting body to certify each organic product they intend to sell in Brazil.

The import process for organic products is similar to the standard import procedure. However, additional documents will be required by local authorities in order for the product to be sold as organic. Both domestic and foreign organic products must act in accordance with the organic legislation in force.

Labeling of organic products must follow the requirements below:

- Single-ingredient products may be labeled as "organic product" once certified;
- Products made of more than one ingredient, including additives, in which not all the ingredients are of certified-organic origin, must be labeled in the following manner:
  - a. Mixed products with a minimum of 95 percent of ingredients from certified-organic origin may be labeled "organic"
  - b. Products made with 70-95 percent of ingredients from certified-organic origin may be labeled as "products with organic ingredients," and must include the proportions of the organic and non-organic ingredients on their labels, excluding water and salt from the calculation

Any imported product subjected to quarantine treatment not compatible with Brazilian organic production regulation will lose its organic status. Since 2011, all organic products sold in Brazil must have the organic seal. The only exception is for products sold at street fairs or farmers' markets, where the producer has been previously authorized by MAPA and products produced or imported before 2011.

### **Mandatory Seal for Organic Products**



For additional information regarding Brazilian organic rules, please access:[Error! Hyperlink reference not valid.](#)



## ANVISA’s Requirements for Processed Food and Beverage Products

ANVISA establishes the procedures for registration and exemption of registration for imported food products that fall under the regulatory authority of the Ministry of Health. The objectives of these rules are to provide guidance to importers and to improve ANVISA’s efficiency in coordinating public health actions on imported food products.

Products under ANVISA jurisdiction are classified into two categories: products with mandatory registration and products exempt of registration.

<b>Products with Mandatory Registration</b>			
Enteral feeding products	Foods for infants	Products with probiotic and enzymes supplements	Packaging from new technologies (recycled, PET)
Products under these categories addresses vulnerable consumer groups – demanding control of nutritional aspects and stability.		These are categories of products in which security (and efficiency when it comes to probiotics and enzymes) requires specific processes control.	

If the product is allowed to be marketed, the legal representative of the exporting company, a local subsidiary, or the importer, must request product registration or an exemption from registration. If there is more than one importer for the same product, each importer must make an independent request. These forms must be delivered to the local office of the Ministry of Health in the state where the importer is legally based. Importers of food products on the mandatory list must register their products and pay fees, which vary according to the size of the company. Importers of food products that are exempt from registration are still required to request that the product be exempt from registration by presenting the appropriate documents to ANVISA through a simplified system. ANVISA also performs sanitary inspections and control of all products at point of sales.

Considering the Brazilian legislation is positive, if a product is not identified under the Brazilian Product Identity and Standards (PIQ)/Technical Regulations (RT), the importer may require an Evaluation for Safety and Efficiency from ANVISA. In the case of non-compliance, the product’s composition must be adjusted to meet regulatory requirements.

<b>Evaluation for Safety and Efficiency</b>			
New ingredients	Foods in contact with materials	Additives and technological coadjutants	Allergenic substances
Products under these categories may require market data, studies for risk level and scientific.			

## Section VII. Other Specific Standards

Before shipping, exporters and importers must work together to guarantee documents are filled as required by Brazilian authorities. The following documents must be prepared before shipping:

- Pro-forma invoice

- Import license (LI), importer obtains from SISCOMEX (Foreign Trade Automated System) based on pro-forma invoice information
- Shipping instructions, must contain all documents to be submitted by the exporter to the importer:
  - Certificate of Analysis and Certificate of Origin
  - Bill of Lading
  - Packing List

Before shipping goods to Brazil, exporters should be aware of wood pallets and wood packaging regulations. In general terms, pallets should be in compliance to International Standards for Phytosanitary Measures N° 15 (ISPM 15) standards and receive the International Plant Protection Convention (IPPC) stamp. As the United States adopts ISPM 15, USDA, in coordination with the wood packaging material industry, has developed an export program to guarantee U.S. companies comply with importation requirements of foreign countries. More information are located at:

[www.aphis.usda.gov/aphis/ourfocus/planthealth/sa\\_export/sa\\_wood\\_packaging/ct\\_wood\\_packaging\\_material](http://www.aphis.usda.gov/aphis/ourfocus/planthealth/sa_export/sa_wood_packaging/ct_wood_packaging_material)

For countries that have not adopted the ISPM 15 standards, the phytosanitary certificate may be substituted for the IPPC stamp, with an additional declaration on treatment records or the certificate of treatment stamped by the National Plant Protection Organization (NPPO). Wood pallets, both treated and untreated, are always inspected by MAPA. Inspectors will check for the presence of pests and may or may not release the cargo. Costs related to phytosanitary treatment or returning pallets/cargo to the country of origin will be under the exporter/importers' responsibility. Exporters should always confirm the full set of regulations with importers.

### **Section VIII. Trademarks, Brand Names and Intellectual Property Rights**

The National Institute of Industrial Property (INPI) is a federal agency responsible for registering patents, industrial designs, trademarks, and geographical indications, among other industrial property and related rights. Under INPI regulations, registration of patents is valid for 15 (patent of utility model) to 20 years (patent of invention) from the term of application date. According to the law, a patent will become extinct on the expiration of the term of protection:

- by a waiver from the patentee;
- upon forfeiture or non-payment of annual fees;
- upon failure to observe of Law 9279 of May 14, 1996, article 217, which states “a person domiciled abroad must maintain permanently a duly-qualified attorney resident in the country, with powers to represent him administratively and judicially, including receiving summons.”

The trademark registration certificate is valid for 10 years from the date it was granted, with the possibility of being renewed for equal and successive periods. As for geographic indications, use is restricted to the producers and providers of services established in the locality. Quality requirements will also have to be met, referring to appellations of origin. INPI will establish the conditions of registration for geographical indications. General information can be found on the INPI website: [www.gov.br/inpi/pt-br](http://www.gov.br/inpi/pt-br)

### **Geographic Indications under the Mercosul – European Union Free Trade Agreement**

Under the free trade agreement (FTA) negotiated between Mercosul and the European Union (EU) on July 4, 2019, the two parties recognized geographical indications (GIs) intended to be protected under the

trade deal. Mercosul recognized 355 EU GIs while Brazil will have 38 GIs protected in the EU. The “grandfather clause” allows existing producers to continue using specific GIs but banning new producers from using the terms. Under the trade deal, imported products must comply with the terms of the agreement and member countries must provide legal means for interested parties to seek enforcement of the protection. The agreement still on hold as EU countries is seeking legal commitments on the Amazon deforestation as a trade-off to have the EU-Mercosul agreement ratified. More information can be found at: [https://www.gov.br/mre/pt-br/canais\\_atendimento/imprensa/notas-a-imprensa/texto-do-acordo-mercotel-uniao-europeia](https://www.gov.br/mre/pt-br/canais_atendimento/imprensa/notas-a-imprensa/texto-do-acordo-mercotel-uniao-europeia)

## Section IX. Import Procedures

Oversight of imported food and beverage products is primarily the responsibility of MAPA and ANVISA. These two government bodies ensure the safety of the food supply and enforce regulations related to food and beverage products throughout the supply chain. A breakdown of MAPA and ANVISA’s respective regulatory responsibilities is presented below:

<b>MAPA</b>	<b>ANVISA</b>
<u>Consumer-oriented products</u> Animal products: red meat and by-products, poultry meat and by-products, fish, seafood products, dairy products, eggs, honey, and margarine;  Beverages: alcoholic and nonalcoholic (except energy drinks, hydroelectrolitic beverages, and non-dairy beverages such as soy, almond, etc);  Fruits and vegetables: dried, fresh, and processed	<u>Consumer-oriented products</u> Food: all consumer-ready or processed products, (except those under MAPA’s authority)  Beverages: energy drinks, hydroelectrolitic beverages, and non-dairy beverages such as soy, almond, etc.
<u>Intermediate products</u> Wheat flour, planting seeds, etc.	<u>Intermediate products</u> Sugar, sweeteners, mineral water, flavored waters, additives, and other ingredients (excluding those under MAPA’s authority)
<u>Bulk commodities</u> Wheat, grains, rice, soybean, cotton, tobacco, pulses, peanuts, flour, etc.	
Pet food, feeds, and foddors	
Plants and seeds	
Animals, semen, and embryos	

There are a few steps to follow during the import process. The list presented below are the common actions needed to import food and beverage products. To fulfill local requirements, the exporter must work together with importer, particularly in the initial phase, when shipping documents are prepared. Upon product arrival, most import companies contract a customs agent who will be responsible for clearance formalities. Rules from each administrative agency must be observed prior to shipment, as it directly affects market access for foreign goods. For additional information on import process, please refer to the [Exporter Guide 2020](#).

## **GENERAL STEPS TO IMPORT FOOD AND BEVERAGE PRODUCTS**

### **Prior Shipment**

- Confirm whether registration or any specific action is needed prior to shipment
- Confirm labeling requirements for the specific product
- Confirm information to be included in the pro-forma invoice
- Obtain Import License (LI)
- Prepare shipping instruction

### **Once Cargo Arrives at the Port**

- Cargo manifest
- Registration of Import Declaration (DI) with SISCOMEX. The DI is a document containing all information about the importation:
  - Importer data
  - Cargo data
  - Bonded warehouse data
  - Merchandise data
  - Negotiated payment terms
  - Federal taxes (Import Tax (II), Industrialized Products Tax (IPI), PIS, COFINS, and anti-dumping rights, as applicable); federal taxes are automatically debited from importer or customs agent account
  - State taxes – State Value Added Tax (ICMS). The ICMS is collected using the Form of State Collection (GAE), which is payable at any bank branch in Brazil. The Federal Revenue Service should receive the original payment evidence.
  - Additional information, as the case may be (for example, authorized customs agent)
  - The exchange rate of the negotiation currency, as determined by the Brazilian Central Bank
  - A detailed description of merchandise, according to the LI and the commercial invoice
- Checking and release of cargo by MAPA/ANVISA inspector: the importer (or customs broker) must file a process with the MAPA/ANVISA Unit located at the point of entry of merchandise in Brazil, requesting the release of imported beverages.

### **Cargo Release**

After the registration of DI, the Federal Revenue Service performs the parameterization in the SISCOMEX. The system performs the parameterization, and selects one of following channels:

- Green channel: exempts examination of documents and review of merchandise, and the release usually occurs in about a day.
- Yellow channel: only the review of records is required, and the release of merchandise takes place in about 2 days.
- Red channel: in addition to a review of documents, merchandise must go through physical examination, and then the release of the product takes place in about 4 days.
- Gray channel: this is a special customs control channel, and it may take more than 60 days after parameterization.

After the inspection, a Proof of Import (CI) is issued with the date of DI, importer, load, and customs clearance details. After the issuance of CI, the customs clearance process closes, and the merchandise can be picked up at the bonded warehouse.

- Clearance by MAPA/ANVISA for commercialization

## **Section X. Trade Facilitation**

On October 19, 2020 the United States and Brazil signed a new protocol which is an updated version of the 2011 Agreement on Trade and Economic Cooperation (ATEC). This new version includes three annexes on Customs Administration and Trade Facilitation, Good Regulatory Practices, and Anticorruption. The first topic affects import operations as it aims to reduce bureaucracy. Private agents believe this is the first step to reducing the length of time and costs related to foreign trade operations. Brazil intends to create a base for a trade agreement to be negotiated in the future. For additional information on the three annexes, please refer to the agreement's fact sheet:

<https://ustr.gov/sites/default/files/files/Press/Releases/ATEC%20Protocol%20Fact%20Sheet%20-%2010.19.20.pdf>

## **APPENDIX I. Government Regulatory Key Agency Contacts**

### **Ministry of Agriculture, Livestock and Food Supply (MAPA)**

Esplanada dos Ministerios, Bloco D 70043-900 Brasilia, DF  
Phone: (55-61) 3218-2510/2468  
Website: [www.gov.br/agricultura/pt-br](http://www.gov.br/agricultura/pt-br)

### **Ministry of Health**

**Agency of Sanitary Surveillance (ANVISA)**  
SIA Trecho 5, Área Especial 57  
71205-050 Brasilia, DF  
Phone: (55-61) 3462-6000  
Website: [www.gov.br/anvisa/pt-br](http://www.gov.br/anvisa/pt-br)

### **Ministry of Economy (ME)**

Brazilian Customs (Receita Federal)  
Esplanada dos Ministerios, Bloco P  
70048-900 Brasilia, DF  
Phone: (55-61) 3412-3000/2000  
Website: [www.gov.br/economia/pt-br](http://www.gov.br/economia/pt-br)  
[www.gov.br/receitafederal/pt-br](http://www.gov.br/receitafederal/pt-br)

## **APPENDIX II. Other Import Specialist Technical Contacts**

### **Brazilian Food Processors' Association (ABIA)**

Av. Brigadeiro Faria Lima, 11º andar  
01451-001 São Paulo, SP  
Phone: (55-11) 3030-1353  
E-mail: [abia@abia.org.br](mailto:abia@abia.org.br)  
Website: [www.abia.org.br](http://www.abia.org.br)

### **Brazilian Food Ingredients and Additives Association (ABIAM)**

Rua Hungria, 664, cj 51  
01455-000 São Paulo, SP  
Phone: (55-11) 3034-3541  
Email: [abiam@abiam.com.br](mailto:abiam@abiam.com.br)  
Website: [www.abiam.com.br](http://www.abiam.com.br)

Please do not hesitate to contact the offices below for questions or comments regarding this report or to request assistance to export processed food products into Brazil:

**U.S. Agricultural Trade Office (ATO)**

U.S. Consulate General, Sao Paulo

Rua Thomas Deloney, 381

04709-110 São Paulo, SP

Tel: (55-11) 3250-5400

Fax: (55-11) 3250-5499

E-mail: [atosaopaulo@fas.usda.gov](mailto:atosaopaulo@fas.usda.gov)

**Office of Agricultural Affairs (OAA)**

U.S. Embassy

Av. das Nações, Quadra 801, Lote 3

70403-900 Brasília, DF

Tel: (55-61)3312-7000

Fax: (55-61) 3312-7659

E-mail: [agbrasil@fas.usda.gov](mailto:agbrasil@fas.usda.gov)

**Attachments:**

No Attachments