

Voluntary Report – Voluntary - Public Distribution

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Report Name: Proposed Regulation on Recalls of Cross-Border E-Commerce Imported Retail Foods

Country: China - People's Republic of

Post: Beijing

Report Category: FAIRS Subject Report, Sanitary/Phytosanitary/Food Safety

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Report Highlights:

On September 9, 2025, China's State Administration for Market Regulation and Ministry of Commerce jointly published a proposed regulation to further strengthen the supervision of recalls on cross-border e-commerce imported retail foods. The proposal is open for public comments until October 8, 2025. At the time of this report, China has not notified the proposed regulation to the WTO. This report provides an unofficial translation of the draft proposal. Stakeholders should conduct their own review of the regulations to assess any market or regulatory impact on their business.

FAS China provides this reporting and analysis as a service to U.S. farmers, ranchers, rural communities, and agribusinesses in support of a worldwide agricultural information system and a level playing field for U.S. agriculture.

On September 9, 2025, the State Administration for Market Regulation (SAMR) and Ministry of Commerce of China jointly published [an announcement for Further Strengthening the Supervisions on Recalls of Cross-border E-commerce \(CBEC\) Imported Retail Foods](#). The proposal is open for comments until October 8, 2025. At the time of this report, China has not notified the proposed regulation to the WTO.

The public may submit opinions through the following channels and methods:

1. Online Submission: Visit SAMR’s official website at <http://www.samr.gov.cn>, log into the “Interaction” section on the homepage, and navigate to the “Survey” column to submit your feedback.

2. Email Submission: Send your comments via email to: spcjsczjdc@samr.gov.cn
Subject line: “Comments on Draft Announcement: Further Strengthening Supervision of Imported Food Recalls in Cross-border E-commerce.”

3. Mail Submission: Send written comments to: Food Sampling Inspection Department State Administration for Market Regulation No. 9 Madian East Road, Haidian District Beijing 100088
Please write “Comments on Draft Announcement: Further Strengthening Supervision of Imported Food Recalls in Cross-border E-commerce” on the envelope.

Background

In March 2025, the State Council issued new guidelines to improve food safety oversight across the entire supply chain, clarifying responsibilities among regulatory bodies:

- **Ecological environment departments:** Oversee heavy metal contamination in agricultural soil and remediation efforts.
- **Agricultural and rural affairs departments:** Supervise the quality and safety of edible agricultural products before they enter wholesale, retail, or processing channels.
- **Market supervision departments:** Monitor food quality and safety after products enter wholesale, retail, or processing stages.

Authorities are directed to strengthen farm-to-market linkages, manage meat quarantine certificates, establish agricultural safety traceability systems, and improve oversight of food storage, transportation, and online sales.

For imported foods, the guidelines emphasize coordinated risk management between the General Administration of Customs (GACC) and SAMR. They also recommend enhanced cross-border e-commerce supervision, including a negative list system, risk-sharing mechanisms, and recall procedures.

This builds upon existing regulatory foundations established in 2018, when the [Notice on Improving the Supervision of Cross-border E-commerce Retail Imports](#) (link in Chinese) was issued by the Ministry of Commerce, National Development and Reform Commission, Ministry of Finance, the General Administration of Customs, State Administration of Taxation, and SAMR. The 2018 Notice established that cross-border e-commerce (CBEC) companies bear primary responsibility for recalls, requiring them to immediately cease sales, recall existing products, and take proper disposal actions when quality and safety risks are discovered.

While market supervision departments are responsible for ensuring CBEC companies and platforms implement recalls in accordance with the law, enforcement challenges have emerged. Since CBEC companies are registered overseas, market supervision departments lack effective means to enforce recall responsibilities. To address these enforcement gaps, SAMR, in collaboration with the Ministry of Commerce, conducted comprehensive research and drafted new regulations currently under public comment to strengthen the recall system for cross-border e-commerce imported foods.

This report provides an unofficial translation of the announcement. Stakeholders should conduct their own review of the regulations to assess any market or regulatory impact on their business.

BEGIN UNOFFICIAL TRANSLATION

Announcement by the State Administration for Market Regulation and the Ministry of Commerce on Further Strengthening the Regulation on Recalls for Cross-Border E-Commerce Imported Retail Foods

To prevent food safety risks associated with CBEC imported retail foods and to ensure consumer food safety, this Announcement is issued in accordance with the Notice on Improving the Regulation of Cross-Border E-Commerce Retail Imports (Document No. Shangcaifa (2018) 486) jointly issued by the Ministry of Commerce, the National Development and Reform Commission, the Ministry of Finance, the General Administration of Customs, the State Taxation Administration, and the State Administration for Market Regulation. The relevant matters regarding the recall of CBEC imported retail food are as follows:

- CBEC companies bear the primary responsibility for the safety of CBEC imported retail foods. They should establish a recall system for CBEC imported retail foods and clarify the recall process. When they find that the relevant food has quality and safety risks or quality and safety problems, they should immediately stop sales, recall the food that has been sold and properly handle it.
- CBEC companies shall entrust a domestic enterprise to assist in carrying out the recall of CBEC retail imported foods by signing contracts or other means.
- CBEC platforms must urge enterprises to strengthen quality and safety risk prevention measures. In the event of quality and safety issues with CBEC imported retail foods, platforms should ensure that the company and their entrusted domestic enterprises

effectively carry out recall and conduct disposal actions. Platforms must suspend the CBEC operations of enterprises that fail to take proactive recall measures.

This announcement is hereby issued.

END UNOFFICIAL TRANSLATION

Attachments:

No Attachments.