terrestrial

SENDING FOOD FROM THAILAND TO THE USA

19 MAR 2024

www.goterrestrial.com

Agenda

01 Background

02 Admin stuff 1 (DUNS and FDA)

03 Admin stuff 2 (FCE and SID)

04 FDA Labeling / Nutrition Labeling

05 Admin stuff 3 Filing paperwork

06 Sourcing Tips

07 Conclusion and Questions

BRANDS WE'VE WORKED WITH

PLUS MANY MORE THAT WE HAVE NDA'S WITH

Categories we've done

Dried or preserved Fruits and Vegetables	✓	Meat Products	✗
Coffee, tea, sugar, spices	✓	Supplements (non-drug), energy gels, health powders	✓
Rice, grain, and noodles	✓	Juice, plant juice	✓
Meal kits	✓	Snackfoods	✓
Jarred / Canned Food (Curries, jams, canned fruit, sauces)	✓	Drugs (e.g. skin whitening pills)	✗

STEP 1

GET REGISTERED

Register with DUNS

DUN & BRADSTREET is a relatively new requirement - but one effect is to make it more difficult for smaller “mom” and “pop” operations to register. You will get a DNB number

Get an Agent

This can be yourself if you are a US citizen or permanent resident. Otherwise, you will need a company that can provide one, such as Registrar Corp, or Terrestrial

Get FDA registration for your facility (or warehouse)

This in theory doesn’t cost anything if you can act as your own agent. But it requires some knowhow. If it’s your first time, we recommend using a registration company

So what kinds of facilities can register?

MANUFACTURER

Preferred

LABELER / PACKAGER

Sometimes may be needed if original adress has been previously used

STORAGE WAREHOUSE

Sometimes may be needed if original adress has been previously used preferred

But what if you're bringing in canned (liquid foods?)

FCE or food canning establishment is a separate set of filings required for companies shipping canned (bottled, jarred) foods that are typically liquid. Examples include: canned fruit, sauces, curries, etc. Like the FDA, the FCE is simply a registration of the food facility that produces these items. In many cases the same address and information will be used for FDA.

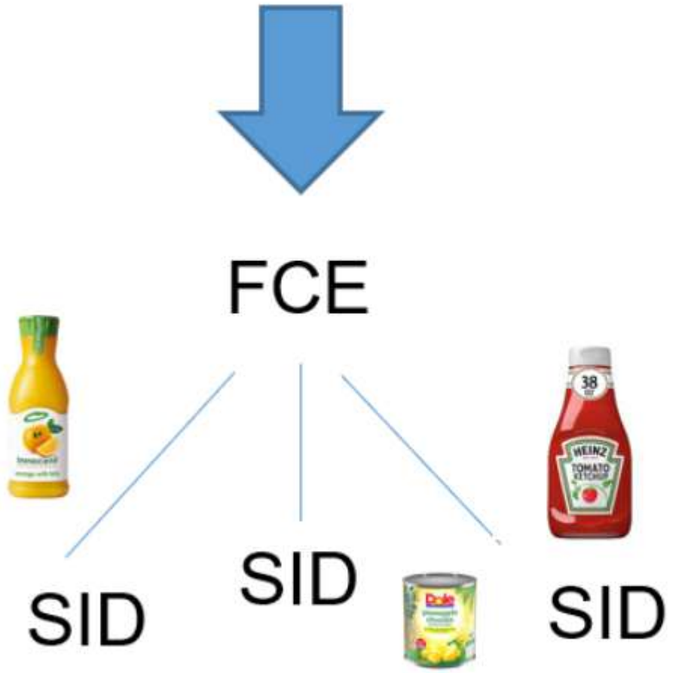
2 types of foods for FCE

Low Acid (pH 4.6 - 7). This is more dangerous due to the ability of many microorganisms to survive in low acid environments.

Acidified (under pH 4.6)
Many factories add acid to ensure the pH is sufficiently low to kill most organisms. For registration purposes - this is easier

You will most likely need a lab result / audit!

FDA REGISTERED



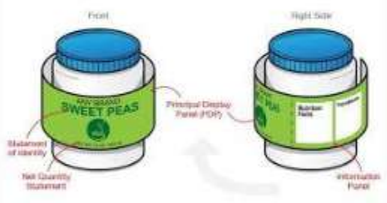
First register your establishment. This MUST be the establishment, not a warehouse

Then EACH SKU's data must be inputted. If you sell the same product in a can, and in a jar - that counts as 2 registrations. If you sell a 100 mL and 150 mL version - also 2 registrations


QUESTIONS
ON THIS
STEP?

STEP 2

LABEL YOUR PRODUCT CORRECTLY



Principal Display and other labels

Your labeling will need to meet minimum requirements to legally sell in the US

Nutrition Label

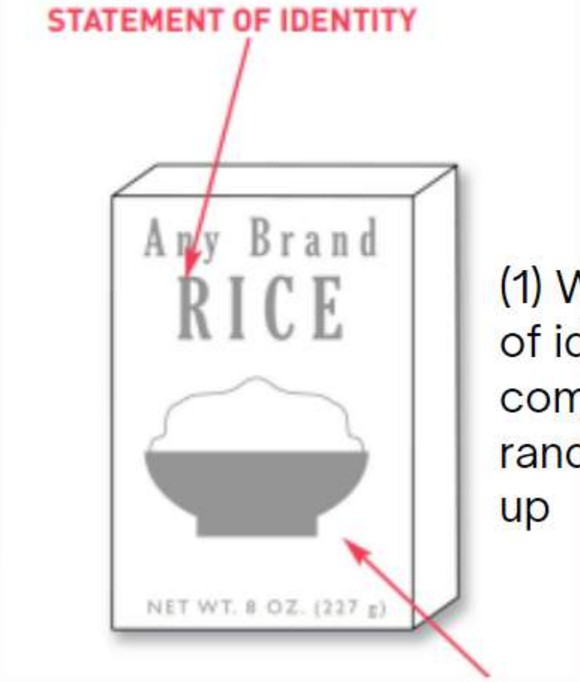
The nutrition label is not normally required for small businesses, but if you have access to accurate information, it's better to add it.

Labels to sell

You'll probably want to put either a UPC or an FNSKU, or SKU depending on where you plan on selling your item. Additionally, your buyers may require additional labeling, or have certain rules.

So what must go on?

* this information derived from FDA labeling documentation



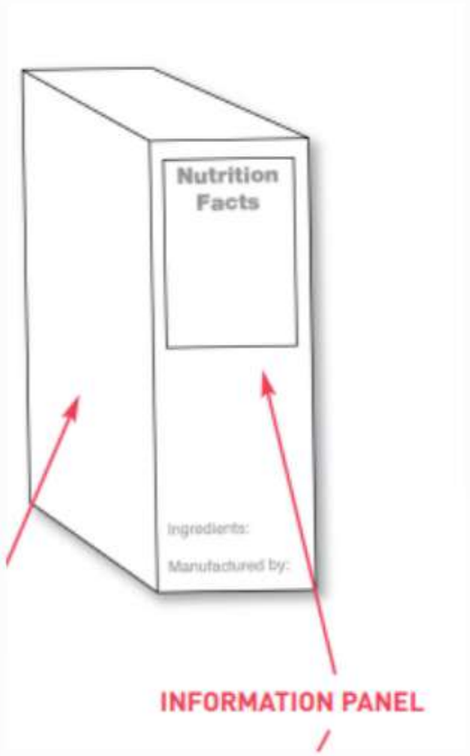
(1) What is it? (Statement of identity. Has to be a common term, not some random term you made up

(2) Net weight, ounces before grams

* There are rules on what text sizes you can use to make it obvious. If you're not sure, look it up!

So what must go on?

* this information derived from FDA labeling documentation



(3) “INFORMATION PANEL”
(a) Name and address of manufacturer or distributor
(b) Ingredients (descending order of percent)
(c) Nutrition information
(d) Allergen information

Nutrition Facts

Serving Size 3 oz. (85g)
Serving Per Container 2

Amount Per Serving

Calories 200	Calories from Fat 120
	% Daily Value*
Total Fat 15g	**20 %**
Saturated Fat 5g	**28 %**
Trans Fat 3g	
Cholesterol 30mg	**10 %**
Sodium 650mg	**28 %**
Total Carbohydrate 30g	**10 %**
Dietary Fiber 0g	**0 %**
Sugars 5g	
Protein 5g	

Vitamin A 5% • Vitamin C 2%
Calcium 15% • Iron 5%

*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300mg	375mg
Dietary Fiber		25g	30g

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NF-LAYS-565936D/7E LAP 30047521

Common allergens

So what else should go on?

(5) Expiry date in MM-DD-YYY format “US Style” (Most common mistake we see!)

(6) Recommended: Prep and storage instructions

(7) Barcode - keep to 1

(8) Marketing blurbs

Example


50% LESS SUGAR
THAN APPLE CHIPS*
SWEET & TOASTY CRUNCH
dang
COCONUT CHIPS
Original Recipe
NON-GMO
PLANT-BASED • GLUTEN-FREE


Nutrition Facts
3 servings per container
Serving size 1.05oz (30g)
Per serving
Per container
Calories 180 540
% Daily Value*
Total Fat 13g 16% 38g 49%
Saturated Fat 11g 57% 34g 170%
Trans Fat 0g 0g
Cholesterol 0mg 0% 0mg 0%
Sodium 170mg 7% 500mg 22%
Total Carb. 15g 5% 45g 16%
Dietary Fiber 3g 12% 10g 37%
Total Sugars 11g 32g
Incl. Added Sugars 3g 7% 10g 21%
Protein 1g 4g
Vitamin D 0cg 0% 0mcg 0%
Calcium 9mg <2% 28mg 2%
Iron 0.9mg 6% 3mg 15%
Potassium 56mg <2% 167mg 4%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.
INGREDIENTS: COCONUT, CANE SUGAR, SALT.
CONTAINS: TREE NUTS (COCONUTS)
DISTRIBUTED BY DANG FOODS COMPANY
BERKELEY, CA 94703
HELLO@DANGFOODS.COM
PRODUCT OF THAILAND
#dangthatsgood
dangfoods.com
8 59908 00301 5
BEST BY JUN 12 2024
DANG, THAT'S GOOD!®
What's a Coconut Chip?
Coconut Chips — Ma Praw Ob Krob — started the Dang journey. We harvest mature Thai coconuts, slice up the coconut meat, and toast it to perfection using a recipe that's true to our roots. Snack straight from the bag, or add a satisfying crunch to your smoothie bowl, salad, or yogurt.
Our Story
As brothers living between NYC & Bangkok, we grew up eating differently. We created Dang — แดง, named after our Mom — to share uniquely Asian-American snacks with the flavors and ingredients we love. Inside this bag you'll find delicious whole foods and no fake stuff.
Dang, that's good!
Vincent + Andrew
MAMA DANG APPROVED
แดง
Certified B Corporation
NON GMO Project VERIFIED
nongmoproject.org
NOTHING BUT THE GOOD STUFF:
• Non-GMO • Gluten-Free
• Dairy-Free • Soy-Free
• Vegan • No Preservatives

Exemptions for nutrition labeling

If you are a small business...

less than $500,000 in gross sales per year of food in the US, or less than $50,000 in gross sales of supplements in the US per year

You can get it tested in various labs in Bangkok

Nutrition Facts

16 servings per container

Serving size **1 Tbsp. (21g)**

Amount per serving

Calories **60**

	% Daily Value*
Total Fat 0g	**0%**
Saturated Fat 0g	**0%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 0mg	**0%**
Total Carbohydrate 17g	**6%**
Dietary Fiber 0g	**0%**
Total Sugars 17g	
	34%†
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

† One serving adds 17g of sugar to your diet and represents 34% of the Daily Value for Added Sugars.

The Nutrition label has a very specific format, down to the fonts allowed, size, etc. etc. The formatting does change as well, so find an up to date template, or go to a site such as ...

https://foodlabelmaker.com/

Don’t forget to label for your sales channel!

Amazon, major food distributors, etc. may have specific labeling requirements. E.g. Amazon requires 1 barcode only per product, Walmart does not allow FNSKUs on their barcodes


QUESTIONS
ON THIS
STEP?

STEP 3

IMPORTING INTO THE US

FDA DECLARATION

Not more than 15 days before your goods arrive, you're eligible to input FDA information into the system to declare it.

SPECIAL PAPEWORK

FDA FOOD SAFETY MODERNIZATION ACT

FVSP - Phytosanitary etc

WAREHOUSING

You'll want a bonded warehouse. In most cases, you'll be able to move your cargo, or at least have a place to store it if there is a delay in clearance.

IOR - IMPORTER OF RECORD

You'll need to register as an importer if you haven't done so. US businesses may use an EIN. US citizens / permanent residents may use an SSN as well.

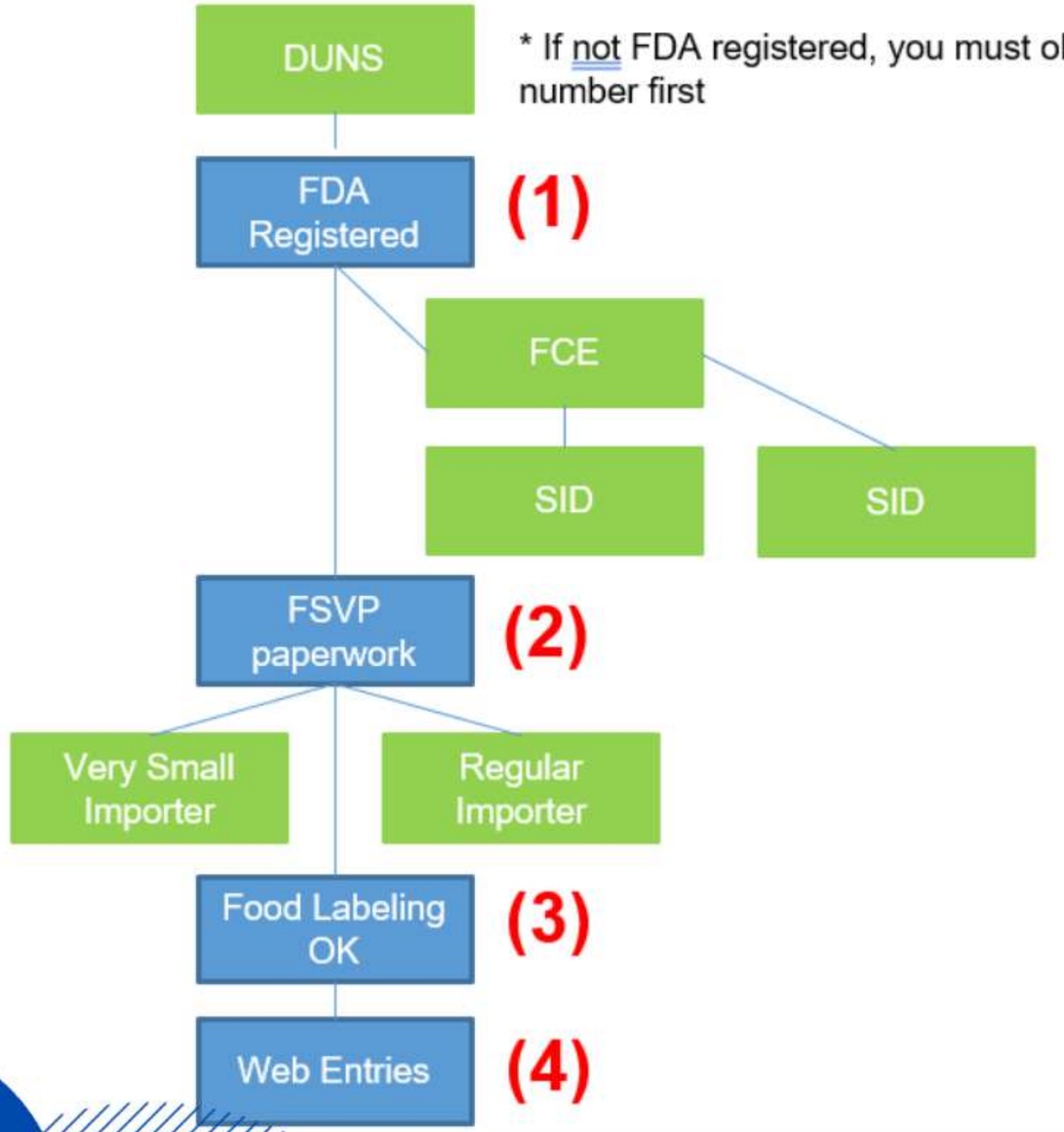
FDA Prior Notice (PN) Preparation

You'll need a lot of information, including:

- Bill of Lading
- Container number
- Arrival date and time
- Shipper information
- Importer Information
- FDA facility registration information
- Point of contact for the FDA facility
- Basic information for each item
- FDA codes for each item
- Specific quantities of each item you're bringing in

* It's possible to do this yourself, many shippers opt to use an agent since it is tricky and the FDA system is clunky

FDA Proper Steps



SPECIAL PAPERWORK

PHYTOSANITARY

- needed for rice, products like coffee


ORIGINAL

Department of Agriculture

Ministry of Agriculture and Cooperatives, Bangkok, Thailand

Phytosanitary Certificate

No. 9439040

Plant Protection Organization of Thailand

Additional Declaration

Disinfestation and/or Disinfection Treatment

THAILAND

SUVARNABHUMI AIRPORT, SAMUTPRAKAN THAILAND

AUGUST 14, 2021

3584631


Supplier Qualification Form

Please complete the following supplier qualification document and attach all relevant documents.

COMPANY INFORMATION

Company Name	
Company Contact	
Phone Number	
Address	
Country	

QUALITY MANAGER

Name	
Email	
Phone Number	

PRODUCTS DETAIL

1.1	Do you manufacture a low acid food stored in a hermetically sealed container (also "low acid canned food")?	Yes / No
1.2	Do you manufacture a fish / fishery (i.e. seafood) products?	Yes / No
1.3	Do you manufacture a product that is or contains fruit/vegetable juice?	Yes / No

INSPECTIONS / AUDIT RESULTS

2.1	Is your company GFSI Certified?	Yes / No
2.1.1	Please specify the certification	
2.1.2	Date of last audit	
2.2	Do you have a 3rd party audit report from the last 12 months?	Yes / No
2.3	Do you have an inspection report from the last 12 months?	Yes / No

FOOD SAFETY DOCUMENTATION

3.1	Please indicate whether you can provide the following food safety documentation (attach documents)	
3.1.1	Food Safety Plan / HACCP Plan	Yes / No
3.1.2	Hazard Analysis	Yes / No
3.1.3	Standard Operating Procedures (SOPs)	Yes / No

FSVP

- Foreign Supplier Verification Program
- Still selectively enforced
- Different requirements for different sized businesses
- Less than $1MM revenue qualifies you as a Very Small Importer (VSI)

- Need proof you make less than $1MM per year (tax returns, bank statements, inventory reports, etc.)
- Guarantee that the food is safe (can use template or letter)

BONDED WAREHOUSE

3d PARTY LOGISTICS (3PL)

- You'll likely need one to scale

Imagine this scenario - and this will eventually happen

Your item gets pulled aside for an inspection. You don't have a place to store it, and you can't ship it to Amazon. You will pick up massive fees from the terminal if you can't remove your cargo.

This is why you need an affordable place to store, so the goods that are cleared can be shipped - and goods that aren't can be kept in the warehouse for the FDA to inspect.

IOR - IMPORTER OF RECORD

THIS IS ONE OF THE BIGGEST MISTAKES WE SEE

Someone needs to be the importer

About 1-2x per month, we get a frantic email or phone call asking us to clear goods, or to be the importer - often from companies we've never heard of

If you are a US citizen / permanent resident, you can be the importer - it's a simple form that will authorize your import agent to file on your behalf

If you are a Thai business - you can absolutely be an IOR. This will require an additional form, and you'll be set up.

Yes, we can do both methods for you. Once you are registered in the CBP system, you will be an IOR for life. No more fees or annual dues (watch out for scammers!)

SOURCING TIPS!

FOR IMPORTING THAI FOODS INTO THE US

THAI FOOD SELLS

After Italian, Mexican, and Chinese, Thai food is the most popular in the US

FOCUS ON DRY FOODS

Unless you have a hookup, dry foods with long shelf lives are the way to go.

18+ month expiry

BET ON THE JOCKEY - NOT THE HORSE

The management team is important. A huge percent of failed products come from product owners that refuse to adjust the product

DON'T GO GENERIC

Most Thai foods have established brands dominating. Find something different. Different flavor, ease of preparation, etc.

CASE STUDY: CREAMY K

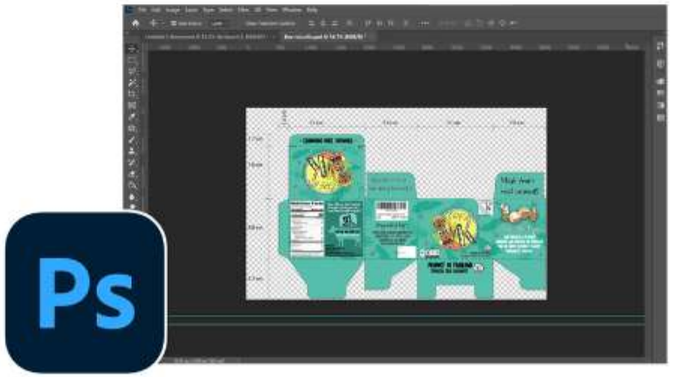
Creamy K Case Study

สร้างแบรนด์จากจุดเริ่มต้น

Not too many vegan coconut creamer powder sellers out there. It's a nice product, but one that we can be competitive in.

Coconut Powder

Research, FDA



Packaging artwork

Packaging factory

Consolidation and packing

QUESTIONS?

KEEP IN TOUCH! CONTACT US FOR
CONSULTING, SOURCING, FDA, SHIPPING HELP

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US business:
www.pankesum.com

I'm on the CM ecommerce group