

U.S. Food and Agriculture Dialogue for Trade North America Priorities

The U.S. Food and Agriculture Dialogue for Trade consists of a broad cross-section of U.S. food and agricultural companies and associations engaged in and supporting America's farms, ranches and related businesses.

Why North America Food and Agricultural Trade Matters:

- U.S. food and agricultural exports, which are heavily reliant upon the North American market, support over 15 million jobs from coast-to-coast.
- The North American market has been a bonanza for U.S. farmers, ranchers and food processors. Over the past 20 plus years, U.S. food and agricultural exports to Canada and Mexico have quadrupled. In 2016 the U.S. exported nearly \$43 billion worth of food and agriculture goods to its NAFTA partners.
- Based on a U.S. Department of Agriculture estimate, for every \$1 of agricultural exports, another \$1.27 is generated in business activity. That is, in 2016 U.S. food and agricultural exports to Mexico and Canada supported \$54.6 billion in additional business activity.

Priorities for U.S. Competitiveness in North America:

We are focused on improving the U.S. position in the North American market and look forward to working with the Trump Administration on ways to modernize the North American Free Trade Agreement (NAFTA) that preserve and expand U.S. competitiveness. Among these opportunities we find are:

1. Maintaining and expanding upon current market access, tariff concessions and other provisions that have enabled economic integration and supported farm income. Specific areas for improved market access include, but are not limited to:
 - a. Resolving nontariff Canadian policies designed to negatively impact dairy trade, and obtaining significantly greater market access for U.S. dairy and poultry exports to Canada.
 - b. Ending the NAFTA prohibition on duty drawback and deferral on wine.
 - c. Ending the discriminatory market access benefits provided solely to Canadian beer and wine producers.
 - d. Adopt consistent standards for animal health certification that follow the World Organization for Animal Health standards.
 - e. Provide for strong yarn-forward rules of origin for textiles and eliminating exemptions, such as tariff preference levels (TPLs).
 - f. Preventing country of origin labeling requirements that will subject U.S. made products to billions of dollars of tariffs and make American beef and pork less competitive in international markets.
 - g. Opposing the adoption of WHO Guidance restrictions on milk products, and related WHO references in Codex standards.

continued

2. Improving regulatory coherence and cooperation by:
 - a. Implementing complete SPS-plus and Rapid Response Mechanisms.
 - b. Strengthening TBT requirements to prevent non-tariff barriers that lack scientific merit.
 - c. Increasing transparency and cooperation on activities related to agricultural biotechnology and other technologies.
 - d. Aligning standards, including product and ingredient registration, fortification, and certification requirements.
 - e. Providing for trade-facilitative origin requirements.
 - f. Preventing the misuse of geographical indications to erect de facto non-tariff barriers to common agricultural products.
 - g. Providing for coherent national renewable fuels standards.
3. Enhancing intellectual property rights to protect lawfully registered and legally trademarked brands, brand names, icons, logos, mascots, colors and other identifying marks and labels, while preserving the typical U.S. safeguards for terms and images in the public domain.
4. Maintaining or improving upon protections for investments by way of the dispute-settlement processes and rules including those governing antidumping and countervailing duties.
5. Adopting provisions unique to the modern economy (e.g., e-commerce).