

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## **China - Peoples Republic of**

**Post:** Shenyang

### **ATO Shenyang Promotes U.S. Seafood in Changchun**

**Report Categories:**

CSSF Activity Report

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**Report Highlights:**

On January 20, ATO Shenyang travelled to Changchun to support two Qiyuan's U.S. seafood promotions at two locations of CMarket.



ATO Shenyang visited Qiyuan Company in Changchun, Jilin province, in late December of 2016. Qiyuan is a major regional seafood distributor in northeastern China who is seeking to build a national brand.

Qiyuan's annual sales reached roughly \$11 million in 2015 and 2016. Qiyuan sells to wholesalers, hotels, restaurants and retailers. Qiyuan is also cooperating with major national E-commerce players like Tmall, JD, Suning, SFbest and Yihao Dian. Snow crab, black cod and sea cucumber are the most popular high-end U.S. products.

On January 20, ATO Shenyang travelled to Changchun to support two Qiyuan's U.S. seafood promotions at two locations of CMarket. CMarket is Changchun's leading high-end grocery store chain that specializes in imported products. The first promotion was held at CMarket in Charter Shopping Mall in down town Changchun. The second promotion was held at CMarket in Jingyue Tan District, which is Changchun's wealthiest neighborhood. Shenyang ATO Director Roseanne Freese gave a kick-off speech in Chinese and interacted with the chefs who prepared dishes using U.S. sea cucumber, snow crab leg Alaska black cod. The chefs gave the samples to customers. Alaska Seafood Marketing Institute supported the event with banners and brochures event.

Final sales of American seafood from the promotion at both locations reached \$66,150. products sold include pacific cod, sea cucumber,



Chinese and the (ASMI) to the

U.S. squid,

red snapper and Boston lobster and Alaska black cod.

