

Western I Field Office Trade Investigations Division



J.D. Lloyd
Investigator

Jan. 27, 2010

TTB Trade Investigator

- Investigates industry member compliance with regulations for permit qualification, production, record keeping, reporting, labeling, trade practices, and excise taxes
- Investigates consumer complaints
- Provides guidance to industry on regulations
- Liaises with other government agencies

International Trade Division

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- European Community
 - Saul Cruz
 - Mari Kirrane
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- Wine Technical Advisor
 - Mari Kirrane
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- Western Hemisphere
 - Delfie Mendez
- Asia, Pacific Rim, Africa, & All Other Countries
 - Skip Lett
 - David McCaleb
 - Justin Walls
 - Warren Wynn



ITD's Commitments

- To facilitate export, import and domestic trade in alcohol
- To serve as liaison among foreign governments, industry, and the public in support of worldwide trade

Meeting ITD's Goals

- Trade issues that arise are reported directly to ITD by the industry or other governments
- Issue Resolution:
 - United States Trade Representative (USTR) - ITD assists and provides technical support through the Assistant USTR for Agricultural Affairs
 - World Trade Organization (WTO) - ITD monitors and acts on potential trade issues
 - Wine Regulator's forums
 - Codex Alimentarius Commission meetings

Codex Alimentarius Commission

- Joint Food & Agriculture Organization (FAO) and World Health Organization (WHO) commission
- Develops food standards, guidelines and codes of practice
- Includes:
 - Committee on Food Additives
 - Committee on Contaminants in Food
 - Committee on Food Labeling

International Agreements

- World Wine Trade Group Wine Agreements
 - Mutual Acceptance of Winemaking Practices
 - Wine Labeling Standards
- U.S./Mexico Tequila Agreement
- U.S./European Commission Wine Agreement
 - Phase I signed 3/10/06
 - Phase II negotiations continue



U.S./EC Wine Agreement

- Semi-generic terms
 - Grandfathered uses
- Winemaking practices
- Labeling
 - Traditional Expressions
 - Appellations
- Export Certification



Certification of Imported Wines

- Imported Natural Wine
 - European Commission
 - World Wine Trade Group
- Brunello di Montalcino (IC 2008-2)



MOUs

(Production Standards, Certifications, Labeling, etc.)

- Completed
 - China
- Drafted
 - Brazil – 1
 - Hong Kong
 - Italy
- Pending
 - Brazil – 3
 - France
 - India



COLA Waiver Program

- Samples of alcoholic beverages imported strictly for use at trade shows and/or for soliciting orders may, under certain conditions, be imported without a certificate of label approval (COLA). Importers of such samples may apply for a waiver from the COLA requirements from ITD in the form of a letter request.
- In 2009, ITD issued 1026 waivers covering approximately 24,000 bottles/cans

Outreach to Industry

- Export Seminars (2009)
 - 3 in CA
 - TTB Expo
 - 1 in DC
- 54 country database
- Appellation of Origin database
- www.ttb.gov translations

TTB Contacts

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