

Voluntary - Public

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## Mexico

**Post:** Mexico

### Mexico to Publish New Regulation on Fruit Juices

**Report Categories:**

Agricultural Situation

Agriculture in the Economy

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**Report Highlights:**

The Secretariat of Economy published an announcement in the *Diario Oficial* (Federal Register) on August 4, 2009, that contains the comments on a new fruit juice regulation. The new regulation will standardize the juice industry. The Foreign Agricultural Service (FAS) GAIN report # [MX8085](#) reported on the announcement that was sent out regarding the open comment period for this regulation. However, there were no comments from the U.S. industry. The final step is to publish the official regulation.

**General Information:**

**Introduction:** This report is a follow up to the proposal of the official regulation on fruit juices from the Secretariat of Economy that was published in Mexico's *Diario Oficial* (Federal Register) on August 4, 2009.

**Disclaimer:** This summary is based on a  *cursory* review of the subject announcement and therefore should not, under any circumstances, be viewed as a definitive reading of the regulation in question, or of its implications for U.S. agricultural export trade interests. In the event of a discrepancy or

discrepancies between this summary and the complete regulation or announcement as published in Spanish, the latter shall prevail.

**Title:** Answer to the Commentaries Received on the Draft of the Mexican Official Regulation PROY-NOM-173-SCFI-2008 Prepackaged Fruit Juices with Respect to the Product's Name, Physical and Chemical Specifications, Commercial Information and Verification Methods.

**FAS/Mexico's Executive Summary:** On August 4, 2009, the Secretariat of Economy published the answers in the *Diario Oficial* to comments received on a new regulation for prepackaged fruit juices. The proposal states that fruit juices must comply with certain requirements in order to be defined as a "juice". This norm applies to all of the products that are called fruit juices and commercialized in Mexico. According to the beverage industry, this regulation will standardize the juice market and no longer allow non-juices (beverages that contain only sugar, water and flavoring) to use the juice title. This regulation is partially based on the international regulation CODEX STAN 247-2005, *General Norm of the Codex for Juices (Juice) and Nectars of Fruits*.

Most comments were from the different juice industries in Mexico, and no comments were received from the U.S. industry. Mexico's next step is to publish the official regulation, which will contain slight modifications to address the approved comments.

For additional information, the draft as well as the answers to commentaries is available in Spanish at:

*The Proposal Document* - [DOF - Diario Oficial de la Federación](http://www.dof.gob.mx/nota_detalle.php?codigo=5071638&fecha=03/12/2008)  
[http://www.dof.gob.mx/nota\\_detalle.php?codigo=5071638&fecha=03/12/2008](http://www.dof.gob.mx/nota_detalle.php?codigo=5071638&fecha=03/12/2008)

*Answers to the Comments Document* - [DOF - Diario Oficial de la Federación](http://www.dof.gob.mx/nota_detalle.php?codigo=5101547&fecha=04/08/2009)  
[http://www.dof.gob.mx/nota\\_detalle.php?codigo=5101547&fecha=04/08/2009](http://www.dof.gob.mx/nota_detalle.php?codigo=5101547&fecha=04/08/2009)

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FAS Web Site: <http://www.fas.usda.gov>

**Useful Mexican Web Sites:**

Mexico's equivalent of the Department of Agriculture (SAGARPA) can be found at [www.sagarpa.gob.mx](http://www.sagarpa.gob.mx) and Mexico's equivalent of the Department of Commerce (SE) can be found at [www.se.gob.mx](http://www.se.gob.mx).