

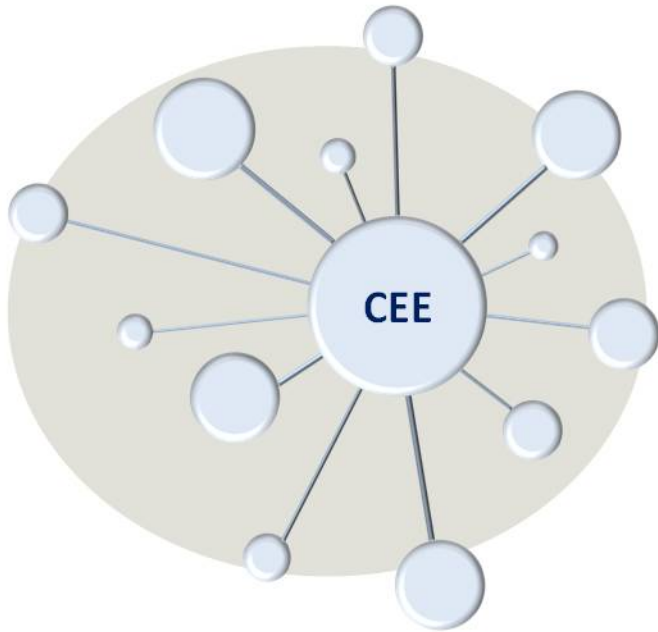
# Agriculture and Prepared Products Center of Excellence and Expertise

October 2013



U.S. Customs and  
Border Protection

# What are Centers for Excellence and Expertise?



- Virtual organizations that leverage technology to bring work to the Center
- Coordinated from a strategic location
- Aligned by key industry sectors
- Bring existing expertise together to authoritatively facilitate trade
- Provide a single point of processing for participating importers
- Serve as resource to the broader trade community and to CBP's U.S. government partners



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# CEE Background

- A key component of CBP's *Trade Transformation initiative*
- Developed in collaboration with trade stakeholders to create more uniform and efficient trade facilitation
  - Commercial Operations Advisory Committee (COAC)
  - Industry Working Groups used to define Centers
- After tests on Center and Account concepts, CBP formally opened the first Centers (Electronics and Pharmaceuticals) in October 2011
- Federal Register Notice (8/28/12) proposed CEE test and requested volunteers. Test modified and expanded through 4/4/13 FRN
- As of June 2013, CBP has ten industry Centers covering all products



# How the Centers Operate



## Previously

- Company imports into 60 Ports of Entry
- **60 ports** conduct entry summary reviews



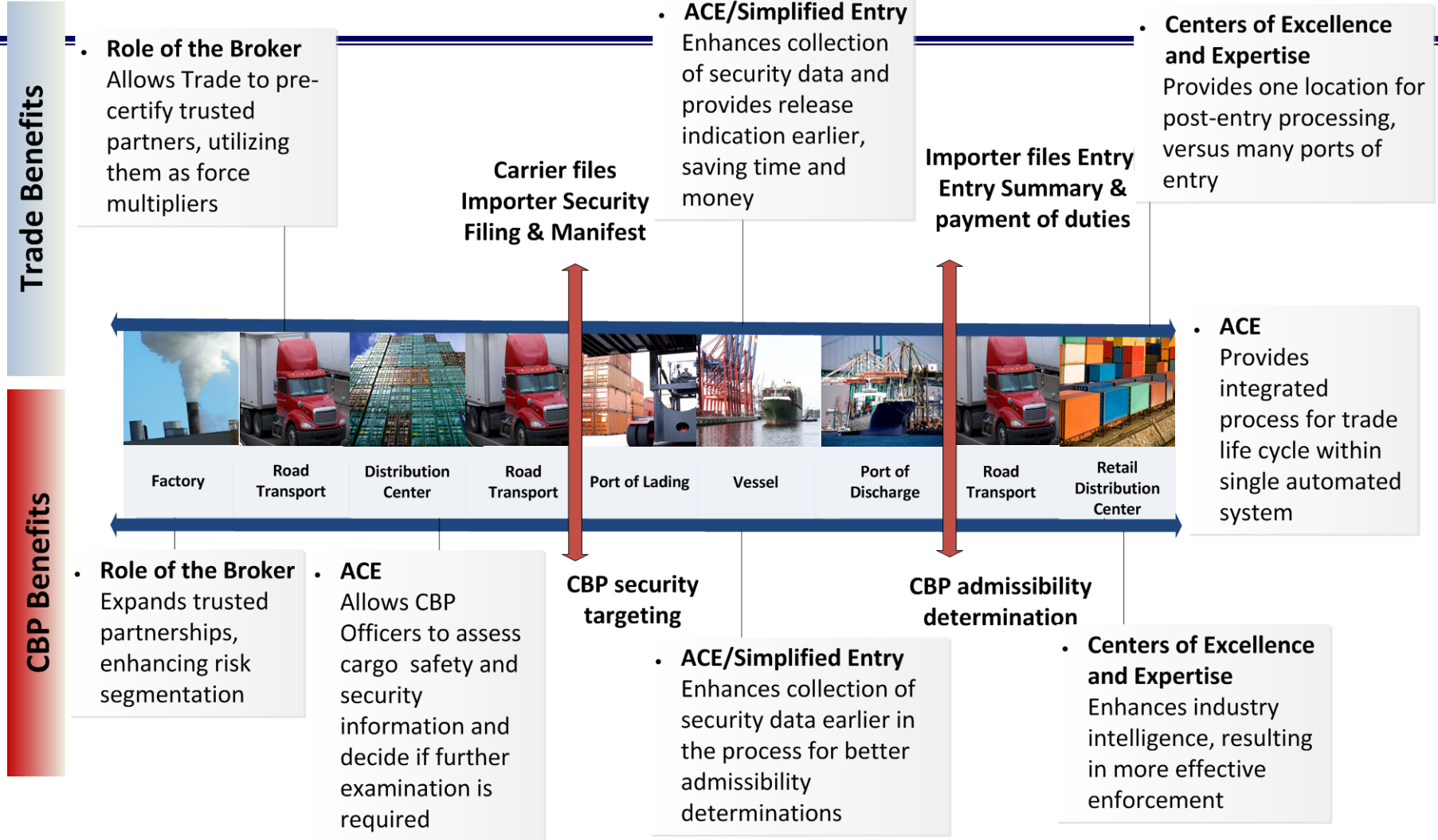
## Center Operations

- Company imports into 60 Ports of Entry
- **ONE Center** conducts all entry summary reviews



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# Transforming the Cargo Clearance Process



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# CBP's Ten Centers



# Goals of Centers

## 1) Facilitate legitimate trade through effective risk segmentation

- Process imports using account management
- Expand partnerships - move more importers to trusted trader status
- Develop and implement comprehensive strategies to manage risk

## 2) Increase industry-based knowledge within CBP

- Advance bi-directional education to raise industry knowledge
- Engage industry groups and key stakeholders

## 3) Enhance enforcement and address industry risks

- Leverage industry to identify issues of mutual interest to provide CBP with targeting, enforcement, and/or intelligence information
- Coordinate enforcement efforts by industry to address unique risks



# Goal 1: Facilitate Legitimate Trade

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- Monitor cargo release for trusted traders and work with the ports to resolve holds
- Process post-release documentation (or its electronic equivalent) for trusted traders
- Manage and perform ISA oversight for trusted trader accounts
- Collaborate with other government agencies to develop alternatives to paper-bound requirements and/or blanket statements





# Goal 2: Increase Industry Based Knowledge

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- Engagement with industry stakeholders
- Training sessions with Trade on business process
- Serve as primary point of contact for trade and CBP personnel for industry-related issues
- Interact with relevant other government agencies to understand their processes and the impact on trade



# ■ Goal 3: Enhance Enforcement

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- Focused, industry-specific targeting
- Enforcement operations focusing on areas of risk
- Intelligence referrals from the trade (Trade Intelligence)
- Field training on product identification and admissibility concerns



# Significant CEE Benefits

## ▪ Action

## ▪ Benefits

- Eliminate unnecessary transactional work for compliant importers

- Potentially fewer cargo delays
- Reduced importer costs
- Greater predictability of CBP processes

- Shift focus at Ports of Entry to high-risk shipments

- More targeted enforcement work for highly skilled CBP employees
- Improved enforcement results:
  - ✓ Increased revenue protection
  - ✓ Increased import safety
  - ✓ Reduced economic loss to IPR theft

- Provide single POC for inquiries

- Improved relationship with CBP as importers have a streamlined inquiry process for resolving concerns
- Increased uniformity and transparency for the trade
- All participants merchandise is covered by the CEE regardless of commodity/HTS

- Develop cross-functional expertise

- Environment for in-depth learning to increase CBP expertise in all CBP disciplines
- Improved understanding of trade practices and concerns



# Agriculture & Prepared Products (APP)

- APP industry covers Chapters 1-24 of the Harmonized Tariff Schedule
- Commodities include live animals and plants; animal and plant products; and manufactured food, beverage, and tobacco products
- Over \$122 Billion in imports in FY 2012
- Top commodities: coffee, alcoholic beverages, meat, guar/thickeners, vegetable oils, bananas, soft drinks, candy, shellfish, cocoa
- Top source countries: Canada, Mexico, China, Thailand, Brazil, France
- Top entry ports: New York, Los Angeles, Miami, San Francisco, Philadelphia, Detroit, Laredo, Buffalo, Houston, Nogales
- More than 1,100 CTPAT Importers of Record active in APP imports



# APP Center of Excellence and Expertise

- Opened on June 3, 2013
- Currently has 15 Importer Participants
- About \$9 Billion Imports/Year
- Staffed by network of CBP specialists—Import Specialists, National Account Managers, etc.
- Directed from Miami, FL



# APP Industry Issues/Risks

- Perishable, seasonal products
- Food security and safety
- Agriculture pests/diseases
- Complex regulatory structure
  - USDA, FDA, TTB, NMFS, EPA, etc.
- Uniformity in port processing



# How to Apply for the CEE

- The application process is simple—send an email to [CEE@cbp.dhs.gov](mailto:CEE@cbp.dhs.gov) with business name, contact information and importer of record numbers, and identify your proposed CEE
- To be eligible for the APP CEE, the highest percentage of an applicant's entries must be within Chapters 1-24 of the Harmonized Tariff Schedule
- Applicants must have an ACE portal account
- The application period is open-ended
- Please review FRN and test guidelines for further details



# Questions?

Contact the Agriculture and Prepared Products  
Center of Excellence and Expertise at:

[CEE-Agriculture@cbp.dhs.gov](mailto:CEE-Agriculture@cbp.dhs.gov) (email)

– or –

866-295-7624 (Option 02) (phone)



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