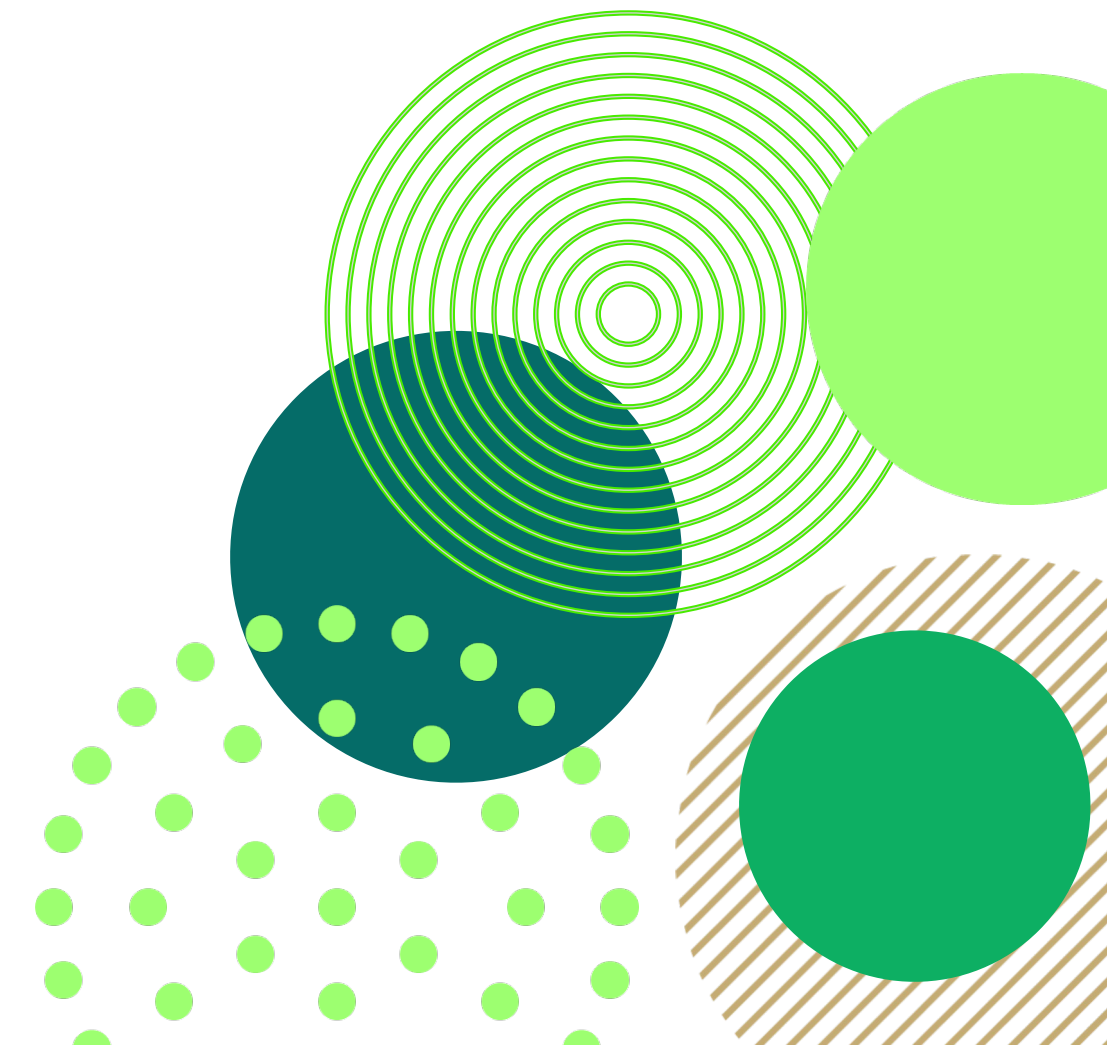
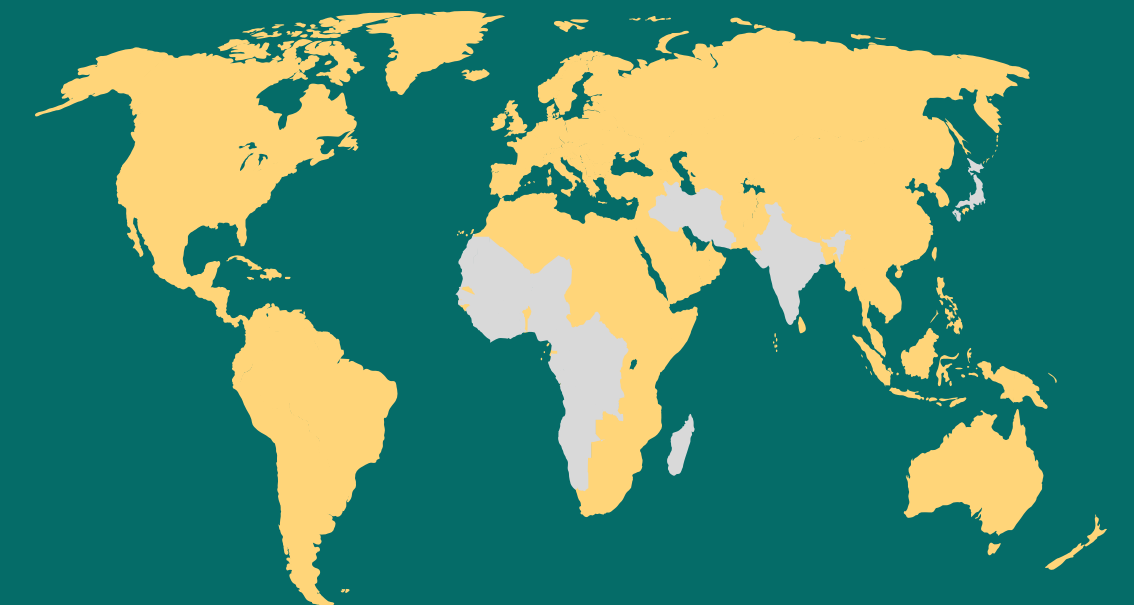


ID Tagging in the CIS: Traceability Through Regulation



We are EAS Strategies, experts in food regulation and nutrition policy, globally

- International team of regulatory experts, lawyers and public affairs professionals
- Worldwide coverage with four regional teams and a network of consultants, covering the most challenging regions
- Trusted by global and regional leaders
- Providing top-class research capability



Core Services

REGULATORY AFFAIRS

- Assessment of regulatory compliance of products and solutions
- Monitoring regulatory change
- Stakeholder engagement strategies

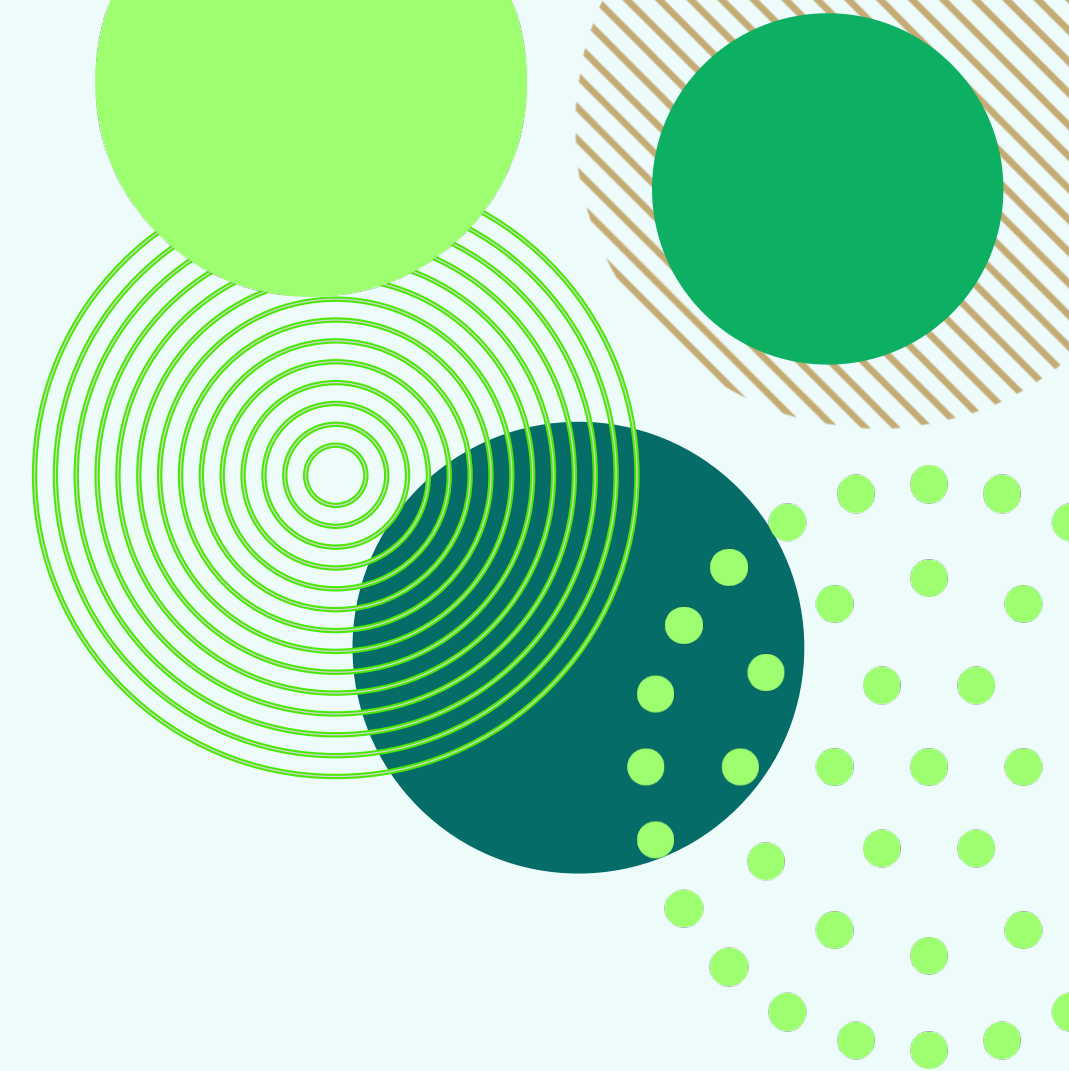
RESEARCH & DEVELOPMENT

- Support of new product development
- Monitoring emerging science
- Trainings and seminars on novel technologies, ingredients and regulations

MARKETING & SUPPLY CHAIN

- Market-entry strategies in multiple geographies
- Labelling and claims compliance
- Dossiers and pre-market approval support

The EAEU Agreement on ID Tagging

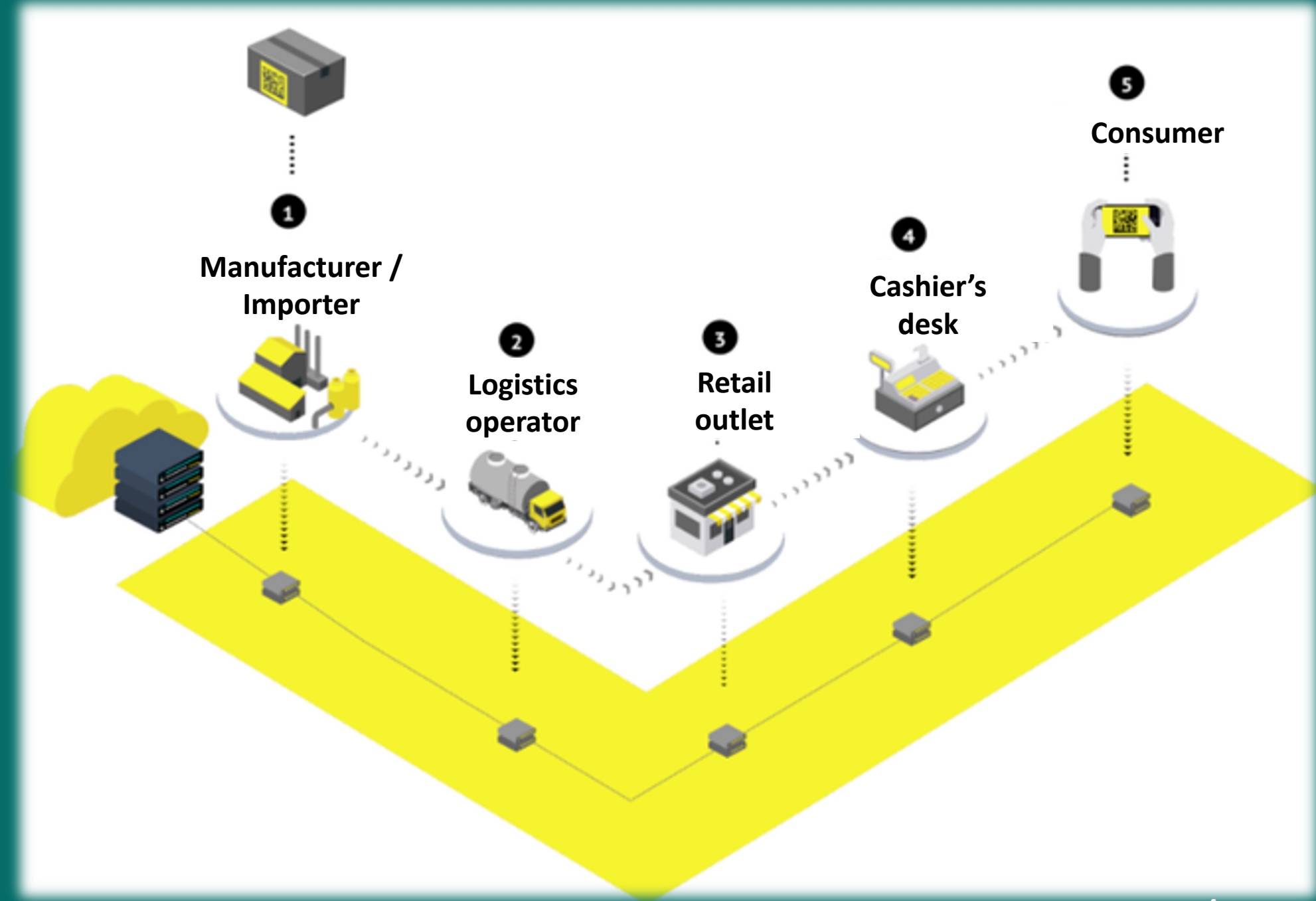


Objectives and processes

AGREEMENT ON THE TAGGING OF GOODS BY MEANS OF IDENTIFICATION IN THE EURASIAN ECONOMIC UNION (Almaty, 2 February 2018)

The EAEU Member States, guided by the EAEU's Treaty dated 29 May 2014:

- seek to implement a coordinated and agreed policy on tagging of goods with the means of identification,
- wish to ensure the legal circulation of goods within the EAEU,
- [wish] to ensure the protection of consumer rights and
- [wish] to ensure the prevention of actions that mislead them (consumers)



EEC Council decisions on ID tagging of food

2020

N 129 dated 23.12.20 online



Milk
products

By decisions, the Commission determines:

- list of goods subject to labeling...
- characteristics of identification means

2021

N 113 dated 29.10.21 Astana



Packaged
water

- composition and structure of information in the identification means

- procedure for generating and applying the identification means

2023

N 107 dated 27.09.23 Moscow



Soft drinks,
juices

The Union countries independently determine the date of introduction and the procedure for labeling on their territory and notify the EEC of such date no later than 6 months before it occurs

2024

N 96 dated 24.09.24 Yerevan

N 99 dated 24.09.24 Yerevan

N 119 dated 29.11.24 Moscow

N 120 dated 29.11.24 Moscow



Beer, low
alco drink



FS



Vegetable
oils















Canned
foods



The Uneven Adoption Across EAEU Members

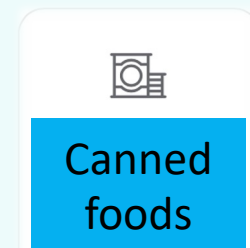
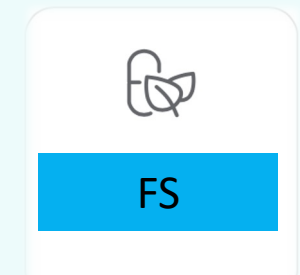
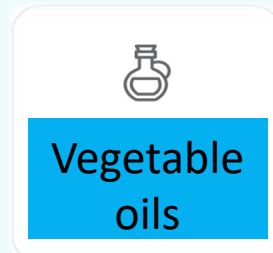
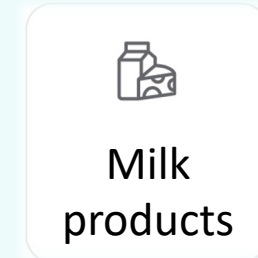
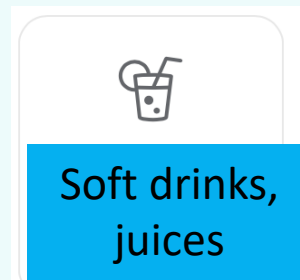
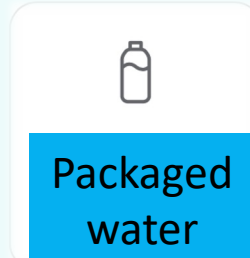
Russia



	Q1	Q2	Q3	Q4
2021		<div> Milk products</div>		<div> Packaged water</div>
2023		<div> Beer, low alco drink</div>		<div> FS</div> <div> Soft drinks, juices</div>
2024			<div> Seafood (caviar)</div>	<div> Vegetable oils</div> <div> Canned foods</div>
2025		<div> Grocery foods</div>	<div> Soluble drinks</div>	<div> Sports food</div>
2026	<div> Sweets</div>	Yellow highlight – experiment in progress		

Blue highlight – only during export to Russia

Means of Identification (CI)

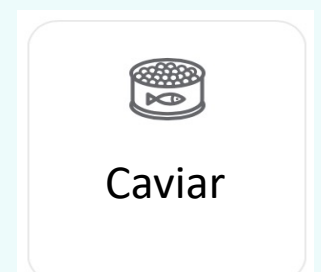
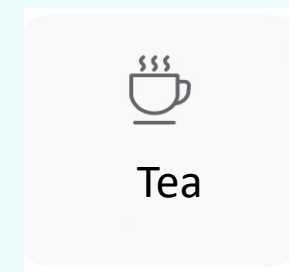
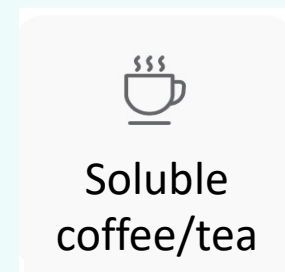
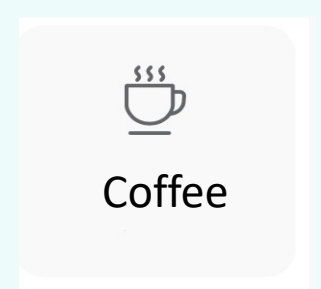
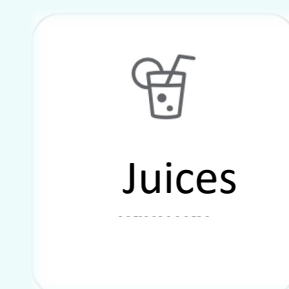
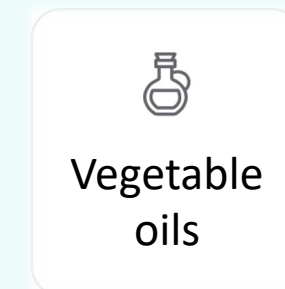


Since July 8, 2021



Since July 8, 2021








Unified control marks (УКЗ)



EAEU member interaction, Russian example

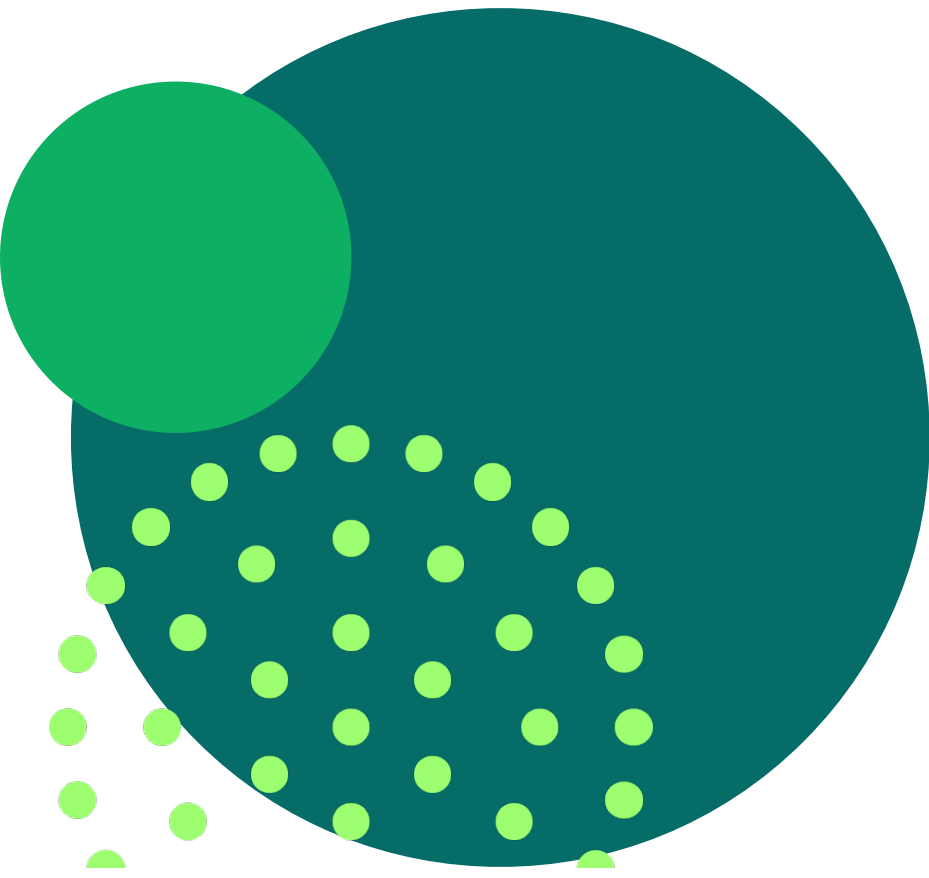
Process name	Process description	Which codes are used	Who orders the codes
RU codes tagging	ID tagging and introduction in Russia from EAES states	Russia	Russian importer
RU codes ordered	Coordination between operators with ordering codes in Russia	Russia	Exporter of EAEU member state via its national operator
Recognition	Mutual recognition of EAEU member codes. Import to Russia	EAEU member state	EAEU member state's participant of goods circulation, according to its regulator's rules

EAEU member interaction, Russian example

		 Milk products	 Packaged water	 Soft drinks, juices	 Canned foods	 Vegetable oils	 FS	 Seafood
Armenia	Import from	RU codes ordered (by exporter)	Mutual recognition of EAEU member codes	RU codes marking (by importer)				
	Export to	RU codes write-off (by exporter)		RU codes write-off (by exporter)				
Belarus	Import from	Mutual recognition of EAEU member codes	RU codes ordered (by exporter)					
	Export to		RU codes write-off (by exporter)					
Kazakhstan	Import from	RU codes marking (by importer)						
	Export to	RU codes write-off (by exporter)						
Kyrgyzstan	Import from	RU codes ordered (by exporter)	RU codes marking (by importer)					
	Export to	RU codes write-off (by exporter)						

To conclude

- ID tagging of food in EAEU is a globally unique regulatory practice
- The adoption speed of ID tagging within EAEU is steady and increasing
- ID tagging becomes the new regulatory trend in CIS



Questions and Answers session

- Is it possible for crypto code emitted in Russia for Food supplement be accepted in Kazakhstan & Uzbekistan?
- What are the lessons learned?

THANK YOU FOR JOINING!



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