

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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China - Peoples Republic of

Post: Shenyang ATO

ATO Shenyang Holds First Industry Gathering

Report Categories:

CSSF Activity Report

Market Promotion/Competition

Promotion Opportunities

SP1 - Expand International Marketing Opportunities

Livestock and Products

Approved By:

Roseanne Freese

Prepared By:

Roseanne Freese

Report Highlights:

On December 6, 2017 the Shenyang Agricultural Trade Office (ATO) held its first industry seminar. This is also the ATO's first ever business event since the ATO was launched in 2010. Chinese beef, pork, and poultry industry leaders from three provinces attended workshop, "The Market Outlook for Buying and Selling U.S. Beef and Pork."

On December 6, 2017 the Shenyang Agricultural Trade Office (ATO) held its first industry seminar. This is also the ATO's first ever business event since the ATO was launched in 2010. Chinese beef, pork, and poultry industry leaders from three provinces attended workshop, "The Market Outlook for Buying and Selling U.S. Beef and Pork." Thirteen regional Chinese meat importers, processors and distributors received presentations by the U.S. Meat Export Federation, PMI, a U.S. beef exporter and the ATO Director on U.S. beef and pork production, trade, and pricing. USMEF also grilled and cooked American steaks while Carney's, Shenyang's premier barbecue purveyor, catered the event with U.S. pork and beef ribs. Attendees included Haoyue Beef, China's largest beef processor, Interra International of Shanghai, and Xintongcheng of Shenyang, who has already imported three containers of U.S. beef in 2017.

U.S. Consul General for Shenyang Gregory May opened the inaugural event with a speech in Mandarin while ATO Director Roseanne Freese, also in Mandarin, launched the ATO's new English and Chinese language brochures. She also introduced the ATO's new logo of four Manchurian Tigers – Three Chinese Provinces and One U.S. ATO -- to educate Chinese business and government leaders on the benefits and services the ATO can provide. ATO guests sampled Washington apples, California prunes and pistachios, and American walnuts roasted by the ATO Director using her grandmother's recipe. Everyone refreshed their palates with California merlot and cabernet sauvignon, while Jack Daniels Gentlemen Jack Rare Tennessee Whiskey provided a very well received parting toast!

This U.S. and China Beef and Pork Market Outlook Seminar is the first of a series of seminars to be offered by the ATO over the coming year. ATO Shenyang is seeking to educate Chinese business leaders in agricultural, fishery and forestry products on bilateral trade trends, open the door to business connections, and establish the ATO as the first place of doing business with U.S. companies. Future outlook seminars will provide discussions covering seafood, forestry, and premium products. The next ATO seminar will be held on March 7, 2018 to cover developments in U.S.-China trade in hardwood and softwood products.

The ATO wishes to thank the U.S. Meat Export Federation, the American Pistachio Growers, the California Prune Board, the California Walnut Commission, Jack Daniels, Qingming Co. Ltd., Victor Vineyards, Vino Pack, and the Washington Apple Commission for helping make this event such a success!



Shenyang Agricultural Trade Office(ATO) Director Roseanne Freese and U.S. Consul General for Shenyang Gregory May promoting USDA Prime at the ATO's first ever industry event held on December 6, 2017.



U.S. Meat Export Federation Beijing Marketing Manager Ms. Lucy Wang preparing U.S. beef strip loin steaks for Shenyang ATO visitors.



ATO Shenyang hosts first ever industry seminar: Guests came from Heilongjiang, Jilin, Dalian, Beijing and Shanghai.