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## Mexico Launches New Health Campaign Targeting Processed and Imported Foods

On June 22, Mexican President Andres Manuel Obrador announced the launch of a new health and nutrition campaign from the Secretariat of Consumer Protection (acronym PROFECO in Spanish) “La Nueva Mesa” (the New Table), with the goal of improving the nutrition of Mexicans and encouraging healthier eating habits by targeting processed and imported foods. A collaboration between the Secretariats of Agriculture, Economy, Education, Health, and Wellness, the campaign will launch in July on radio, television, and social media outlets.

## **China eliminates U.S. dairy plant audits for registration**

US Dairy Export Council recently announced that effective July 1, the Agricultural Marketing Service (AMS) plant audit required for dairy and infant formula plant registration will be eliminated. The change follows commitments made under the Economic and Trade Agreement between the United States and China. AMS will cease conducting the audits, easing the regulatory and financial burden of U.S. dairy suppliers exporting to China. In order to be eligible to export to China, U.S. dairy companies must continue to file an application with the U.S. Food and Drug Administration (FDA) using the Unified Registration and Listing Systems (FURLS) [Export Listing Module](#) (ELM). For more information, contact Eddy Fetzer ([efetzer@usdec.org](mailto:efetzer@usdec.org)) with any questions.

## New Services of Food Export Midwest:

- Food Export is offering several [virtual events](#) over the next few months (Canada and Colombia) where you'll have the opportunity to meet one-on-one virtually with foreign buyers to increase global sales. [Learn more](#)
- Food Export is offering one-on-one [Virtual Consultations](#) with In-Market Representatives to get first-hand feedback on markets of interest and answer any questions. [Learn more](#)
- Receive information on a buyer that you previously met with at a trade show or other event through the new [Lead Qualification](#)

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[Click here](#) to learn more about our services.



Service. In-Market Representatives will vet the buyer and provide a report to help determine if you want to move forward with the lead. [Learn more](#)

Markets available for the Virtual Consultations and Lead Qualification Service:

- **North & South America:** Argentina, Brazil, Canada, Caribbean, Chile, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay
- **Europe:** Austria, Belgium, Bulgaria, Czech Republic, Denmark, Finland, France, Germany, Netherlands, Norway, Poland, Portugal, Romania, Spain, Sweden, Switzerland, Turkey, United Kingdom
- **Asia:** China, Hong Kong, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam
- **Middle East:** Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates
- **Oceania:** Australia, New Zealand

Contact DATCP's international staff for more information.

## Upcoming Events

### Food Export Events:

View up to date information about Food Export events that have been impacted by Covid19. If a show or mission is not on the list, it's taking place as scheduled.

<https://www.foodexport.org/who-we-are/communications/covid-19-resources>

### Interzum Cologne 2021:

**Dates/Location:** May 4-7, 2021

**Cost:** \$500 for a shared booth space

**Deadline:** December 30, 2020

Interzum is the world's leading trade fair for furniture production and design. Every two years the most innovative products, new technological developments and state-of-the-art materials are showcased at this world class industry event. Furniture manufacturers, interior designers, architects, products developers, consultants around the world all gather in Cologne, Germany to seek the latest trends. Wisconsin forestry businesses are encouraged to take advantage of this state-sponsored event to meet and network in front of large potential international buyers.

**Contact:** Jennifer Lu at (608) 224-5102 or email: [jennifer.lu@wi.gov](mailto:jennifer.lu@wi.gov)

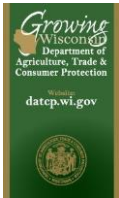
## China International Import Expo

When: November 5-10,2020

Where: Shanghai, China

Grant funds are available to reimburse a portion of booth expenses of Wisconsin food and agriculture product companies exhibiting at the November 2020 [China International Import Expo](#).

**Contact:** Lisa Stout at (608)224-5126 or email: [lisa.stout@wi.gov](mailto:lisa.stout@wi.gov).



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