

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: 3/2/2015

GAIN Report Number: 5010

Turkey

Post: Ankara

Turkey Postpones Implementation of Product Verification Label

Report Categories:

Trade Policy Monitoring

Retail Foods

FAIRS Subject Report

Approved By:

Jess K. Paulson, Agricultural Attaché

Prepared By:

Nergiz Ozbag, Sr. Agricultural Specialist

Report Highlights:

Turkey has delayed the implementation of a Product Verification Monitoring System (PVMS) for ten months. The PVMS which requires a unique label for products in six food categories. It was originally proposed to enter into force December 31, 2013, and was postponed twice, most recently scheduled to go into effect on March 01, 2015. The current decision postpones implementation until December 31, 2015.

General Information:

Delay in Product Verification Monitoring System

Turkey has delayed implementation of PVMS for ten months. The system was originally scheduled to go into effect on December 31, 2013. However, the Ministry of Food, Agriculture and Livestock (MINFAL) issued two delays to implementation until August 31, 2014 and then until March 1, 2015.

On February 28, 2015, MINFAL again announced the delay of PVMS' implementation until December 31, 2015. The announcement can be found on the Ministry's web site:

<http://www.tarim.gov.tr/GKGM/Duyuru/107/Urun-Dogrulama-Ve-Takip-Sistemi-udts-Yeni>

The PVMS is scheduled to be implemented on December 31, 2015, and will be 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 on the PVMS, please see GAIN Reports "Turkey Implements Year-End Labelling Requirement" dated December 12, 2013 and "Turkey Excludes Alcoholic Beverages from the New Labeling System" dated May 29, 2014)