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GROWING FOOD AND DRINK EXPORTS

Documentation and labelling requirements





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Which markets do you
predominantly export to?





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EXPORT PAPERWORK

Your passport to market entry

CHECK EXPORT PAPERWORK REQUIREMENTS

Whilst there are not many restrictions for food and drink exports from the UK, there are usually strict controls in place for entry into a destination country. These controls are in place to necessitate the protection of humans, along with animals and plants from diseases and pests.

It is important to perform due diligence checks prior to export, to see what paperwork and registrations maybe required for the market you are exporting to.



COMMERCIAL INVOICES

The commercial invoice should always include most of the information necessary to clear customs, and should always include:

- Full contact and address details of the seller and the buyer
- EORI number of exporter and importer
- Description of goods, including commodity code
- Quantity of goods
- Country of origin of the goods – where applicable
- Gross and net weight (if included, must match packing list)
- Price of goods (individual and total)
- Currency
- Shipping terms (Incoterms® 2020 Rules)

A packing list is also necessary, especially for food and drink products where best before information and batch numbers need to be present on some form of documentation.

COMMERCIAL INVOICE						
Date			Invoice No			
Exporter Address City/State/ZIP Code Country Phone/Fax Contact Person			Consignee Address City/State/ZIP Code Country Phone/Fax Contact Person			
Tax ID No (EIN)	Total Gross Weight	Transportation	VAT No.		Terms of Sale:	
Other	Total # of Pieces	AWB/BL #	Currency			
Commodity Description	HS	Country of Manufacture	Qty	UOM	Unit Price	Total Amount
These commodities, technologies, or software were exported from the United Kingdom in accordance with export administration regulations. Diversion contrary to United Kingdom law prohibited. We certify that this commercial invoice is true and correct.			Subtotal			
			Freight Cost			
			Insurance Cost			
			Total Invoice Value			
I/we hereby certify that the information on this invoice is true and correct and that the contents of this shipment are as stated above.						
Name		Signature			Date	

CLAIMING PREFERENCE

Importers can claim preference with a 'statement of origin' if based in a country which has a free-trade agreement with the United Kingdom

- Prescribed text added to invoice or another commercial document
- May be in electronic format
- Exporter must hold evidence
- Applies to either single or multiple consignments

Depending on where the goods are going, a particular reference number will need to be added to claim preference. If this number is not in place, then alternative means such as an EUR1 document must be pursued.



CLAIMING PREFERENCE

(Period: from to [1])

The exporter of the products covered by this document
(Exporter Reference No ... [2] declares that, except where
otherwise clearly indicated, these products are of ... [3]
preferential origin

..... [4]

(Place and date)

.....

(Name of the exporter)



CLAIMING PREFERENCE

Evidence needs to be held that goods meet preferential origin, so it is vital that supplier's declarations are also held on file

Suppliers' declaration – example

Wording to use

I, the undersigned, declare that the goods listed on this document... ..
... (1) originate in... .. (2) and satisfy the rules of origin governing
preferential trade with... .. (3):

I declare that (4):

Cumulation applied with..... (name of the country/countries)

No cumulation applied

I undertake to make available to the Customs authorities any further
supporting documents they require:

... .. (5)

... .. (6)





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What is the greatest challenge you face when exporting food and drink to new markets?





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SPS CONTROLS

- Measures to protect the biosecurity of recipient country
- Accounts for risk of contamination, disease and pests where movement occurs between animal and plants
- Applies to many product groups of animal or plant origin, as well as some manufactured goods



EXPORT HEALTH CERTIFICATION

- Pre-notifications submitted to EU (inc. NI) via TRACES
- Health certificate accompanies the goods – find the correct export health certificate for the products you wish to export
 - Animal origin - EHC
 - Plant and plant products - PC
- Pre-export inspection by certifying officer
- Enters EU via an authorized location with designated BCP
- Documentary, identity and physical checks at the EU border or inland
- Quality and labelling requirements for SPS goods need to adhere to EU criteria.



OTHER FOOD CERTIFICATION

In some cases, an export health certificate may not be necessary, either because there is no model health certificate available, or the prerequisites for the country of import are different.

In these scenarios, a company should try and obtain the correct wording needed for a health certificate for entry into the destination country. This can change dependent from country to country and usually requires the health certificate to be issued by a local council rather than HMRC.

Other documents sometimes used for entry can include:

- Certificate of Free Sale
- CITES Certificate
- Organic Certificate
- Catch Certificates
- Halal certification
- Waiver statements





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FOOD LABELLING

Ensure food is permitted to enter the country



FOOD LABELLING

A crucial part of any food business, whether exporting or just for the internal market, is ensuring that food labelling has been done correctly, as the consequences with errors can be severe.

Whilst some countries can deviate away from labelling requirements enforced in the UK, many countries around the world have adopted a similar framework in recent years.

The core requirements for a label on a food or drink product usually include;

- Name of the product
- Registered address & Country of Origin
- Net weight
- Ingredients by weight
- Best Before / Use By
- Nutritional Information
- Storage & Cooking Instructions



REGISTERED ADDRESS

One barrier which often causes some issues for new businesses looking to expand into new markets is the display of the registered address on the label. This address must be included on the label and is used for all official documentation.

Where the sale of the goods is to another distributor, usually this address would be in the name of the distributor established in that country.

Operators need to be wary of using Delivery Duty Paid (DDP) Incoterms or following a B2C model without thorough planning, as the business would likely need to establish a registered address in the destination country.



RE-LABELLING

It is very difficult to fit all of this information onto one label in multiple languages, so often food and drink products need to be re-labelled for each destination.

Costs for translation, along the material and labour costs for re-labelling these products need to be factored in when reaching out to new markets. Not factoring this in can wipe out the margin when exporting to a new region or country.



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FREE TRADE AGREEMENTS

Leveraging Free trade agreements to access
new markets

CPTPP

Unlock new opportunities in Southeast Asia by leveraging existing and new trade deals

- Access to a growing market with increasing demand for diverse food products. Meat, seafood, dairy products, cereals and confectionary have all reported success exporting to the area recently
- Opportunity to leverage trade agreements for reduced tariffs and better pricing. Alongside the existing FTA with Vietnam, the United Kingdoms accession to the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) has opened new corridors to trade with Malaysia and Brunei
- One of the core advantages of the CPTPP is the relaxed rules on Rules of Origin, meaning that a greater variety of products now benefit from reduced duties.



India

Excitement for a new trade deal with one of the most prosperous nations on the Asian continent

On 6th May, the UK formally agreed a trade deal with India, opening potential new avenues for trade with the region.

Whilst British products, including food and drink, have been highly regarded in the country for some time, access to the market has been difficult due to labelling and export paperwork complications. The trade deal, once formally ratified, will eliminate some of these trade barriers, whilst also offering reduced tariffs on many food and drink products.





EUROPE

A relationship reset may kickstart fresh exports to the region in 2025

With the announcement of a Common Sanitary and Phytosanitary area as part of the UK-EU Summit, there is renewed hope for a bolster in trade across the English Channel.

The agreement, which is yet to be ratified, will look to axe some of the prohibitive red-tape which currently affects UK exports of certain food and drink.

With a unified approach, the hope is that some of the health certification, along with Organic certification and other documentation, will no longer be required for all consignments, making it significantly easier to export to the region.



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Any
questions?





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