



GCCA ADVOCACY IN BRAZIL: NOTABLE ADVANCEMENTS YET CHALLENGES PERSIST

Overcoming regulatory hurdles in Brazil's cold chain logistics.

By Isabela Perazza

As Brazil's cold chain logistics sector evolves, the Global Cold Chain Alliance (GCCA) is on the front lines, monitoring the regulatory landscape and engaging with government initiatives that affect operations. Under the leadership of the Food Safety Committee, and supported by members contributing to the Advocacy Fund, 2024 has already seen notable advancements though several challenges persist, as GCCA Brazil Director Isabela Perazza explains.

This year, GCCA has secured significant victories on regulatory issues specific to the cold chain sector, largely fueled by GCCA's robust advocacy efforts. However, operators still grapple with production-oriented regulations that can impede efficiency and compliance. These regulations often prioritize production metrics, overlooking the unique requirements of temperature-sensitive logistics, leading to a disconnect between regulatory expectations and the realities of cold chain operations.

One concern identified by members is the notable increase in products that are directly stuffed into containers at production sites. While this practice can streamline logistics for specific regions, it introduces complexities. With ongoing delays in loading windows for ships, products are spending extended periods in transit before they reach ports or

container terminals. This prolonged transit not only heightens the risk of temperature deviations but also restricts opportunities for better quality control that port warehouses could provide.

In response to these emerging challenges, GCCA is proactively supporting its members through the export qualification process for key markets such as China. With global demand for Brazilian products climbing, ensuring compliance with international standards is now more crucial than ever.

Moreover, GCCA is closely monitoring member qualifications for various markets, including Hong Kong, Mexico, the Dominican Republic, and Cuba. This commitment ensures that operators can expand their market presence while maintaining the integrity of their cold chain processes.

To further assist members in navigating these complexities, GCCA has proposed a sector-specific self-control decree. This groundbreaking initiative aims to establish a benefits program alongside a comprehensive sector manual to help operators manage the regulatory landscape more effectively. By providing clear guidelines and support mechanisms, the self-control decree empowers cold chain operators to enhance compliance, boost operational efficiency and ultimately offer superior service to their customers.

As the Brazilian cold chain logistics sector grapples with a mix of regulatory advancements and enduring challenges, GCCA's leadership remains essential in guiding operators through these transformative changes. The industry's capacity to adapt will be crucial in meeting the growing demands of both domestic and international markets. By leveraging support programs and collaborating closely with regulatory bodies, stakeholders can work collectively towards a more efficient and resilient cold chain logistics framework in Brazil.

In this evolving landscape, GCCA stands ready to support its members, ensuring they are equipped to navigate both the opportunities and challenges ahead as they strive for excellence in cold chain logistics. 🌐

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