

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Turkey

Post: Ankara

Turkey Excludes Alcoholic Beverages from the New Labeling System

Report Categories:

Trade Policy Monitoring

Retail Foods

FAIRS Subject Report

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Report Highlights:

Turkey has excluded alcoholic beverages from the scope of the new Product Verification Monitoring System. The system requires a specific adhesive label for products in six food categories and will be implemented on August 31, 2014.

General Information:**Exclusion of Alcoholic Beverages from the Scope of Product Verification Monitoring System (PVMS)**

Turkey has excluded alcoholic beverages from the scope of PVMS. The Turkish Wine Producers Association's challenge of the PVMS implementation resulted in a court ruling that the PVMS duplicates the existing monitoring system for alcoholic beverages. Based on the court's decision, the Ministry of Food Agriculture and Livestock announced the exclusion of alcoholic beverages from the scope of PVMS on May 2, 2014 on the Ministry's web site:

<http://www.tarim.gov.tr/Sayfalar/Detay.aspx?OgeId=118&Liste=Duyuru>.

The PVMS will be implemented on August 31, 2014, and applied to products in six food categories: food supplements; honey; energy drinks; black tea; vegetable oil; infant formulas, follow-on formulas and supplementary baby foods.

For more information about the PVMS, please refer to Gain Report "Turkey Delays Implementation of New Labeling System" published on December 30, 2013.