

WEBINARS

LABELS ON PACKAGING: REQUIREMENTS IN YOUR TOP 5 EXPORT COUNTRIES

Wednesday, Oct 14, 2026 | 10:00 AM - 11:00 AM
Registration: Wednesday, Jul 29 - Wednesday, Oct 14, 2026
Riverside | United States of America

https://www.wusata.org/e/RZOIWOB

EVENT DETAILS

Presented by Bryant Christie Inc.,

This seminar is designed for Western U.S. exporters, particularly growers, packers, processors, and food marketers, who ship to Mexico, Canada, the European Union, Japan, and South Korea. The session will walk through packaging and labeling requirements across these top five export markets, helping attendees avoid common compliance issues before shipping.

The presentation will provide a country-by-country breakdown of mandatory label elements, language and format requirements, and recent regulatory changes. Attendees will gain a practical checklist approach for confirming label compliance across multiple markets before product leaves the dock.

Detailed Webinar Overview:

1. Welcome & Objectives

- Session goals: understanding packaging and labeling requirements across five key export markets
- Why labeling errors are a leading cause of shipment delays and rejections

2. Mexico: Labeling Requirements

- Mandatory label elements and NOM compliance
- Spanish-language and country-of-origin requirements

3. Canada: Labeling Requirements

- Bilingual labeling requirements
- Nutrition facts table and metric measurement rules

4. European Union: Labeling Requirements

- Mandatory information and language requirements by member state
- Allergen labeling and traceability considerations

5. Japan: Labeling Requirements

- Mandatory label elements under Japanese food labeling standards
- Japanese-language and format requirements

6. South Korea: Labeling Requirements

- Mandatory label elements and Korean-language requirements
- Registration and pre-clearance considerations

7. Avoiding Common Compliance Issues

- Cross-market checklist for confirming label compliance before shipping
- Working with importers and label review services

8. Q&A

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373

- Interactive discussion with participants

Participants will be able to:

- Identify mandatory labeling requirements for Mexico, Canada, the European Union, Japan, and South Korea
- Recognize country-specific label elements and language requirements
- Avoid common compliance issues before shipping
- Apply a checklist approach to labeling across multiple export markets
- Prepare compliant packaging ahead of upcoming export activity, including the Taipei craft beverage mission (Nov 9-15, 2026)