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Date: 11/22/2011

GAIN Report Number: CH11628

China - Peoples Republic of

Post: Guangzhou

Conghua City food processing industry outreach report

Report Categories:

Market Development Reports

Approved By:

Jorge Sanchez

Prepared By:

Crystal Tang

General Information:

Haipawang Group

On August 5, ATO Guangzhou visited China's third largest frozen food manufacturing enterprise based in Conghua, a satellite city located north of Guangzhou designated as a food manufacturing park. The Guangzhou Haipawang Group has dominated the frozen food market in South China since 2005. The Conghua facility has five production lines in operation. The Haipawang Group has been manufacturing frozen food products in Mainland China since the early 1980s. In 2010, the group reached \$31.2 million in sales. Despite not importing U.S. ingredients, Conghua is eager to explore new opportunities especially given the speedy development of frozen food in modern cities. Conghua plants require large amounts of starch in order to produce dumplings, buns, and dim sums. ATO Guangzhou introduced and referred the U.S. potato board contacts to Conghua.

Guangzhou Treasure Flavor Food Company (TFF)

The Guangzhou Treasure Flavor Food Company is a leading food processor in Guangdong with an annual output value of \$15 million. The company manufactures natural health food, including dried fruit, candy, marine products and confectionary, selling domestically and globally. TFF's dried fruit and nut product line relies on U.S. ingredients such as prunes, raisins, almonds, pistachios. According to the marketing manager, snacks containing U.S. pecans are considered premium and sell at a higher cost.

According to TFF President the company is expanding its factory scales to 46,600 square meters and expects 50 percent increase of its snack food output in 2011.