

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## **China - Peoples Republic of**

**Post:** Guangzhou

### **ATO Guangzhou encourages U.S. dairy genetics sales in South China**

**Report Categories:**

Market Development Reports

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**Report Highlights:**

**General Information:**

As a direct result of a Cochran Fellowship Program (CFP) and an ongoing Quality Samples Program (QSP) spearheaded and managed by ATO Guangzhou, a Guangdong farm purchased 1,300 straws of U.S. frozen bovine semen from the State of Colorado and Idaho worth of over \$20,000. In June 2010, the farm participated in the CFP and was escorted to the World Dairy Expo in Wisconsin by ATO Guangzhou staff; they also joined the ATO's trial QSP. According to the farm manager, the CFP trip significantly enhanced his knowledge and confidence in U.S. genetic products; shortly after the trip, he signed the contract with a U.S. genetics supplier which provided samples for the ATO's QSP. In conjunction with the QSP recently completed in April 2011, ATO Guangzhou also organized a technical extension seminar hosting 70 potential users of U.S. bovine genetics such as farm managers and artificial insemination (AI) technicians from 30 farms/companies in Guangdong and Guangxi provinces. Following the completion of the seminar, several local large dairy farms and breeding companies expressed a high interest in purchasing U.S. bovine semen.