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Voluntary Public

Date: 6/29/2017

GAIN Report Number: SH0010

China - Peoples Republic of

Post: Shenyang ATO

Chinese Buyers Fall in Love with Seattle Seafood

Report Categories:

Fishery Products

Market Development Reports

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Report Highlights:

From May 23 to May 26, 2017 ATO Shenyang led 6 buyers from the Northeastern provinces of Liaoning, Jilin and Heilongjiang and the Western province of Sichuan to visit seafood companies in Seattle. For nearly all of the buyers, this was their first visit to the United States.

Chinese Buyers Fall in Love with Seattle Seafood: ATO Shenyang led 6 Chinese buyers from three Northeastern provinces and Sichuan Province to visit Seattle from May 23 to May 26, 2017. Nearly all of the companies on the delegation were experiencing their first marketing trip overseas. The delegation consisted of chain restaurant owners, regional distributors, and importers. The reverse trade mission visited 4 seafood companies and two foodservice companies. Chinese buyers showed a strong interest in Salmon, Pacific Ocean Perch, Black Cod and Alaskan King Crab. Following the visit, three U.S. seafood companies have committed to visiting ATO Shenyang within the next 12 months.

Observations:

ATO Shenyang introduced 6 Northeastern Chinese companies to U.S. seafood. The delegation visited Icicle Seafoods, Ocean Beauty Seafoods, Polar Bay Foods, and Sogda Limited. The companies introduced the delegation to the five grades of salmon, the tender qualities of California squid, and the heartiness of Geoduck clams. All of the U.S. seafood companies noted that they are already exporting to Dalian. The group also sampled various types of smoked fish, which they said would sell very well in beer pubs and seafood restaurants.

Chinese food consumption patterns are definitely changing – and this is good news. Traditional U.S. foods, such as steak, ribs, cheese, and wine, have long been considered by the Chinese to be exotic – something only foreigners ate. Now the Chinese consider these foods to be premium.

Northeastern Chinese want to consume premium U.S. foods differently than Americans would. Diners in restaurants would prefer their Crab legs, whole steamed perch, and lobster served Chinese style and that means more like a summer picnic than an elaborate meal at a French restaurant. Instead of a single main entrée for each individual at the table, 3-4 entrees would be shared among 6 diners with 6 or so small plates of side dishes.

Delegation members bonded with each other and many companies were observed to form commitments to work together to place their first orders as combined shipments, with one company acting as importer, another as distributor, and a third as commodity expert.

Chinese cooking preferences are quite different from American. The Chinese are seeking ingredients or mixtures that can be prepared in a wok and not in an oven. Most Chinese restaurants and consumer kitchens do not have ovens.

Directions for use, such as “Steam for two minutes” or “Dice and stir fry with mushrooms” will also help consumers feel confident to try a new variety of U.S. fish, especially if s/he has never cooked it before.

Exporters should note that Chinese purchasing practices are different from those of the United States. U.S. companies favor giving discounts on re-orders whereas Chinese companies favor discounts on the initial order. This is because the company is introducing a new product – as well as a new brand – to the market and the discount makes their product more attractive to consumers trying the product for the very first time.

Hot Items:

- Alaskan King Crab
- Black Cod
- California Squid
- Pacific Ocean Perch
- Wild caught salmon, especially sockeye
- Smoked salmon
- Lobster

Looking to do business in Northeast China?

For further reading on exporting agricultural and food products to Northeast China, please see:

This is Northeast China|Market Development Reports|Shenyang|China - Peoples Republic of 1/18/2017

This is Northeast China|Market Development Reports|Shenyang|China - Peoples Republic of|1/18/2017

Home to winter sports, ski resorts, and ancient Manchurian towns, Dongbei or Northeastern China is home to 110 million people. With a down-home friendliness resonant of the U.S. Midwest, Dongbei's denizens are the largest buyer of U.S. soybeans and are China's largest consumers of beef and lamb. Dongbei companies, processors and distributors are looking for U.S. products. Dongbei importers are seeking consumer-ready products such as red wine, sports beverages, and chocolate. Processors and ...

[This is Northeast China Shenyang China - Peoples Republic of 12-30-2016](#)

For further reading on exporting agricultural and food products to China in general, please see:

FAIRS Export Certificate Report|Food and Agricultural Import Regulations and Standards - Certification|Beijing|China - Peoples Republic of|2/24/2017

This report lists major export certificates required by the Chinese government for imports of food and agricultural products. Major changes in 2016 include China's implementation of new registration requirements on grains and oilseeds (AQSIQ Decree 177) and live seafood (AQSIQ Decree 183). China also introduced registration requirements for infant formula recipes (CFDA Decree 26), health foods (CFDA Decree 22), and foods for special medical purposes (CFDA Decree 24). In addition, in 2016, Chi...

[Food and Agricultural Import Regulations and Standards - Certification Beijing China - Peoples Republic of 2-3-2017](#)

FAIRS Country Report|Food and Agricultural Import Regulations and Standards - Narrative|Beijing|China - Peoples Republic of|2/24/2017

During 2016, China continued issuing numerous new regulations, rules and measures to reflect the requirements introduced by the 2015 Food Safety Law. Most notably, China launched new registration systems, including registration for grains and oilseeds (AQSIQ Decree 177), registration for live seafood (AQSIQ Decree 183), registration for infant formula recipes (CFDA Decree 26), and foods for special medical purposes (CFDA Decree 24). Food producers at home and abroad continue to examine requi...

[Food and Agricultural Import Regulations and Standards - Narrative Beijing China - Peoples Republic of 2-3-2017](#)

2016 Exporter Guide to China|Exporter Guide|Beijing ATO|China - Peoples Republic of|1/13/2017

This report is meant to provide practical tips to U.S. agricultural, forest and fishery companies on how to conduct business in China. The report includes local business practices and a general review of consumer preferences, food standards and regulations, and import and inspection procedures. The report also provides best prospects, with a focus on high-value, consumer-oriented goods.

[Exporter Guide Beijing ATO China - Peoples Republic of 12-30-2016](#)

Looking for import contacts in Northeast China?

If you are interested in reaching out to importers and distributors in Northeast China, please contact:

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Please also check out our website at: www.usda.china.org