

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Required Report - public distribution

Date: 12/31/2015

GAIN Report Number:

China - Peoples Republic of

Exporter Guide

2015 Exporter Guide to China

Approved By:

Morgan Haas

Prepared By:

Staff

Report Highlights:

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

Post:

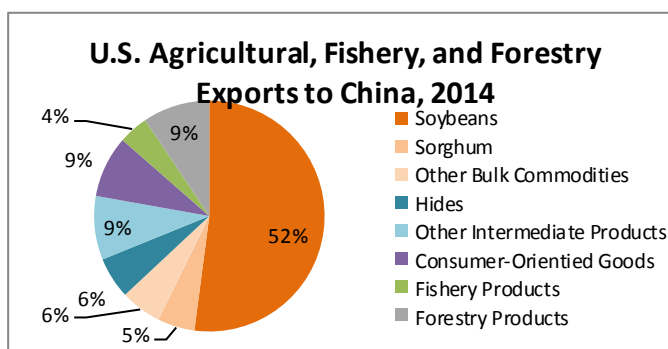
Chengdu ATO

Table of Contents

I. Market Overview	2
1. Current Trends	3
2. Advantages and Challenges	3
II. Exporter Business Tips	4
1. Market Preferences	4
<u>A. Consumer Preferences</u>	4
<u>B. Cultural Preferences</u>	4
2. Tips to Deal with Chinese Buyers and Traders	4
3. Market Entry Tips	5
4. Export Information Guide	7
<u>A. Regulation & Policy</u>	7
<i>On the U.S. Side</i>	7
<i>On the China Side</i>	9
<u>B. Export Procedures</u>	10
<u>C. More Supporting Resources</u>	12
III. Market Sector Structure and Trends	14
IV. Best High-Value Product Prospects	15
V. Key Contacts & Further Information	16
Table 1: United States Department of Agriculture in China	16
Table 2: U.S. State / City Representative Offices in China (by Location)	17
Table 3: U.S Trade Association and Cooperator Groups in China	19
Table 4: Chinese Government and Related Organizations	21
Table 5: Chinese Associations	22
VI. Appendix	23
1. Key Socio-Economic Indicators	23
2. Import Statistics	26
3. 2015 FAIRS Subject Reports	29

I. Market Overview

China's increasing wealth continues to consumption of high-value food and beverages. However, in the midst of China's slowing economy combined the United States' eroding price competitiveness and market access issues, sales of U.S. consumer-oriented goods continue to decline. Furthermore, while such goods continue to account for growing share of China's total



drive

with

a

agricultural, fishery, and forestry imports (15% in 2012 to 22% in 2015), their proportion in the U.S. product mix remains relatively stagnant (at 10%). While the United States is China's #1 supplier of agricultural, fishery, and forestry products, the United States is only China's #3 supplier of consumer-oriented goods, behind China's free trade partners New Zealand and Thailand and just ahead of its new free trade partner Australia. As a group, ASEAN (including Thailand) has maintained steady market share of 21-23% in recent years while the European Union's combined market share of consumer-oriented goods jumped from 23% in 2014 to 27% in 2015.

Year	Consumer-oriented Ag Products			Agricultural, Fishery & Forestry		
	China Imports from World (\$ Million)	China Imports from USA (\$ Million)	U.S. Market Share	China Imports from World (\$ Million)	China Imports from USA (\$ Million)	U.S. Market Share
2012	20,014	3,068	15.3%	130,779	30,150	23.0%
2013	25,378	3,158	12.4%	140,383	28,813	20.5%
2014	28,903	2,977	10.3%	146,621	31,317	21.4%
2014: Jan-Nov	26,406	2,719	10.3%	133,153	26,414	19.8%
2015: Jan-Nov	26,913	2,173	8.1%	123,009	22,814	18.5%

Source: Global Trade Atlas

Potential remains for a return to increased U.S. sales of consumer-oriented goods with a growing pie. Imported food demand in China remains supported by growing urban populations, rising disposable incomes, an innate thirst for foreign luxuries, and a continuing public outcry for improved food safety.

- China accounts for 19% of the world's population but only 11% of the world's arable land, and government officials estimated 40% of the arable land is degraded with 20% beyond remediation.
- China urbanizes roughly 20 million residents per year, immediately creating new consumers, yet it still has a long way to go with 45% of the population still rural, generally surviving as subsistence farmers. Urban dwellers spend 2.1 times more on food than rural dwellers. China has also shifted from a one-child policy to a two-child policy.
- Penetration of imported foods in urban areas has substantial room for growth. At the end of 2014, China had 42 cities with metropolitan populations of at least two million. According to the EIU, urbanites within these 42 cities earning more than 50,000 RMB (at constant 2005 prices) – roughly considered middle class – should nearly double from 33 million in 2015 to 62 million in 2020. As a share of the population, this group will grow from 8.8% to 15.8% and can be considered a rough approximation of the target consumer for many imported goods.

1. Current Trends

- Consumers have increasing demand for nutritional, healthy, safe, convenient, and new food experiences.
- Over 650 million consumers and businessmen alike are also now monthly active users of WeChat, using the platform to not only communicate and share experiences but also get information and make purchases.
- On-line shopping has changed consumption habits. Previously unreachable, Chinese in remote areas now enjoy ordering imported products from their mobile phones.
- China’s food service sector is recovering and evolving since suffering a strong setback in 2013-14, with a number of restaurateurs having changed their focus from government officials to young, affluent consumers, favoring an expansion of international restaurants over more traditional Chinese. Furthermore, food service delivery is becoming increasingly popular.

2. Advantages and Challenges

U.S. Advantages	U.S. Challenges
Extensive U.S. resources in China, including five U.S. Agricultural Trade Offices and more than 30 USDA Cooperators with local representation.	Aspiring U.S. exporters often lack Chinese language skills, an understanding of Chinese business culture, and critical Chinese social media communication tools.
China Advantages	China Challenges
China’s increasing purchasing power allows a growing number of urban consumers, including those outside Beijing and Shanghai, to afford imported goods.	China’s ever-slowing economy.
China has 750 million urban residents, 675 million internet users, and 650 million connected via WeChat.	
Urbanization of subsistence farmers will continue to increase the number of marketplace consumers.	
China’s food safety scandals allow imported foods to carry a premium price tag.	Many Chinese consumers remain price sensitive. Note: China’s 80 th percentile of annual per capita urban disposable income is still <\$10,000.
Chinese consumers seek out international experiences and dually enjoy sharing them to earn “face”.	Chinese consumers maintain widespread fear of GMOs.
China’s online retail sector has opened channels for imported products to reach remote locations where such products are not available in brick-and-mortar stores.	China’s market access barriers preclude a number of U.S. products from gaining entry and frequently threaten closure to existing trade flows.
China’s pilot “cross-border” e-commerce platforms offer duty-free like shopping experiences for Chinese consumers, whereby import duties and taxes are exempt as well as some otherwise restrictive sanitary and technical regulations are not applicable.	China’s Free Trade Agreements with U.S. competitors hurts U.S. price competitiveness as well as directs Chinese buyer attention away from the United States.
	China’s “One Belt, One Road” initiative prioritizes closer trade with Europe and Asia over the Americas.
	China’s complicated, numerous, and ever-changing sanitary and technical regulations, including extensive new laws governing food safety and advertising in 2014.
China’s cold store capacity and modernization has grown significantly in recent years.	China’s cold chain still has a number of breaks and geographic limitations. China’s rotten rate of fruit and vegetables is 25%, seafood – 12%, and meat – 15% (versus 5% for all products in Europe and the United States).

II. Exporter Business Tips

1. Market Preferences

A. Consumer Preferences

Food consumption patterns in China have changed significantly as living standards have risen and more consumers are exposed to a greater diversity of choice, both locally and in travel abroad. Chinese consumers are becoming increasingly discerning and more are seeking the following qualities when making purchases:

- Food safety. Although only some gain international attention, food scandals are uncovered throughout the year in China and often linked to local production, processing, or preparation.
- Nutritional value. Consumer concern over health is growing continuously.
- Attractive packaging. Chinese consumers are easily attracted by exquisite packaging and will often pay for it regardless of the contents.
- Brand-conscious. Brand halo effects are strong among consumers and can extend to countries considered famous for those products regardless of the brand itself.
- International. Consumers equate international products and experiences with a better lifestyle.
- Convenience

B. Cultural Preferences

Chinese rely on opinion leaders and other trusted sources for recommendations or referrals before attempting to try something or meet someone new on their own. This applies equally to business interactions as well as consumer experiences with retail products and restaurants.

Chinese care strongly about “face,” a concept which involves giving and receiving honor, prestige, and respect. Gifting imported products is a viable and often-used way for Chinese to “give face” because an expensive or high-quality gift shows the giver’s respect for the recipient. Holiday seasons are a good time to sell imported food products as gifts.

2. Tips to Deal with Chinese Buyers and Traders

- If at all possible, be introduced by a common party. Cold calls from unknown persons can be extremely difficult and the relationship will take a long time to establish trust and respect.
- Carry your business card (*míng piàn*) wherever you go. Even casual meetings begin with an exchange of business cards, offered with both hands, and failure to provide yours creates awkwardness.
- Chinese traffic patterns are often unpredictable so cautiously budget your travel time in order to be punctual at meetings.
- Build a relationship before closing a business deal. Sharing meals or an evening of karaoke generally help to warm the relationship.
- Learn some simple phrases of Chinese, such as *nǐ hǎo* (hello), *zǎo shàng hǎo* (good morning), etc.

- Hold back frustration if a business negotiation is not running smoothly. Losing one's temper causes both parties to "lose face".
- Speak with counterparts in short, simple, and jargon-free sentences.
- Be aware of Chinese holidays, such as Chinese lunar new year (varies each year from between mid-January to mid-February), National Day (1 October), and May Day (1 May). During those time periods, business usually slows down as people take vacations and visit family, so avoid trying to arrange business meetings on or near them.
- Have a local interpreter available to assist with business meetings. Try to find a locally-recommended interpreter who speaks the local dialect. China has many local dialects and not everyone speaks Mandarin well.
- Be prepared that many Chinese buyers will ask for exclusivity deals or marketing support.
- Have a WeChat account on your smart phone and know how to use it. Promising contacts will often ask to connect via WeChat after a successful first impression by scanning each other's QR code. Many Chinese businessmen use WeChat as their primary method of communication.

3. Market Entry Tips

- Conduct market research. First, consider what your company's objectives are and carefully research the target market before developing a formal business plan. Discuss the strategy with a local representative who understands the local market and economic conditions. Take advantage of free market research reports and intelligence e-newsletters to stay current on the latest trends.
- Visit the market. Travel to China is highly recommended to evaluate partnerships, build up connections with industry professionals, and identify new opportunities and potential obstacles. Time your trip during a professional trade show, of which there are several to choose from. Contact the ATOs for a full list of upcoming shows in the area. You may also exhibit in the USA Pavilion of the three USDA-endorsed international food and beverage shows in China, including Food & Hospitality China (FHC) in Shanghai every November, SIAL-China in Shanghai every May, and the China Food & Drinks Fair in Chengdu every March. If you attend a trade show, do not expect everyone to come to you. Make time to walk the show yourself but ensure your booth is covered to ensure promising leads are not lost and your items, including brochures and samples, are not stolen.
- Find a local partner and/or distributor. For smaller companies without the resources to directly market their products in China, a good distributor is critical to success. In China, in-market contacts are often more important than product and price. ATOs keep lists of well-known distributors.
- Understand the basic Chinese regulations which govern your industry or investment. Chinese regulations are often vaguely worded and inconsistently enforced, particularly from port to port. Thus, do not assume the same rules apply to all imports and all ports equally. Your business partner or distributor is often the best resource to help you navigate the special circumstances of your product.

- Find your market niche and focus on it. China is huge. Prioritize the market opportunities, both geographically and by market segment.
- Adapt your products. Chinese consumers often have their own preferences including flavors, packaging, and labeling. Be prepared to adapt your products to Chinese demands.
- Invest in market promotion. The imported food market has fierce competition. Market campaigns are critical for new-to-market products and are usually costly. Don't put the whole burden on your distributors' shoulders, but show your support on market campaigns. A win-win situation can inspire your distributors to continue expanding into the market. Exporters are strongly advised to explore joint marketing opportunities with ATOs or with State and Regional Trade Groups: Food Export USA, SUSTA, and WUSATA. These events tend to be cost effective and draw more attention than stand-alone promotions. Please check out the following websites to learn more about SRTG generic and branded programs: www.susta.org, www.wusata.org, www.feusa.org.
- Protect your brand. For U.S. manufacturers seeking to distribute their products in China, especially consumer retail goods, registering the trademark in the China Trade Mark Office (CTMO) as early as possible is highly recommended. This prevents infringement and builds long-term brand reputation. Here are some tips to understand trademark policy in China.
 - China implements a “first-to-file” policy for trademark registration. The first-to-file system, unlike the first-to-invent rule which the U.S. follows, grants patents or trademarks to those who file for them first, whether or not they are the inventors of the product. Therefore, it is essential for U.S. exporters to register trademarks in China before entering the market to diminish the risk of someone else registering for a trademark for your product. U.S exporters are also recommended to start the registration process as early as possible since it may take up to two years. The trademark will not be recognized or protected in China until the whole procedure is finished.
 - The most common infringement issue is misleading claims about a product's origin. For example, products produced in China are labeled or advertised to appear as though they come from the United States or other foreign countries. Highly recognized brands and unregistered trademarks are in most danger of counterfeiting trademarks. For more information about trademark infringement in China, please read GAIN report “China IPR Infringement Study- CH10016”.
 - The China Trade Mark Office (CTMO) is the official agent managing all trademark-related issues in China. The official website is <http://sbj.saic.gov.cn/> where U.S. exporters can find a database of current trademarks and trademark regulations and policies. All foreign applicants without residency or place of business in China need to start the application through designated agencies. For qualified trademark agencies, please refer to http://sbsq.saic.gov.cn:9080/tmoas/agentInfo_getAgentDIjg.xhtml. This list is only available in Chinese currently.

- For more China trademark and Intellectual Property Rights information, please see the U.S. Embassy's [IPR Handbook](#).

4. Export Information Guide

Due to the language barrier and lack of transparency, navigating the appropriate regulations and procedures can be difficult. Some effective methods and guidelines regarding exporting from the U.S. to China are introduced below.

A. Regulation & Policy

On the U.S. Side

USDA provides updated information to help U.S. exporters understand trade regulation and policies related to major trade partners. Here are some places to look for relevant information:

- 1) In order to take full advantage of USDA's website, exporters are suggested to obtain a USDA eAuthentication account with at least level 1 access. Check this URL for registration information:
<https://www.eauth.usda.gov/MainPages/eauthWhatIsAccount.aspx>
- 2) USDA's Foreign Agricultural Service (FAS) links U.S. agriculture to the world to enhance export opportunities and global food security. FAS has a strong presence in China and each office's American and locally staff can help identify problems, provide practical solutions, and work to advance opportunities for U.S exporters. At the URL <http://www.fas.usda.gov/about-fas>, click [FAS Overseas Office Directory](#) to locate the regional FAS office in your customer region.
- 3) USDA's Global Agriculture Information Network (GAIN) provides timely information on the agricultural economy, products, and issues in foreign countries. FAS China continuously collects information from the local market, industry, and governmental authorities regarding import regulations and policies. Using this information, FAS China generates and uploads reports into the GAIN system.

There are two ways to review GAIN reports:

- At the URL, <http://www.fas.usda.gov/regions/china>, in the Data & Analysis section, click a title to open an article. On the next page, the GAIN report hyperlink will be below the article summary. Using this method, exporters can see the latest published reports.
- At the URL, <http://gain.fas.usda.gov/Pages/Default.aspx>, click Search Reports, set your search to select "Country: China", "Custom Date ", "All Posts "and "All Categories" and input key words such as "Annual", "FAIRS", "EXPORT". Using this method, exporters can search all reports in the database.
- Some must-read GAIN reports:
 - a) Read the "**FAIRS Export Certificate Report - Food and Agricultural Import Regulations and Standards.**" This report lists major export certificates required by the Chinese government for imports of food and agricultural products.

- b) Read the “**FAIRS Country Report - Food and Agricultural Import Regulations and Standards**” report. This report is an index of all agricultural product import regulations and standards.
- 4) FAS provides easy access to existing trade agreements and those undergoing negotiations. At the URL, <http://www.fas.usda.gov/topics>, click Trade Policy.
- 5) FAS alerts U.S. exporters to changes that could affect U.S. exports. At the URL, <http://www.fas.usda.gov/topics>, click Regulations and Requirements, then click “Online System”, and finish the registration process with your valid **USDA eAuthentication account**.
- 6) FAS/China publishes a monthly e-newsletter highlighting recent and upcoming activities and events. Sign up for it by sending an email to atoshanghai@fas.usda.gov.
- 7) APHIS plays a vital role in ensuring that the millions of U.S. agricultural and food products shipped to markets abroad meet the importing countries' entry requirements. U.S exporters can find very detailed information about the standards required to export live animals, animal products, plants, and plant products to China.
- At the URL, <https://www.aphis.usda.gov/wps/portal/aphis/ourfocus/importexport>, according to your exporting product, click “What are you EXPORTING from the United States?”
 - At the URL, <https://www.aphis.usda.gov/wps/portal/aphis/ourfocus/importexport>, click “Trade” to read news about the latest developments in market access building, including in China.
- 8) USDA FSIS also provides detailed guidelines on eligible and ineligible food products exporting to China at the URL, <http://www.fsis.usda.gov/wps/portal/fsis/topics/international-affairs/exporting-products/export-library-requirements-by-country/peoples-republic-of-china>

On the China Side

China has strict documentation requirements for the majority of imported food and agricultural products regarding quality, quarantine, origin, and import control. Products may also need to meet other criteria such as packaging requirements, pre-clearance (if applicable), treatment options, labeling requirements, and container conditions. In most cases, Chinese importers can provide enough information for U.S exporters to assess trade feasibility. It is also important and helpful for U.S. exporters to know some general information about the most involved government bodies, which are China’s Ministry of Agriculture (MOA) and the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (AQSIQ).

- **China’s Ministry of Agriculture (MOA)** determines the standards and requirements for imported agricultural products. MOA issues the import permit which is the most important precondition for Chinese traders to start the importation procedure.
- ✓ At the URL, <http://english.agri.gov.cn/>, U.S. exporters should browse the site’s general content and use the search engine to look for news and standards for the relevant products. Be aware that

sometimes MOA does not publish the most up-to-date changes on regulations and policies on the English version of its website. U.S. exporters will be alerted to these changes by their partners in China and U.S. resources such as USDA, industrial associations, etc.

- **General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (AQSIQ)** is a ministerial-level department under the State Council of the People's Republic of China. AQSIQ is in charge of national quality, metrology, entry-exit commodity inspection, entry-exit health quarantine, entry-exit animal and plant quarantine, import-export food safety, certification and accreditation, standardization, and administrative law enforcement. Simply speaking, AQSIQ is responsible for inspecting and supervising the import of ANY agricultural products from foreign countries including United States. Unfortunately, AQSIQ's website may not be user-friendly for exporters to understand relevant regulation and policy. Using the same key word, the search engine on its English website will return far fewer results than the one on the Chinese website. If possible, exporters should search for specific regulations on the Chinese website to find the most precise information. Two sections are highly valuable for U.S. exporters.
 - ✓ At the URL, <http://www.aqsiq.gov.cn/ywpd/>, click “Animal and plant quarantine and supervision (动植物检验检疫)”. In this section, U.S. exporters will find quarantine regulations for animals and animal products, plants and plants products, feed and feed additive products, and GMO products.
 - ✓ At the URL, <http://www.aqsiq.gov.cn/ywpd/>, click “Import and Export Food Safety Bureau (进出口食品安全局)”. In this section, U.S. exporters will find registered importer list for food products including processed food product, nuts, dairy and meat. Exporters would also find respective quarantine regulation for those products.
- **China's National Certification and Accreditation Administration (CNCA)** is an institution directly under the AQSIQ. It exercises the administrative responsibilities of unified management, supervision and overall coordination of certification and accreditation activities across the country. CNCA is responsible for registration of foreign food producing facilities (AQSIQ Decree 145) that export products to China, and the administration of the compulsory product certification system and its implementation.
- **China Food and Drug Administration (CFDA)** is the food safety overseer in China; its responsibilities include:
 - ✓ Develops draft laws/regulations/ policies/plans for oversight of food, drugs, medical devices and cosmetics
 - ✓ Recalls and disposes of problematic products;
 - ✓ Prevents regional food and drug safety risks caused by system defects;
 - ✓ Conducts food inspection, and investigates into severe law violations activities;
 - ✓ Establishes a unified food safety information publicity system, which discloses information regarding severe food safety issues
 - ✓ Responds/investigates into food and drug safety incidents; CFDA makes sure the investigation results are followed by rectification measures and/or punishment;
 - ✓ Guides local authorities' food and drug supervision/enforcement work;

✓ Serves as the coordinator when several ministries are involved in food safety incident.

- **The Food Safety Commission Office (FSCO)** rests within the CFDA and serves as the coordinator when several ministries are involved in responding to food safety issues. However, the FSCO does not have enforcement authority.
- **National Health and Family Planning Commission (NHFPC)** is responsible for food safety risk assessment and food safety standard development; it conducts food risk surveillances, and would notify the CFDA of risks detected after risk assessment. This includes setting basic standards, standards for foods, food additives and food-related products (disinfectants), hygienic requirements for food production/operations, and testing regulations and methodologies for contaminants, mycotoxins, and pathogens. NHFPC also conducts food risk surveillance, and is responsible for notifying the CFDA of any detected risks.

USDA FAS has translated some of the most important regulations and policies published by these entities. In the GAIN system, you can find these by searching “**FAIRS Subject Report**”. A list of such reports published in 2015 is in the Appendix to this report.

B. Export Procedures

The points outlined below provide specific information for handling agricultural trade and business with Chinese customers.

- 1) After receiving a trade request from Chinese importers, make sure that you can export that type of product and that your local customer can import it legitimately.
 - Check online to see if this product is already traded between the two countries and learn as much as possible about the current trade situation.
 - If it is the first time for a specific agricultural product exported to China, the U.S. exporter must go through USDA to finish the “First time exporting ag products to China” application. It is a long process involving back and forth negotiation.
http://dzwjyigs.aqsiq.gov.cn/zwgk/slag/jjsljtjj/zrmd/201109/t20110922_198927.htm
 - For many types of imported products, China implements registration policies requiring the importer, exporter, and sometimes even the processing facilities to register with the relevant Chinese authorities such as AQSIQ or MOA. Chinese importers can generally inform U.S. exporters whether or not the requested product requires registration. U.S. exporters must complete registration the first time they wish to export one of these products to China. There are many registration agencies available online to help exporters go through the whole process. Exporters can also consult with USDA FAS and industry associations.
- 2) China is promoting its own enterprise credibility system. U.S. exporters can use this system to gather basic official information about importers: <http://gsxt.saic.gov.cn/>.
- 3) Ask importers to provide the precise HS code in accordance with China Customs. These codes allow the exporter to locate the import tariff and prepare the necessary paperwork for customs, especially for quarantine

inspection. Read about China's Customs Valuation Operation:
<http://apps.fas.usda.gov/gainfiles/200812/146306714.pdf>,

- 4) If the Chinese importer cannot accept 100% TT payment, the most secure method of payment is partial TT payment as a deposit and a letter of credit confirmed by a U.S. bank for the rest.
- 5) When sending samples to China, be aware that some items such as animals, plants, wood, seeds, and soil cannot ship via international express services. Moreover, samples are subject to tariffs. If the total value of any package is claimed at over USD \$2,500, it will be likely investigated by China customs and the importer will have to pay the tariff eventually. Check with major forwarders in advance for feasibility and freight cost, which may vary considerably from forwarder to forwarder. U.S. exporters may be qualified for partial reimbursement for the cost of shipping samples to China. See paragraph 2 in Section C below, “More Supporting Resources”, for more information.
- 6) Recognize that quarantine regulations may be interpreted differently between levels of government and from one port to another. Check with your local customer or in-country agent representative when preparing export documents. Be sure to complete all documentation thoroughly and accurately.
- 7) Send copies of documentation in advance especially for first-time shipments. This can assist your importer in getting timely release of your cargo from customs and clarifying matters with quarantine officials.
- 8) After the cargo arrives, be active with your customer and provide timely responses for any issues during the Customs and Quarantine inspection process. With the Bill of Lading number, the exporter can track customs clearing status: <http://www.customs.gov.cn/publish/portal0/tab9372/>.

C. More Supporting Resources

- 1) There are many U.S industry associations, state agricultural offices, and international trading marketing companies in China now promoting U.S. agricultural products and providing market intelligence to U.S exporters. Most of them are listed in the Key Contacts section. For a complete list of USDA Cooperator Market Development Program Participants, please refer to <http://apps.fas.usda.gov/pcd/PartnersSearch.aspx>
- 2) USDA FAS provides many programs to help U.S. exporters explore the China market:
 - [Market Access Program \(MAP\)](#) - Through the MAP, FAS partners with U.S. agricultural trade associations, cooperatives, state and regional trade groups, and small businesses to share the costs of overseas marketing and promotional activities that help build commercial export markets for U.S. agricultural products and commodities.
 - [Branded Program](#) - Under the Branded Program, eligible companies can be reimbursed up to 50% of their approved promotional expenditures in a foreign market including advertising and freight cost of samples. This program is generally administered by the four [State Regional Trade Groups \(SRTGs\)](#) with support from USDA FAS.

- [Quality Samples Program \(QSP\)](#) - The QSP enables potential customers around the world to discover the quality and benefits of U.S. agricultural products. The program focuses on processors and manufacturers rather than consumers, and QSP projects should benefit an entire industry or commodity rather than a specific company or product. Projects should focus on developing a new market or promoting a new use for the U.S. product.
 - [Emerging Markets Program \(EMP\)](#) – The EMP helps U.S. organizations promote exports of U.S. agricultural products to countries that have, or are developing, market-oriented economies and that have the potential to be viable commercial markets. The EMP supports exports of generic U.S. agricultural commodities and products, meaning projects that endorse or promote branded products or specific companies are not eligible.
 - For more information about each program, please refer to <http://www.fas.usda.gov/programs>.
- 3) Find the schedule of USDA recommended trade shows and Trade Missions at <http://www.fas.usda.gov/topics> , in the Exporting section. At these events, U.S. exporters have opportunities to meet with many qualified Chinese importers and learn about the latest market developments.
 - 4) Communicating with your logistics companies and customs clearance agents helps U.S. exporters collect information about quarantine inspection requirements, freight costs, port status, early warning, and other supporting information.

III. Market Sector Structure and Trends

Search the GAIN system for the most recent reports on China's market segments and trends, which includes annual reports on "Retail Foods", "Food Service – Hotel Restaurant Institutional" and "Food Processing Ingredients".

The ATOs can also recommend a number of free industry newsletters, online news feeds, and social media accounts for you to receive instantaneous updates specific to your product.

IV. Best High-Value Product Prospects

Products Present in the Market, which have Good Sales Potential

- ✓ Nuts and dried fruit (prunes, raisins)
- ✓ Seafood (especially live seafood)
- ✓ Poultry meat
- ✓ Red meat (U.S. beef and related products are currently not permitted entry into China)
- ✓ Frozen vegetables (especially sweet corn)
- ✓ Infant formula
- ✓ Baby food
- ✓ Dairy products (cheese and butter)
- ✓ Baking ingredients and bread bases
- ✓ Cereals
- ✓ Frozen potato products
- ✓ Fresh fruit (oranges, apples, especially cherries)
- ✓ Premium ice cream
- ✓ Wine and spirits

Products Not Present in Significant Quantities, which have Good Sales Potential

- ✓ Fresh fruit (plums, pears)
- ✓ Processed/dried fruit (blueberries, cranberries)
- ✓ Ready-to-cook and ready-to-eat foods
- ✓ Natural and organic foods (niche market)
- ✓ Functional foods

V. Key Contacts & Further Information

The following tables provide information on key contacts in China.

Table 1: United States Department of Agriculture in China

Organization name	Address/Post code	Telephone/Fax E-mail /URL
Foreign Agricultural Service, Office Of Agricultural Affairs, Beijing	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Beijing, China, 100600	Tel: (86-10) 8531-3600 Fax: (86-10) 8531-3636 AgBeijing@fas.usda.gov www.usdachina.com
Agricultural Trade Office, Beijing	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Beijing, China, 100600	Tel: (86-10) 8531-3950 Fax: (86-10) 8531-3974 ATOBeijing@fas.usda.gov www.usdachina.com
Agricultural Trade Office, Shanghai	U.S. Consulate General Shanghai, Shanghai Centre, Suite 331, 1376 Nanjing West Road, Shanghai, China, 200040	Tel: (86-21) 6279-8622 Fax: (86-21) 6279-8336 ATOShanghai@fas.usda.gov www.usdachina.com
Agricultural Trade Office, Guangzhou	43 Hua Jiu Road, Zhujiang New Town Tianhe District Guangzhou, China, 510623	Tel: (86-20) 3814-5000 Fax: 3814-5310 ATOGuangzhou@fas.usda.gov www.usdachina.com
Agricultural Trade Office, Chengdu	Suite 1222, Western Tower No.19, 4th Section Renminnan Road, Chengdu, China, 610041	Tel: (86-28)8526-8668 Fax: (86-28)8526-8118 ATOChengdu@fas.usda.gov www.usdachina.com
Agricultural Trade Office, Shenyang	Suite 1903, North Media Building, No.167 Qing Nian street, Shenhe District Shenyang, Liaoning China, 110014	Tel: (86-24)2318-1380 2318- 1338 Fax: (86-24)2318-1332 ATOShenyang@usda.gov www.usdachina.com
Animal And Plant Health Inspection Service, Beijing (USDA/APHIS)	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Beijing, China, 100600	Tel: (86-10) 8531-3030; Fax: (86-10) 8531-3033 www.usdachina.com

Table 2: U.S. State / City Representative Offices in China (by Location)

State/Port/City, Location	Address/Post code	Telephone/Fax Email/URL
BEIJING		
State of Alaska, Beijing	A610, 39 East 4th Ring Road Middle Chaoyang District, Beijing, China, 100025	Tel: (86-10) 8591-2130/2131 Fax: (86-10) 8591-2132 ywang54@263.net.cn
State of Hawaii DBEDT, Beijing	616, Tower A, COFCO Plaza 8 Jianguomennei Ave, Beijing, China, 100005	Tel: (86-10) 6527-7530 Fax: (86-10) 6527-7531 gordon@optimy.co flora@optimy.co
Indiana Economic Development Corporation, Greater China Office, Beijing	No.1111, Level 11,China World Office 1,No.1 Jianguomenwai Ave, Chaoyang District, Beijing, China, 100004	Tel: (86) 138-1002-8587 Michael.wang@starrcompanies.com
Iowa Economic Development Authority,China Office, Beijing	Unit 1701, 17/F, Hyundai Motor Tower, No. 38 Xiaoyun Road, Chaoyang District, Beijing, China, 100027	Tel: (86-10) 6410-8430 Fax: (86-10) 6410-8581 john@repiowachina.com wendy@repiowachina.com www.iowalifechanging.com/business
Commonwealth of Massachusetts China Office, Beijing	5/F, Tower B, No. 2 Zhonghuan South Road, Wangjing, Chaoyang District,Beijing, China 100102	Tel: (86-10) 8472-1382 Fax: (86-10) 8472-1210 danielding@masschinaoffice.com.cn
<ul style="list-style-type: none"> Commonwealth of Pennsylvania Department of Community & Economic Development, Beijing 	Suite 1005, No. 16 Guangshuan Avenue South, Wangjing, Chaoyang District, Beijing, China, 100102	Tel: (86-10) 8476-3883 (86) 1360-105-3235 Fax: (86-10) 8476-3883 anniew@sino-pa.com.cn stevenc@sino-pa.com.cn www.sino-pa.com.cn
Tennessee China Development Center, Beijing	Suite 337, Building 7, No. 6 Xiaoliangmaqiao West Road, Chaoyang District, Beijing, China, 100125	Tel: (86-10) 6410-7318 (86) 135-8169-7716 Lydia (86) 134-2629-7882 Une Fax: (86-10) 6410-7318 info@tn-china.cn www.tn-china.cn
SHANGHAI		
Arkansas Economic Development Commission China Office	Suite 2661, New Town Mansion, No. 83 Loushanguan Road, Shanghai, China, 200336	Tel: (86-21) 3133-2661 (86) 135-0119-2580 Fax: (86-21) 3133-2686 lliu@arkansasedc.com www.arkansasedc.com
California China Office of Trade and Investment / Bay Area Council	Suite 905, No. 333 Songhu Road, Yangpu District, Shanghai, China, 200433	Tel: (86-21) 3518-3691 (86) 1582-103-0820 Jennifer (86) 135-2475-0067 Tony jzou@bayareacouncil.org twang@cachinatrade.org www.cachinatrade.org www.bayareacouncil.org
Columbus, Ohio	22nd Floor, Suite B, 1800 Zhongshan West Rd. Shanghai, China, 200235	Tel: (86-21) 6440-0990 matthew.koon@tractus-asia.com
Enterprise Florida, Shanghai Office	Platinum Tower Unit 301-303, 233 Taicang Road, Shanghai, China, 200235	Tel: (86-21) 5298-4668 ext. 226 (86) 188-5737-0626 cfu@apcworldwide.com
Georgia Port Authority	Suite A2-A3, Floor 19th, Yangpu Commercial Building, 5 Anshan Road, Shanghai, China, 200092	Tel: (86-21) 5508-3967 (86) 1370-176-5868 Fax: (86-21) 5521-0877 cyou@gaports.com www.gaports.com
State of Idaho, China Office	Rm. 203, No. 35 Yongjia Road, Shanghai China, 200020	Tel: (86-21) 6473-0881 Fax: (86-21) 3226-2978 taragu@idahochina.org www.idahochina.org
State of Illinois, China Office	Suite 631 Shanghai Centre 1376 Nanjing West Road Shanghai 200040, China, 200030	Tel: (86-21) 6279-7038 (86) 1391-635-3725 Fax: (86-21) 6279-7607 chinaoffice@ilchinaoffice.com
Maryland Center China, Shanghai	Suite A401, Tomorrow Square	Tel: (86-21) 2308-1188

	399 W. Nanjing Road, Shanghai, China, 200003	Fax: (86-21) 2308-1199 maywang@mccusa.org www.mccusa.org
Michigan China Center, Shanghai	Suite A409, Tomorrow Square, 399 W. Nanjing Road, Shanghai, China, 200003	Tel: (86-21) 2308-1037 Fax: (86-21) 2308-1199 juliezhang@mccusa.org
Minnesota China Center, Shanghai	Suite A408, Tomorrow Square, 399 W. Nanjing Road, Shanghai, China, 200003	Tel: (86-21) 2308-1188 Fax: (86-21) 2308-1199 mcc@mccusa.org
State of Mississippi, Shanghai	Suite 1003, Holiday Inn Office Tower, 233 Taicang Road, Shanghai, China, 200021	Tel: (86-21) 6867-1005 (86) 1381-755-5575 paul.swenson@thechinahand.com www.thechinahand.com
State of Missouri, Shanghai	Suite 301 - 303, Platinum Tower, 1376 Nanjing West Road, Shanghai, China, 200040	Tel: (86-21) 5298-4668 ext. 236 (86) 186-1699-0520 evang@apcworldwide.com
State of New Jersey	22nd Floor, Suite B, 1800 Zhongshan West Rd, Shanghai, China, 200235	Tel: (86-21) 6440-0990 matthew.koon@tractus-asia.com
State of New York	22nd Floor, Suite B, 1800 Zhongshan West Rd, Shanghai, China, 200235	Tel: (86-21) 6440-0990 matthew.koon@tractus-asia.com
State of North Carolina China Office	Suite 6C, 6/F, 567 Weihai Road, Shanghai, China, 200040	Tel: (86-21) 6256-6024 (86) 189-1715-7463 Fax: (86-21) 6256-6024 rong@nc-asia.com www.nc-asia.com
Oregon Greater China Office	Suite 1003, Holiday Inn Office Tower, 899 Dong Fang Road, Shanghai, China, 200122	Tel: (86-21) 6867-1005 (86) 1381-755-5575 paul.swenson@thechinahand.com www.thechinahand.com
State of South Carolina, China Office	7/F, Building 1, No. 1178 Beidi Road, Shanghai, China, 200335	Tel: (86-21) 5054-0116 (86) 1381-611-8956 John (86) 185-0213-3366 Cindy Fax: (86-21) 5054-0117 iling@commerce.state.sc.us cndipi@hotmail.com www.sccommerce.com
San Francisco Center for Economic Development	N/A	Tel: (86) 185-1639-3577 njanssen@sfcged.org
Virginia Department of Agriculture and Consumer Services, Shanghai	Suite 1001, 3456 Pudong Road South Shanghai, China, 200125	Tel: (86-21) 5013-9235 (86) 1350-160-2991 akang@vit.org www.vit.org
Virginia Economic Development Partnership China Office	Suite 3081, 3F, Silver Court Tower 85 Taoyuan Road, Huangpu District Shanghai, China, 200021	Tel: (86-21) 6157-7305 (86) 135-0171-8928 oqin@yesvirginia.org www.yesvirginia.org
Washington State Dept of Agriculture	Room 2301, Building No. 5 588 Jiangzhou Road, Shanghai, China, 200025	Tel: (86-21) 5228-02659 Fax: (86-21) 6217-9038 ihaidong@163.net
Greater Washington, DC, China Center	Suite A402, Tomorrow Square, 399 Nanjing Road West, Shanghai, China, 200003	Tel: (86-21) 2308-1188 Fax: (86-21) 2308-1199 dccc@dcenterchina.org www.dcenterchina.org
CHONGQING		
City of Sacramento Trade & Education Office	Floor 3, Waijingmao Building, 65 Jianxin North Road, Chongqing, China.	Tel: (86-23) 6769-8833 (86) 139-2377-0073 ayung@cityofsacramento.org

Table 3: U.S Trade Association and Cooperator Groups in China

Organization name	Address	Telephone/Fax/Email
<ul style="list-style-type: none"> Alaska Seafood Marketing Institute American Pistachio Growers California Prune Board Food Export Association Of The Mid-west USA Food Export North East USA Southern United States Trade Association Sunkist Growers Western United States Agri-trade Association 	SMH: Shanghai Sheng Ming Industrial Co. Ltd; Room 2013-2014, 2 IFC 2, 8 Century Avenue, Putong, shanghai, China, 200040	Tel: (86-21)6888-9835/ 6888-9836 (86) 139-0184-6680 Robin Wang (86)136-0187-3080 Roger Fax: (86-21)5877-5839 Smh-shanghai@163.com
<ul style="list-style-type: none"> American Legend Cooperative California Walnut Commission National Association of State Department of Agriculture Pet Food Institute U.S. Apple Export Council 	Room 1507, flat B, no.311 Siping road, Shanghai, China, 200086	Tel: (86-21)5515-5310 Fax: (86-21)6521-6949 barbara@leesmarket.net.cn
<ul style="list-style-type: none"> Brewers Association Food & Agriculture Export Alliance National Pecan Growers Council Produce Marketing Association U.S. Cranberry Marketing committee 	Room 1406, Block B, no. 311, Siping Road, Shnanghai, China, 200081	Tel: (86-21) 6521-6751 86) 133-3183-6502 Fax: (86-21) 6521 3459 info@mzmc.com.cn
<ul style="list-style-type: none"> Ginseng Board of Wisconsin, Inc Raisin Administrative Committee US Dairy Export Council US Potato Board U.S. Rice Federation 	PR Consultants Ltd Room 436, Shanghai Center, 1376 Nanjing Xi Lu, Shanghai, China, 200040	Tel: (86-21)6319-0668 Prc@prcon.com sh@prcon.com Danielc@prcon.com
<ul style="list-style-type: none"> California Cherry Advisory Board Northwest Cherry Growers Washington Apple Commission 	Rm.2301, Block 4, No. 588 Jiaozhou Road, Shanghai, China, 200040	Tel: (86-21) 5228-0659 (86-21) 5228-2891 Liyan1_@163.com Roger_apple@163.com
<ul style="list-style-type: none"> California Table Grape Commission Pear Bureau Northwest 	Room 1305, Guo Li Building, No. 1465 Beijing Rd. (West), Shanghai, China, 200040	Tel: (86-21) 6247-3840 (86-21) 6247-3841 (86-21) 6287-3713 (86) 155-0757-2961 Mr. Louis Ng Fax: (86-21)62473448 nwlhk@netvigator.com inash@sh163.net
Almond Board Of California	N/A	Tel: (86-21)6193 7595 (1) 209 -343-3250 Fax: (86-21)6193 7566 (1) 209-549-8267 Cecilia.miao@edelman.com
American Softwoods	Room 805, Wellington Garden, Tower 3, 183 Huahaixi road, shanghai, china 200030	Tel: (86-21) 6448-4408 (86) 139-0187-9678 Mr. Xu Fang xu_fang@wg-consulting.net
American Hardwood Export Council	Rm.3703,Bldg., 1st, Great Grandway Center, No.1 Hong Qiao Rd., Shanghai,China, 200040	Tel: (86-21) 6270-2222x316 Fax: (86-21) 6270-5555 John.chan@ahec-china.org jenny.shen@ahec-china.org
American Wool Council	156 Tongji Xincun, Suite 401, Shanghai, China, 200081	Tel: (86-21) 6502-3824 (86) 13601967796 kitty.shanghai@gmail.com kitty.shanghai@vip.163.com

APA – The Engineered Wood Association	<i>Shanghai Office</i> Room 605,NO 333,South SuZhou Road, HuangPu Distrct, Shanghai	Tel: 86-21-6329-2558 Fax: 86-21-6329-7375
	<i>Chongqing Office</i> B-22-3, Gangtian Building, No 192 Zhongshan 2nd Road, Yuzhong District, Chongqing City	Tel: 86-23-6321-4200 Fax: 86-23-6353-0958 Cell: 86-136-3792-5198 Mr. Mark Chen E-mail: chenxiaofeng@vip.163.com
Blue Diamond Almonds	PO Box, No. 11747, General Post Office, Hong Kong	Tel: (852) 9091-4184 Fax: (852) 2661-7282 klui@klconsultants.com.hk
California Wine Institute	Room 1303, Floor 10, Block A, Yanan Road, Shanghai, China, 200235	Tel: (86-21) 5237-9820 Fax:(86-21) 5237-9821 Cberos@calchinawine.com
Cotton Council International	608 East Ocean Center, 24A Jianguomen Wai Street, Beijing , China, 100004	Tel: (86-10) 6515-5990 Fax:(86-10) 6515-7049 yuanhy@yuanassociates.com.cn
Cotton Incorporated	Unit 12, 46F Plaza 66, 1266 Nan Jing Road(W), Shanghai, China, 200040	Tel: (86-21) 6288-0808 (86-21) 6288-1666 Fax: (86-21) 62886822 Jwang@cottoninc.com
Hazelnut Growers of Oregon	N/A	Tel: (86)186-0218-0915 (86)180-1267-8915 Robert_c@foxmail.com
National Renderers Association, Inc	21/F, Causeway, Bay Comm, bldg.,1-5 Suger Street, Causeway Bay, Hong Kong	Tel: (852) 2890-2529 (852) 9860-1007 (86)138-0288-5352 Fax: (852) 2576-8045 li@nrahongkong.com.hk nrahkg@nrahongkong.com.hk
USA Poultry & Egg Export Council	Room419, Building A, Heqiao Mansion, No.8A Guanghua Road, Chaoyang District, Beijing, China, 100026	Tel: (86-10) 6581-1255 Fax: (86-10) 6581-2922 bjoffice@usapeec.org.cn
U.S. Dry Pea And Lentil Council	No.1800 Zhongshan West Road,22 Floor (A), Shanghai, China, 200235	Tel: (86-21) 6440-0990 Fax: (86-21) 64403173 lucy@tractus-asia.com
U.S. Grains Council	Room 901, China World Tower 2, No. 1 Jianguomenwai Avenue, Beijing, China, 100004	Tel: (86) 10-6505-1314 Fax:(86) 10-6505-0236 grainsbj@grains.org.cn
U.S. Highbush Blueberry Council	#810, Bldg.18, North Office Area of Ministry of Agriculture, Chaoyang District, Beijing, China, 100125	Tel: (86)186-0113-1712 Julia@blueberrytech.org www.blueberrytch.org
U.S. Meat Export Federation	Room 1010, Central Plaza, No. 227 Huangpi Bei Lu, Huangpu District, Shanghai, China, 200003	Tel: (86-21)6249-4640 (86) 18603039038 Mr. Liang Ming Fax: ((86-21)6375-8041 info@usmef.org Shanghai@usmef.com mliang@usmef.org
U.S. Soybean Export Council	Room 1016, China World Office 1, No.1 Jianguomenwai Avenue, Beijing, China, 100004	Tel: (86) 10-6505-1830 Fax:(86) 10-6505-2201 china@ussec.org
U.S. Wheat Associates	Room 903, China World Tower 2 , No. 1 Jianguomenwai Avenue, Beijing, China, 100004	Tel: (86) 10-6505-1278 Fax:(86) 10-6505-5138 infobeijing@uswheat.org

Table 4: Chinese Government and Related Organizations

Organization name	Address	Telephone/Fax Email/URL
Ministry of Agriculture (MOA)	11 Nongzhanguan Nanli, Chaoyang District Beijing 100026 China	http://www.moa.gov.cn
General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ)	No. 9 Madiandonglu, Haidian District Beijing 100088 China	http://www.aqsig.gov.cn
China Food and Drug Administration	26 Xuanwumen Xi Da Jie, Xicheng District Beijing, 100053	http://www.cfda.gov.cn
China's National Certification and Accreditation Administration (CNCA)	9A Madian Street, Haidian district, Beijing 100088	http://www.cnca.gov.cn/
National Health and Family Planning Commission (NHFPCC)	14 Zhichun Road, Beijing, 100088, P.R.China	http://en.nhfpc.gov.cn/

Table 5: Chinese Associations

Organization name	Address	Telephone/Fax Email/URL
China Sugar Association	Xicheng District, Fu Wai Avenue B 22 , , Beijing, China, 100089	www.atj_69532.atobo.com.cn www.csa.gov.cn
China Food Industry Association	Haidian District, Pioneer Park 1133A, , Beijing, China,100089	Tel: (86-10) 5702-6220 (86-755) 2580-7955 (86-755) 2501-0632 Fax: (86-10) 5702-6220 (86-755) 2565-2490 baking_zg@126.com www.baking-zg.com
China Food and Drug Trade Association	West Third Ring Road , Haidian District, No. 87, Beijing, China,	Tel: (86-10) 6279-9188 Fax: (86-10) 5116-5199 cfdaorg@126.com www.cfda.org
Chinese Nutrition Society	Guang An Men Nei Street , Xicheng District, 6th Fenghua Haojing Block A, Unit 5, 16th floor , , Beijing, China,100053	Tel: (86-10) 8355-4781 Fax: (86-10) 8355-4780 cns@cnsoc.org
China Condiment Industry Association	Fuxing Road, Haidian District, 47 days Jian Business Building 605, Beijing, China,100036	Tel: (86-10) 5192-1726 Fax: (86-10) 5192-1087 (86-10) 5192-1960 bangongshi@chinacondiment.com.cn
China Food Additives & Ingredients Association	Outward Avenue A 6 Wantong Center Room 1402 C Block, Beijing, China,100020	Tel: (86-10) 5979-5833 Fax: (86-10) 5907-1335 (86-10) 5907-1336
China Green Food Association	Haidian District, Institute of South 59, Beijing, China, 100081	Tel: (86-10) 6219-1431 Fax: (86-10) 6219-1431
China National Food Industry Association	East Pacific the 5 th , Fengtai District, Beijing, China, 100073	Tel: (86-10) 6332-7807 (86-10) 6336-6411
China Safe Food Association	Zhongguancun South Street , Haidian District, , Beijing, China,100073	Tel: (86-10) 5721-1998 Fax: (86-10) 5721-1998 aqsp_bgs@126.com
China Heath Food Association	Dongcheng District Andingmen Street No. 136, Beijing, China, 100073	Tel: (86-10) 5662-9287 chjksp@126.com www.chjksp.org
China Beverage Industry Association	East Third Ring Road , Chaoyang District, Tianyuan prop Harbour Centre , Block B, Room 1701/1702, Beijing, China,100027	Tel: (86-10) 8446-4668 Fax: (86-10) 8446-4236 zyx@chinabeverage.org
China Dairy Industry Association	Xicheng District, Fu Wai Avenue B 22, Beijing, China, 100073	Tel: (86-10) 6839-6513 Fax: (86-10) 6839-6665 ruzhipin@163.com www.cdia.org.cn
China Meat Association	Guang An Men Nei Street, Xicheng District, No. 311 Xianglong Business Building Room 615 , Building 2, Fuxingmennei Avenue 45, Beijing, China, 100073	Tel: (86-10) 5166-1768 (86-10) 6609-5157 Fax: (86-10) 5166-1769 www.info-cma.org www.chinameat.org
China Cotton Textile Association	Room 419, 12 East Chang An Avenue, Beijing, China, 100742	Tel: (86-10) 8522-9649 (86-10) 85229697 Fax: (86-10) 8522-9479 ccta_bgs@126.com
China Organic Food Association	No. 110 Wing Road, Beijing, China, 100073	Tel: (86) 133-3118-8319 www.yjspxh.com yjspxh@126.com
China Vegetable Association	Zhongguancun South Street on the 12th Chinese Academy of Agricultural Sciences hospital , Beijing, China, 100073	Tel: (86-10) 8210-5018 cva_clp@sina.com www.cva128.com

VI. Appendix

1. Key Socio-Economic Indicators (1 US\$ = 6.39 RMB as of November 01, 2015)

Population in China

	2013	2014	Change (%)
Total	1,360,720	1,367,820	0.5%
Urban	731,110	749,160	2.4%

Source: China Statistical Yearbook 2015

Per Capita Income & Expenditures of Urban Households

	2013 (RMB)	2014 (RMB)	Change (%)
Per Capita Disposable Income of Urban Households	26,955.1	29,381.0	8.9%
-Low Income Quintile (20%)	9,895.9	11,219.3	13.4%
-Low Middle Income Quintile (20%)	17,628.1	19,650.5	11.5%
-Middle Income Quintile (20%)	24,172.9	26,650.6	10.2%
-Middle High Income Quintile (20%)	32,613.8	35,631.2	9.3%
-High Income Quintile (20%)	57,762.1	61,615.0	6.7%
Per Capita Expenditure of Urban Households			
Consumption Expenditure	18,487.5	19,968.1	8.0%
-Food, Tobacco and Liquor	5,570.7	6,000.0	7.7%
Cash Consumption Expenditure	14,453.0	16,690.6	15.5%
-Food, Tobacco and Liquor	5,461.2	5,874.9	7.6%

Source: China Statistical Yearbook 2015

Per Capita Consumption of Major Foods of Urban Households

	2013 (kg)	2014 (kg)	Change (%)
Grain (unprocessed)	121.3	117.2	-3.4%
-Cereal	110.6	106.5	-3.7%
-Tuber	1.9	2.0	5.3%
-Beans and Bean Products	8.8	8.6	-2.3%
Oil or Fat	11.2	11.2	0.0%
-Edible Vegetable Oil	10.8	10.8	0.0%
Vegetable and Mushroom	103.8	104.0	0.2%
-Fresh Vegetables	100.1	100.1	0.0%
Products of Meat	28.5	28.4	-0.4%
-Pork	20.4	20.8	2.0%
-Beef	2.2	2.2	0.0%
-Mutton	1.1	1.2	9.1%
Poultry	8.1	9.1	12.3%
Aquatic Products	14.0	14.4	2.9%
Eggs	9.4	9.8	4.3%
Milk and Dairy Products	17.1	18.1	5.8%
Dried and Fresh Melons and Fruits	51.1	52.9	3.5%
-Fresh Melons and Fruits	47.6	48.1	1.1%
-Nuts and Processed Products	3.4	3.7	8.8%
Sugar	1.3	1.3	0.0%

Source: China Statistical Yearbook 2015

Consumer Price Indices by Category, 2014 (2013=100)

	National Indices	Urban Indices
Consumer Price Index	102.0	102.1
Food	103.1	103.3
Grain	103.1	103.2
-Rice	101.2	101.1
-Flour	103.1	103.0
Starches and Tubers	102.2	102.1
Beans and Bean Products	104.0	103.8
Oil or Fat	95.1	94.9
Meat, Poultry & Processed Products	100.4	100.6
Eggs	110.4	110.4
Aquatic Products	104.4	104.5
Vegetables	99.2	99.2
-Fresh Vegetables	98.5	98.5
Flavoring	103.1	102.9
Carbohydrate	100.1	100.4
Tea and Beverages	101.8	101.7
-Tea	101.9	101.7
-Beverages	101.8	101.7
Dried and Fresh Melons and Fruits	114.1	114.1
-Fresh Fruits	118.0	118.2
Cake, Biscuits and Bread	101.9	101.9
Milk and Dairy Products	108.5	108.9
Dining Out	103.3	103.3
Other Foods	101.6	101.4

Source: China Statistical Yearbook 2015

Per Capita Annual Cash Living Expenditure of Urban Households by Income Percentile (2012)

	National Average (RMB)	Income Percentile							
		0-5	0-10	10-20	20-40	40-60	60-80	80-90	90-100
Disposable Income	24,565	6,520	8,215	12,489	16,761	22,419	29,814	39,605	63,245
Total Cash Consumption Expenditures	16,674	6,367	7,302	9,610	12,281	15,720	19,830	25,797	37,662
-Food	6,041	2,979	3,310	4,147	5,029	6,061	7,102	8,561	10,323
--Grain	459	359	365	386	426	473	502	543	564
--Meat, Poultry & Processed Products	1,184	699	768	947	1,088	1,249	1,341	1,480	1,556
--Eggs	119	77	84	97	112	126	133	142	147
--Aquatic Products	409	145	173	236	309	413	523	631	768
--Milk and Processed Products	254	110	126	169	208	260	309	365	423
Food as a Percent of Disposable Income (%)	25%	46%	40%	33%	30%	27%	24%	22%	16%
Food as a Percent of Total Cash Consumption Expenditures (%)	36%	47%	45%	43%	41%	39%	36%	33%	27%

Source: China Statistical Yearbook 2013

Note: this data series has been discontinued

Per Capita Annual Purchases of Major Commodities of Urban Households by Level of Income (2012)

	National Average (kg)	Income Percentile							
		0-5	0-10	10-20	20-40	40-60	60-80	80-90	90-100
Edible Vegetable Oil	9.14	8.17	8.28	8.70	9.30	9.68	9.24	9.29	8.92
Pork	21.23	14.35	16.04	18.93	20.67	22.66	22.68	23.78	24.14
Beef	2.54	1.62	1.65	1.97	2.38	2.75	2.93	3.05	3.11
Mutton	1.19	1.04	0.89	0.87	1.19	1.26	1.34	1.44	1.30
Fresh Eggs	10.52	7.53	8.08	9.09	10.26	11.25	11.54	11.73	11.44
Fresh Vegetables	112.33	89.37	93.36	100.04	111.05	118.81	119.53	122.39	118.48
Liquor	1.99	1.47	1.55	1.77	2.17	2.19	2.06	2.00	1.88
Fruit Wine	0.22	0.05	0.06	0.09	0.17	0.24	0.28	0.34	0.44
Beer	4.63	2.94	3.28	3.73	4.81	4.92	5.11	5.22	4.98
Tea	0.29	0.17	0.17	0.19	0.29	0.28	0.37	0.39	0.41
Fresh Melons & Fruits	56.05	33.56	36.74	44.64	52.05	58.51	64.60	69.47	71.83
Cake	5.18	2.87	3.15	3.97	4.67	5.42	5.94	6.86	7.18
Milk	13.95	7.14	7.77	9.84	12.02	14.99	16.94	18.64	19.86
Milk Powder	0.50	0.25	0.28	0.39	0.44	0.51	0.61	0.67	0.71
Yogurt	3.46	1.47	1.77	2.29	3.10	3.64	4.21	4.65	5.12

Source: China Statistical Yearbook 2013

Note: this data series has been discontinued

Per Capita Annual Purchases of Major Commodities of Urban Households

(kg)	2005	2010	2011	2012
Grain	77.00	81.50	80.70	78.80
Fresh Vegetables	118.60	116.10	114.60	112.30
Edible Vegetable Oil	9.30	8.80	9.30	9.10
Pork	20.20	20.70	20.60	21.20
Beef and Mutton	3.70	3.80	4.00	3.70
Poultry	9.00	10.20	10.60	10.80
Fresh Eggs	10.40	10.00	10.10	10.50

Aquatic Products	12.60	15.20	14.60	15.20
Milk	17.90	14.00	13.70	14.00
Fresh Melons and Fruits	56.70	54.20	52.00	56.10
Liquor	8.90	7.00	6.80	6.90

Source: China Statistical Yearbook 2015
Note: this data series has been discontinued

2. Import Statistics

CHINA IMPORTS OF AGRICULTURAL, FISH & FORESTRY PRODUCTS FROM UNITED STATES								
CY 2010 - 2014 AND YEAR-TO-DATE COMPARISON								
(IN THOUSANDS OF DOLLARS)								
IMPORTS MARKET: UNITED STATES								
PRODUCT	CALENDAR YEARS (JAN-DEC)					JANUARY - NOVEMBER		CHANG E
	2010	2011	2012	2013	2014	COMPARISONS		
						2014	2015	%
BULK TOTAL	13,935,454	16,538,223	21,129,673	18,207,278	19,961,498	15,864,515	13,612,937	-14.19
WHEAT	31,333	157,147	233,493	1,263,626	283,961	283,283	169,649	-40.11
COARSE GRAINS	348,372	558,982	1,658,107	938,884	1,811,189	1,653,513	2,368,800	43.26
RICE	190	0	7	0	176	176	0	-100
SOYBEANS	11,330,053	12,660,201	15,374,305	13,332,639	16,326,440	12,505,564	9,849,123	-21.24
OTHER OIL SEEDS	31,125	49,735	35,287	22,211	13,222	12,715	13,761	8.23
COTTON	2,015,412	2,980,723	3,697,948	2,444,357	1,266,735	1,153,293	969,151	-15.97
TOBACCO	154,732	118,281	117,332	171,325	223,148	223,148	196,055	-12.14
RUBBER & ALLIED GUMS	494	452	641	662	1,014	960	591	-38.39
RAW COFFEE	12	21	27	123	314	240	56	-76.82
COCOA BEANS	0	0	0	0	0	0	0	-100
TEA (INCL. HERB TEA)	896	831	800	278	304	281	348	23.58
RAW BEET & CANE SUGARS	26	70	88	77	96	89	19	-79.02
PULSES	22,056	11,318	11,488	30,450	21,884	18,882	29,823	57.95
PEANUTS	222	89	1	2,425	12,811	12,177	15,374	26.26
OTHER BULK COMMODITIES	532	372	149	220	205	196	189	-3.51
INTERMEDIATE TOTAL	2,406,469	2,609,325	3,228,829	4,098,521	4,458,932	4,226,319	4,107,076	-2.82
WHEAT FLOUR	66	64	47	54	32	31	23	-27.25
SOYBEAN MEAL	0	732	719	0	31	31	0	-100
SOYBEAN OIL	254,882	257,868	261,934	116,406	182,587	182,587	346	-99.81
VEGETABLE OILS EXC SOYBEAN OIL	34,148	63,248	99,568	52,339	47,409	43,068	51,200	18.88
FEEDS & FODDERS (EXC PET FOOD)	871,281	662,748	1,021,798	1,763,192	2,176,571	2,125,585	2,357,253	10.9
LIVE ANIMALS	32,667	51,641	69,588	67,700	49,441	40,469	7,396	-81.72
HIDES & SKINS	821,532	1,146,808	1,294,088	1,572,562	1,508,589	1,377,285	1,219,652	-11.45
ANIMAL FATS	1,288	3,497	1,208	296	329	264	656	148.72
PLANTING SEEDS	62,917	71,195	93,842	89,863	107,824	103,661	98,887	-4.61
SUGAR/SWEETENER/BEVERAGE BASES	2,840	3,278	4,045	8,069	7,496	7,100	6,609	-6.92
ESSENTIAL OILS	101,933	106,217	112,709	130,187	123,904	115,192	120,110	4.27
OTHER INTERMEDIATE PRODUCTS	222,915	242,028	269,283	297,853	254,720	231,045	244,945	6.02
CONSUMER-ORIENTED TOTAL	1,508,533	2,853,963	3,067,672	3,158,002	2,977,141	2,718,506	2,173,067	-20.06
SNACK FOODS (EXCLUD. NUTS)	11,842	19,053	23,616	26,926	33,377	29,595	36,236	22.44
BREAKFAST CEREALS/PANCAKE MIX	8,520	12,937	14,391	17,494	21,684	20,120	20,081	-0.19
RED MEATS, FRESH/CHILLED/FROZEN	235,888	1,232,918	1,068,661	759,097	760,787	696,528	449,241	-35.5
RED MEATS, PREPARED/PRESERVED	3,172	4,355	4,748	4,546	1,589	1,484	1,278	-13.9
POULTRY MEAT	168,312	122,046	271,343	417,785	222,554	200,016	36,982	-81.51
DAIRY PRODUCTS (EXCL. CHEESE)	189,389	297,496	297,773	549,791	588,268	556,068	274,954	-50.55
CHEESE	12,765	28,528	38,808	43,005	55,644	50,930	47,941	-5.87
EGGS & PRODUCTS	2,190	1,662	862	1,211	1,422	760	1,555	104.58
FRESH FRUIT	215,545	293,963	288,128	253,818	253,064	219,745	281,499	28.1
FRESH VEGETABLES	46	101	178	148	12	9	44	372.86
PROCESSED FRUIT & VEGETABLES	200,772	238,438	257,949	248,047	247,974	231,517	268,669	16.05
FRUIT & VEGETABLE JUICES	17,657	14,951	16,836	20,372	32,414	32,063	13,767	-57.06
TREE NUTS	140,583	168,522	205,049	167,876	124,864	94,187	163,673	73.77
WINE & BEER	37,821	61,233	76,377	88,126	82,952	75,088	58,625	-21.92
NURSERY PRODUCTS & CUT FLOWERS	4,900	4,703	4,550	4,803	6,204	6,094	7,093	16.39
PET FOODS (DOG & CAT FOOD)	88	580	722	808	59	52	481	832.7
OTHER CONSUMER ORIENTED PRODUCT	259,043	352,478	497,682	554,148	544,271	504,249	510,946	1.33
FOREST PRODUCTS TOTAL	1,193,408	2,035,360	1,748,368	2,465,456	2,951,818	2,717,786	2,123,450	-21.87
LOGS & CHIPS	583,787	1,032,075	740,629	1,253,701	1,365,767	1,280,681	750,561	-41.39
HARDWOOD LUMBER	476,865	657,155	711,141	875,633	1,253,972	1,125,472	1,094,034	-2.79
SOFTWOOD AND TREATED LUMBER	76,212	274,060	154,899	200,982	196,915	185,428	122,919	-33.71
PANEL PRODUCTS (INC. PLYWOOD)	25,752	31,368	31,981	29,615	24,489	22,539	14,663	-34.94
OTHER VALUE-ADDED WOOD PRODUCT	30,792	40,702	109,717	105,525	110,675	103,667	141,273	36.28
FISH AND SEAFOOD PRODUCTS TOTAL	725,752	1,129,523	974,961	884,018	967,788	886,454	797,840	-10
SALMON	198,634	279,616	24,051	6,144	14,893	12,575	11,494	-8.59

SURIMI	0	0	0	0	0	0	0	n/a
CRUSTACEANS	31,204	90,320	190,400	230,606	251,385	226,246	208,009	-8.06
GROUND FISH & FLAT FISH	273,765	416,513	370,483	319,776	361,241	334,074	259,194	-22.41
MOLLUSCS	126,827	146,765	130,236	147,877	125,419	112,656	92,479	-17.91
OTHER FISHERY PRODUCTS	95,322	196,309	259,791	179,614	214,848	200,903	226,664	12.82
AGRICULTURAL PRODUCT TOTAL	17,850,456	22,001,511	27,426,173	25,463,801	27,397,571	22,809,341	19,893,081	-12.79
AGRICULTURAL, FISH & FORESTRY TOTAL	19,769,616	25,166,395	30,149,502	28,813,274	31,317,177	26,413,581	22,814,371	-13.63

Source: World Trade Atlas

**CHINA IMPORTS OF AGRICULTURAL, FISH & FORESTRY PRODUCTS FROM WORLD
CY 2010 - 2014 AND YEAR-TO-DATE COMPARISON
(IN THOUSANDS OF DOLLARS)**

IMPORTS MARKET: WORLD

PRODUCT	CALENDAR YEARS (JAN-DEC)					JANUARY - NOVEMBER		% CHANG E
	2010	2011	2012	2013	2014	COMPARISONS		
						2014	2015	
BULK TOTAL	41,942,610	56,576,789	65,807,371	66,240,574	65,246,655	58,636,649	53,242,154	-9.2
WHEAT	309,205	417,912	1,101,467	1,865,841	962,546	946,821	830,611	-12.27
COARSE GRAINS	933,715	1,205,736	2,518,052	2,129,393	3,974,228	3,429,651	6,610,326	92.74
RICE	253,326	386,750	1,125,022	1,052,042	1,228,906	1,069,698	1,290,185	20.61
SOYBEANS	25,088.91	29,839.72	34,927.47	38,033.97	40,329.89	36,139.84	31,363.64	-13.22
OTHER OILSEEDS	654,860	778,464	781,089	988,764	1,422,477	1,277,455	1,320,681	3.38
COTTON	5,798.03	9,623.035	11,894.07	8,511.025	5,049.411	4,568.155	2,308.113	-49.47
TOBACCO	707,577	1,027,879	1,196,468	1,334,286	1,566,489	1,472,856	1,181,364	-19.79
RUBBER & ALLIED GUMS	5,676.87	9,393,849	6,823,467	6,409,485	4,971,091	4,525,071	3,568,881	-21.13
RAW COFFEE	45,962	98,934	127,752	97,693	134,021	121,664	109,770	-9.78
COCOA BEANS	86,681	120,832	86,736	113,337	106,408	96,410	84,591	-12.26
TEA (INCL. HERB TEA)	47,593	59,764	71,211	75,742	92,852	83,721	94,551	12.94
RAW BEET & CANE SUGARS	780,450	1,679,693	2,024,127	1,869,158	1,311,821	1,192,111	1,313,285	10.16
PULSES	272,818	398,024	582,000	681,784	426,871	367,216	410,370	11.75
PEANUTS	14,754	64,377	25,634	17,093	28,930	24,607	112,970	359.11
OTHER BULK COMMODITIES	1,271.77	4,148,816	2,522,793	3,060,954	3,640,713	3,321,367	2,642,811	-20.43
INTERMEDIATE TOTAL	17,273,801	22,254,039	24,487,992	24,072,891	23,133,816	21,256,495	19,980,175	-6
WHEAT FLOUR	6,731	5,718	7,193	14,660	15,978	13,378	13,067	-2.32
SOYBEAN MEAL	80,416	95,975	21,252	14,038	17,565	14,168	39,984	182.21
SOYBEAN OIL	1,203.46	1,324.302	2,275.811	1,275.355	1,092.192	1,057.587	632.963	-40.15
VEGETABLE OILS EXC SOYBEAN OIL	7,304.61	9,707.454	10,348.34	9,126.084	7,546.941	6,872.787	6,150.599	-10.51
FEEDS & FODDERS (EXC PET FOOD)	1,022.69	832.493	1,218.381	1,968.183	2,453.516	2,366.777	2,695.951	13.91
LIVE ANIMALS	259.997	355.450	494.744	397.855	770.862	700.556	460.958	-34.2
HIDES & SKINS	2,414.35	3,260.182	3,649.571	4,387.052	4,271.813	3,912.120	3,740.569	-4.39
ANIMAL FATS	269.985	345.789	220.366	121.442	129.881	124.375	114.825	-7.68
PLANTING SEEDS	189,062	208,111	241,704	260,974	314,508	287,789	285,286	-0.87
SUGAR/SWEETENER/BEVERAGE BASES	157,253	319,068	291,224	278,590	280,265	246,647	392,226	59.02
ESSENTIAL OILS	298,271	380,741	429,256	505,935	466,082	427,814	448,408	4.81
OTHER INTERMEDIATE PRODUCTS	4,066.96	5,418.757	5,290.140	5,722.722	5,774.212	5,232.497	5,005.339	-4.34
CONSUMER-ORIENTED TOTAL	11,844,130	16,551,336	20,014,010	25,378,321	28,902,870	26,405,516	26,912,544	1.92
SNACK FOODS (EXCL. NUTS)	298,331	428,955	536,235	709,379	905,064	783,812	931,494	18.84
BREAKFAST CEREALS/PANCAKE MIX	32,697	46,834	52,726	73,172	92,420	84,191	116,773	38.7
RED MEATS, FRESH/CHILLED/FROZEN	1,259.14	2,512.984	3,142.059	4,914.496	4,952.016	4,515.446	5,155.239	14.17
RED MEATS, PREPARED/PRESERVED	7,556	8,957	11,032	11,789	9,554	8,920	12,476	39.86
POULTRY MEAT	962,540	872,003	955,563	1,005,352	878,194	788,202	828,621	5.13
DAIRY PRODUCTS (EXCL. CHEESE)	2,032.06	2,748.577	3,322.426	5,341.291	6,512.927	6,247.591	2,961.686	-52.59
CHEESE	105,450	139,263	186,713	231,062	342,428	315,366	315,736	0.12
EGGS & PRODUCTS	5,413	4,685	5,242	6,794	6,872	6,104	5,087	-16.66
FRESH FRUIT	1,489.72	2,352.020	3,020.069	3,420.519	4,318.172	3,895.957	4,668.797	19.84
FRESH VEGETABLES	7,564	4,435	4,256	1,579	2,928	2,923	3,490	19.37
PROCESSED FRUIT & VEGETABLES	1,716.33	2,049.472	2,523.404	2,582.676	2,936.710	2,669.363	2,878.787	7.85

	2								
FRUIT & VEGETABLE JUICES	166,549	228,404	218,141	230,523	252,244	235,077	193,530	-17.67	
TREE NUTS	467,452	441,610	509,478	409,854	588,503	448,088	676,448	50.96	
WINE & BEER	857,788	1,528,848	1,726,061	1,788,802	1,924,199	1,738,426	2,348,289	35.08	
NURSERY PRODUCTS & CUT FLOWERS	103,137	129,043	136,752	173,776	191,282	179,107	202,934	13.3	
PET FOODS (DOG & CAT FOOD)	11,067	12,087	10,233	9,230	8,973	8,082	13,979	72.96	
OTHER CONSUMER ORIENTED PRODUC	2,321,323	3,043,157	3,653,618	4,468,026	4,980,384	4,478,862	5,599,179	25.01	
FOREST PRODUCTS TOTAL	11,390,026	15,910,083	15,132,109	18,959,425	22,970,944	21,073,781	17,286,248	-17.97	
LOGS & CHIPS	6,006,405	8,665,189	7,892,761	10,086,006	12,496,083	11,520,832	8,406,037	-27.04	
HARDWOOD LUMBER	2,791,394	3,385,675	3,350,553	3,991,564	5,042,618	4,574,785	4,242,040	-7.27	
SOFTWOOD AND TREATED LUMBER	1,823,899	3,100,148	2,851,371	3,612,768	3,830,554	3,507,806	3,113,076	-11.25	
PANEL PRODUCTS (INC. PLYWOOD)	442,712	466,987	465,209	473,401	567,417	521,678	484,241	-7.18	
OTHER VALUE-ADDED WOOD PRODUCT	325,617	292,085	572,215	795,686	1,034,272	948,679	1,040,855	9.72	
FISH AND SEAFOOD PRODUCTS TOTAL	4,438,076	5,736,987	5,337,611	5,731,928	6,366,712	5,780,310	5,587,864	-3.33	
SALMON	609,994	767,626	206,324	202,399	375,131	342,608	351,402	2.57	
SURIMI	0	0	0	0	0	0	0	n/a	
CRUSTACEANS	587,700	972,783	1,270,463	1,563,451	1,855,150	1,680,482	1,812,412	7.85	
GROUND FISH & FLATFISH	1,780,310	1,925,603	1,870,436	1,843,161	1,893,154	1,745,317	1,514,032	-13.25	
MOLLUSCS	512,405	743,414	708,445	813,984	819,611	767,375	787,125	2.57	
OTHER FISHERY PRODUCTS	947,668	1,327,561	1,281,943	1,308,933	1,423,666	1,244,527	1,122,893	-9.77	
AGRICULTURAL PRODUCT TOTAL	71,060,541	95,382,165	110,309,372	115,691,786	117,283,341	106,298,660	100,134,873	-5.8	
AGRICULTURAL, FISH & FORESTRY TOTAL	86,888,643	117,029,235	130,779,092	140,383,140	146,620,997	133,152,751	123,008,985	-7.62	

Source: World Trade Atlas

CHINA IMPORTS OF Consumer Oriented Total CY 2010 - 2014 AND YEAR-TO-DATE COMPARISON (IN THOUSANDS OF DOLLARS)										
PRODUCT IMPORTED: Consumer Oriented Total										
IMPORT MARKETS	2014 RANK	CALENDAR YEARS (JAN-DEC)					JANUARY - NOVEMBER COMPARISONS			% CHANGE
		2010	2011	2012	2013	2014	2014	2015		
LEADING REGIONAL MARKETS										
ALL COUNTRIES	-	11,844,130	16,551,336	20,014,010	25,378,321	28,902,870	26,405,516	26,912,544	1.92	
WORLD EXCL. EU-25	1	9,586,231	12,911,831	15,358,565	19,480,529	22,124,695	20,269,035	19,620,434	-3.2	
OCEANIA/PACIFIC IS	2	2,312,651	2,988,038	3,833,554	6,538,279	7,606,728	7,226,368	5,025,228	-30.46	
EUROPEAN UNION-25	3	2,257,900	3,639,506	4,655,445	5,897,792	6,778,175	6,136,481	7,292,111	18.83	
SOUTHEAST ASIA	4	3,084,081	3,980,976	4,752,617	5,376,308	6,059,218	5,451,175	6,025,273	10.53	
NORTH AMERICA	5	1,782,539	3,137,024	3,398,190	3,661,146	3,408,072	3,116,917	2,680,755	-13.99	
SOUTH AMERICA	6	1,403,483	1,718,735	1,969,761	2,319,647	2,940,642	2,636,090	3,477,639	31.92	
SUB-SAHARAN AFRICA	7	37,567	80,701	113,392	148,599	221,965	214,143	257,170	20.09	
CHINA & HONG KONG	8	102,306	129,902	141,354	153,570	219,874	202,166	253,389	25.34	
JAPAN	9	196,032	115,739	160,838	156,898	184,697	162,202	227,495	40.25	
OTHER EUROPE	10	48,312	77,972	74,817	102,775	138,971	120,926	128,456	6.23	
FORMER USSR - 12	11	30,337	38,385	105,820	54,291	123,851	71,875	164,977	129.53	
MIDDLE EAST	12	191,023	108,891	118,793	116,900	108,733	90,512	122,129	34.93	
SOUTH ASIA	13	39,345	47,248	75,104	84,432	96,254	84,183	116,404	38.27	
CENTRAL AMERICA	14	12,968	11,184	21,017	18,428	31,922	28,649	21,074	-26.44	
NORTH AFRICA	15	3,602	4,229	9,622	8,284	12,563	12,191	29,586	142.69	
LEADING 35 COUNTRY MARKETS										
NEW ZEALAND	1	1,699,715	2,188,938	2,832,114	4,592,960	5,579,922	5,365,645	3,078,249	-42.63	
THAILAND	2	1,628,741	1,929,333	2,575,744	3,095,526	3,230,543	2,988,576	3,076,469	2.94	
UNITED STATES	3	1,508,533	2,853,963	3,067,672	3,158,002	2,977,141	2,718,506	2,173,067	-20.06	
AUSTRALIA	4	612,868	798,957	1,001,163	1,944,854	2,026,172	1,860,150	1,945,484	4.59	
FRANCE	5	647,308	1,243,154	1,392,225	1,543,601	1,549,853	1,422,876	1,462,541	2.79	
GERMANY	6	204,180	393,623	731,965	1,054,734	1,217,081	1,099,206	1,485,073	35.1	
VIETNAM	7	540,823	851,110	1,086,727	993,834	1,171,780	1,050,881	1,363,216	29.72	
CHILE	8	371,693	619,146	837,734	916,676	1,105,839	965,565	1,262,028	30.7	
NETHERLANDS	9	324,585	543,409	686,856	857,840	1,043,699	946,927	1,385,225	46.29	
DENMARK	10	503,798	507,833	558,896	687,657	712,930	639,819	632,767	-1.1	

BRAZIL	11	694,948	805,814	749,847	624,801	675,797	611,531	940,238	53.75
PHILIPPINES	12	244,459	448,478	368,092	379,132	668,825	572,039	561,234	-1.89
SPAIN	13	125,963	258,279	340,370	393,585	496,417	445,369	584,804	31.31
IRELAND	14	55,280	114,078	202,047	267,094	458,515	414,838	523,831	26.27
URUGUAY	15	37,074	52,199	78,792	397,292	456,658	425,759	499,407	17.3
KOREA, SOUTH	16	122,247	191,185	242,624	327,766	433,439	388,308	482,816	24.34
ITALY	17	161,760	253,308	282,616	332,198	401,434	355,145	430,764	21.29
MALAYSIA	18	134,334	201,666	213,658	374,313	394,229	349,124	386,546	10.72
CANADA	19	260,554	265,499	312,246	463,161	373,695	347,616	427,085	22.86
TAIWAN	20	131,436	181,288	229,191	303,211	336,682	304,211	470,046	54.51
ARGENTINA	21	275,120	185,699	195,245	251,361	286,888	260,887	337,789	29.48
SINGAPORE	22	410,802	379,152	304,573	333,701	278,711	214,774	301,740	40.49
INDONESIA	23	115,871	161,815	187,156	171,577	265,650	227,146	292,712	28.87
POLAND	24	20,264	31,482	58,827	197,305	236,641	211,057	146,617	-30.53
PERU	25	19,509	46,086	70,052	101,266	216,738	197,916	212,061	7.15
SOUTH AFRICA	26	31,541	74,451	103,379	134,082	209,167	202,322	239,463	18.36
ECUADOR	27	2,474	6,209	32,330	22,138	190,612	167,069	217,891	30.42
JAPAN	28	196,032	115,739	160,838	156,898	184,697	162,202	227,495	40.25
UNITED KINGDOM	29	39,889	56,404	76,189	131,842	171,809	153,782	183,524	19.34
BELGIUM	30	53,913	63,848	93,421	126,836	164,589	150,063	156,914	4.57
HONG KONG	31	82,737	103,604	110,111	113,334	153,909	144,234	183,910	27.51
SWITZERLAND	32	40,209	67,394	61,292	90,829	117,232	100,461	110,795	10.29
KOREA, NORTH	33	13,333	32,828	24,276	36,254	114,791	86,006	44,473	-48.29
FINLAND	34	42,689	52,287	79,668	90,968	103,353	96,663	63,402	-34.41
AUSTRIA	35	24,366	36,737	48,509	65,722	81,997	76,030	73,572	-3.23
REST OF WORLD	-	465,083	436,341	617,565	645,972	815,433	682,812	949,295	39.03

Source: World Trade Atlas

3. 2015 FAIRS Subject Reports (as of December 28, 2015)

<p>Roadmap to China Challenging New Feed Regulatory System FAIRS Subject Report Beijing China - Peoples Republic of 12/16/2015</p> <p>China is in the process of implementing a revised regulatory and registration system for imported feed and feed additives. Under this system, companies need to complete the following three steps before they can export feed ingredients or additives to China: 1) obtain an import registration license from the Ministry of Agriculture (MOA), 2) apply for market access with the General Administration for Quality Supervision, Inspection and Quarantine (AQSIQ), and 3) have their manufacturing facility...</p> <p>Roadmap to China Challenging New Feed Regulatory System Beijing China - Peoples Republic of 12-14-2015</p>
<p>China Regulatory System on Imports of Feed FAIRS Subject Report Beijing China - Peoples Republic of 12/8/2015</p> <p>China is in the process of implementing a revised regulatory and registration system for imported feed and feed additives. Under this system, companies need to complete the following three steps before they can export feed ingredients or additives to China: 1) obtain an import registration license from the Ministry of Agriculture (MOA), 2) apply for market access with the General Administration for Quality Supervision, Inspection and Quarantine (AQSIQ), and 3) have their manufacturing facility...</p> <p>China Regulatory System on Imports of Feed Beijing China - Peoples Republic of 12-7-2015</p>
<p>China Announces Revised Standards on Preserved Fruits FAIRS Subject Report Beijing China - Peoples Republic of 10/27/2015</p> <p>On September 4, 2015, China notified the WTO of the National Food Safety Standard on Preserved Fruits (an update to GB 8956), issued by the National Health and Family Planning Commission (NHFPC), as SPS/N/CHN/1000. The deadline for submission of final comments to China is November 3, 2015. This standard pertains to glace fruit, sugar frosting fruit, candied fruit, preserved fruit, prune, and fruitcake. The proposed date of entry is yet to be determined. Comments can be sent to China's SPS E...</p> <p>China Announces Revised Standards on Preserved Fruits Beijing China - Peoples Republic of 10-26-2015</p>
<p>China Conducts Electronic Upgrade to its Foreign Food Importer and E FAIRS Subject Report Beijing China - Peoples Republic of 10/27/2015</p> <p>On August 17, 2015, China's General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ) announced that starting October 1, 2015, AQSIQ would conduct an electronic upgrade to its registration filing management system adopted in October 2012. Information requirements and product coverage remain the same as in 2012. Fresh fruit continues to be exempted from this requirement. Chinese importers and foreign exporters can log into the system at the following website http://ire.eci...</p> <p>China Conducts Electronic Upgrade to its Foreign Food Importer and E Beijing China - Peoples Republic of 10-27-2015</p>
<p>China Announces New Standards on Candy and Chocolate FAIRS Subject Report Beijing China - Peoples Republic of 10/23/2015</p> <p>On September 4, 2015, China notified the WTO of the National Food Safety Standard on Candy and chocolate GB17403—XXXX, issued by the National Health and Family Planning Commission (NHFPC), as SPS/N/CHN/993. The deadline for submission of final comments to China is November 3, 2015. This Standard partially replaces GB17403-1998 Code of Sanitation Practice for Chocolate Plant. This Standard shall apply to the production of candies, chocolates, chocolate products, chocolate with cocoa butter all...</p> <p>China Announces New Standards on Candy and Chocolate Beijing China - Peoples Republic of 10-20-2015</p>
<p>China Announces New Standards on Distilled Liquor Formulated Liquor FAIRS Subject Report Beijing China - Peoples Republic of 10/23/2015</p> <p>On September 7, 2015, China notified the WTO of the National Food Safety Standard on Distilled Liquor and Formulated Liquor (an update to GB 8951), issued by the National Health and Family Planning Commission (NHFPC), as SPS/N/CHN/1005. The deadline for submission of final comments to China is November 6, 2015. This standard pertains to the production and processing of liquor and formulated liquor adopting the distilled liquor as the wine base. The proposed date of entry is yet to be determ...</p> <p>China Announces New Standards on Distilled Liquor Formulated Liquor Beijing China - Peoples Republic of 10-22-2015</p>
<p>China Announces New Standards on Edible Soybean Meal FAIRS Subject Report Beijing China - Peoples Republic of 10/23/2015</p> <p>Report Highlights: On September 4, 2015, China notified the WTO of the National Food Safety Standard on Edible Soybean Meal, issued by the National Health and Family Planning Commission (NHFPC), as SPS/N/CHN/991. The deadline for submission of final comments to China is November 3, 2015. This Standard partially replaces (GB 14932.1-2003) on Edible Soybean Meal. This standard pertains to soybean meal, pea bean, broad bean meal, wheat meal, corn meal, rice meal, walnut meal, almond meal, bean...</p> <p>China Announces New Standards on Edible Soybean Meal Beijing China - Peoples Republic of 10-19-2015</p>
<p>China Announces Revised Standards on Beer FAIRS Subject Report Beijing China - Peoples Republic of 10/23/2015</p> <p>On September 4, 2015, China notified the WTO of the National Food Safety Standard on Beer (an update to GB 8592), issued by the National Health and Family Planning Commission (NHFPC), as SPS/N/CHN/1004. The deadline for submission of final comments to China is November 3, 2015. This standard pertains to beer production and processing. The proposed date of entry is yet to be determined. Comments can be sent to China's SPS Enquiry Point at sps@aqsiq.gov.cn. The following report contains an ...</p> <p>China Announces Revised Standards on Beer Beijing China - Peoples Republic of 10-22-2015</p>
<p>China Announces Revised Standards on Beverages FAIRS Subject Report Beijing China - Peoples Republic of 10/23/2015</p> <p>On September 4, 2015, China notified the WTO of the National Food Safety Standard on Beverages (an update to GB 12695—201), issued by the National Health and Family Planning Commission (NHFPC), as SPS/N/CHN/1002. The deadline for submission of final comments to China is November 3, 2015. This standard pertains to the beverage other than the packaged drinking water. The proposed date of entry is yet to be determined. Comments can be sent to China's SPS Enquiry Point at sps@aqsiq.gov.cn. The...</p>

China Announces Revised Standards on Beverages Beijing China - Peoples Republic of 10-22-2015
<p>China Announces Revised Standards on Fermented Alcoholic Beverages FAIRS Subject Report Beijing China - Peoples Republic of 10/23/2015</p> <p>On September 7, 2015, China notified the WTO of the National Food Safety Standard on Fermented Alcoholic Beverages and their Integrated Alcoholic Beverages, issued by the National Health and Family Planning Commission (NHFPCC), as SPS/N/CHN/1006. The deadline for submission of final comments to China is November 6, 2015. This standard pertains to production and processing of wine, fruit wine (fermentation type) and rice wine. The proposed date of entry is yet to be determined. Comments can be...</p> <p>China Announces Revised Standards on Fermented Alcoholic Beverages Beijing China - Peoples Republic of 10-22-2015</p>
<p>China Announces Revised Standards on Grain Processing FAIRS Subject Report Beijing China - Peoples Republic of 10/23/2015</p> <p>On September 4, 2015, China notified the WTO of the National Food Safety Standard on Grain Processing (an update to GB 13122), issued by the National Health and Family Planning Commission (NHFPCC), as SPS/N/CHN/1003. The deadline for submission of final comments to China is November 3, 2015. This standard pertains to primary processing of grains (cereals) as raw materials. The proposed date of entry is yet to be determined. Comments can be sent to China's SPS Enquiry Point at sps@aqsiq.gov....</p> <p>China Announces Revised Standards on Grain Processing Beijing China - Peoples Republic of 10-22-2015</p>
<p>China Announces Revised Standards on Pastry and Bread FAIRS Subject Report Beijing China - Peoples Republic of 10/23/2015</p> <p>On September 4, 2015, China notified the WTO of the National Food Safety Standard on Pastry and Bread (is updated to GB 8957), issued by the National Health and Family Planning Commission (NHFPCC), as SPS/N/CHN/998. The deadline for submission of final comments to China is November 3, 2015. This standard pertains to the pastry and bread product, and it doesn't pertain to the catering service enterprise except for the cake shop (baker). The proposed date of entry is yet to be determined. Comme...</p> <p>China Announces Revised Standards on Pastry and Bread Beijing China - Peoples Republic of 10-21-2015</p>
<p>China Announces Revised Standards on Puffed Food FAIRS Subject Report Beijing China - Peoples Republic of 10/23/2015</p> <p>On September 4, 2015, China notified the WTO of the National Food Safety Standard on Puffed Food (an update to GB17404), issued by the National Health and Family Planning Commission (NHFPCC), as SPS/N/CHN/999. The deadline for submission of final comments to China is November 3, 2015. This standard pertains to the food with loose or crisp texture, which is made of grains, potatoes, beans, fruits, vegetables, nuts or seeds by puffing process. The proposed date of entry is yet to be determined....</p> <p>China Announces Revised Standards on Puffed Food Beijing China - Peoples Republic of 10-22-2015</p>
<p>China Announces Revised Standards on Storage and Transport for Grain FAIRS Subject Report Beijing China - Peoples Republic of 10/23/2015</p> <p>On September 4, 2015, China notified the WTO of the National Food Safety Standard on Storage and Transport for Grain, issued by the National Health and Family Planning Commission (NHFPCC), as SPS/N/CHN/1001. The deadline for submission of final comments to China is November 3, 2015. This standard pertains to the storage and transport of general designation of unprocessed grain. The proposed date of entry is yet to be determined. Comments can be sent to China's SPS Enquiry Point at sps@aqsiq....</p> <p>China Announces Revised Standards on Storage and Transport for Grain Beijing China - Peoples Republic of 10-22-2015</p>
<p>China Announces Revised Standards on Canned Food FAIRS Subject Report Beijing China - Peoples Republic of 10/21/2015</p> <p>On September 4, 2015, China notified the WTO of the National Food Safety Standard on Canned Food (is updated to GB 8950), issued by the National Health and Family Planning Commission (NHFPCC), as SPS/N/CHN/995. The deadline for submission of final comments to China is November 3, 2015. This standard pertains to commercial sterilization canned food made of food material by means of processing and treatment, tinning, sealing, heat sterilization and cooling and other processes. The proposed date o...</p> <p>China Announces Revised Standards on Canned Food Beijing China - Peoples Republic of 10-21-2015</p>
<p>China Announces Revised Standards on Edible Vegetable Oil FAIRS Subject Report Beijing China - Peoples Republic of 10/21/2015</p> <p>On September 4, 2015, China notified the WTO of the National Food Safety Standard on Edible Vegetable Oil (is updated to GB 8955), issued by the National Health and Family Planning Commission (NHFPCC), as SPS/N/CHN/997. The deadline for submission of final comments to China is November 3, 2015. This standard pertains to the processing of various edible vegetable oil and the production of various edible oil products based on the main materials of edible vegetable oil and fat. The proposed date ...</p> <p>China Announces Revised Standards on Edible Vegetable Oil Beijing China - Peoples Republic of 10-21-2015</p>
<p>China Announces Revised Standards on Egg products FAIRS Subject Report Beijing China - Peoples Republic of 10/21/2015</p> <p>On September 4, 2015, China notified the WTO of the National Food Safety Standard on Egg products, issued by the National Health and Family Planning Commission (NHFPCC), as SPS/N/CHN/996. The deadline for submission of final comments to China is November 3, 2015. This standard pertains to various kinds of finished product or semi-finished product made of poultry egg. The proposed date of entry is yet to be determined. Comments can be sent to China's SPS Enquiry Point at sps@aqsiq.gov.cn. Th...</p> <p>China Announces Revised Standards on Egg products Beijing China - Peoples Republic of 10-21-2015</p>
<p>China Announces New Standards on Aquatic Products FAIRS Subject Report Beijing China - Peoples Republic of 10/20/2015</p> <p>On September 4, 2015, China notified the WTO of the National Food Safety Standard on Aquatic Products, issued by the National Health and Family Planning Commission (NHFPCC), as SPS/N/CHN/994. The deadline for submission of final comments to China is November 3, 2015. This Standard partially replaces (GB/T20941-2007) on Good Manufacturing Practice for Fish Products Processing Factory and (GB/T23871-2009) on Code of Hygienic Practice for Fish and Fishery Products Processing Establishment. This s...</p> <p>China Announces New Standards on Aquatic Products Beijing China - Peoples Republic of 10-20-2015</p>
<p>China Announces New Standards on Edible Alcohol FAIRS Subject Report Beijing China - Peoples Republic of 10/20/2015</p>

Report Highlights: On September 4, 2015, China notified the WTO of the National Food Safety Standard on Edible alcohol, issued by the National Health and Family Planning Commission (NHFPC), as SPS/N/CHN/990. The deadline for submission of final comments to China is November 3, 2015. This Standard partially replaces (GB 10343-2008) on Edible Alcohol. This standard pertains to aqueous alcohol which uses grains, potatoes, molasses or other edible crops as ingredients, produced through fermenta...

[China Announces New Standards on Edible Alcohol Beijing China - Peoples Republic of 10-19-2015](#)

China Announces New Standards on Fermented Vinegar|FAIRS Subject Report|Beijing|China - Peoples Republic of|10/20/2015

On September 4, 2015, China notified the WTO of the National Food Safety Standard on Fermented Vinegar (GB 8954—XXXX), issued by the National Health and Family Planning Commission (NHFPC), as SPS/N/CHN/992. The deadline for submission of final comments to China is November 3, 2015. This Standard partially replaces (GB 8954-88) on Hygienic Specifications of Vinegar Factory. This standard pertains to vinegar production, and it specifies the essential requirement and management rule for site, fa...

[China Announces New Standards on Fermented Vinegar Beijing China - Peoples Republic of 10-19-2015](#)

Standard for Food Additive Use - GB2760-2015|FAIRS Subject Report|Beijing|China - Peoples Republic of|5/4/2015

On December 24, 2014, the National Health and Family Planning Committee of China issued the National Food Safety Standard for Food Additive Use (GB2760-2014), which will be implemented on May 24, 2015. The new standard (1) adds the food additives approved by NHFPC for use in foods in accordance with the issuance of GB2760-2011; (2) modifies the “Carry-Over” principles; (3) removes the list of “gum-based substances in chewing gum and the ingredients”; (4) modifies the provisions for use of fo...

[Standard for Food Additive Use - GB2760-2015 Beijing China - Peoples Republic of 4-28-2015](#)

China's General Hygiene Regulation for Food Production (GB14881)|FAIRS Subject Report|Beijing|China - Peoples Republic of|2/25/2015

On May 24, 2013, China released the National Food Safety Standard of General Hygiene Regulations for Food Production (GB14881-2013), which became effective on June 1, 2014. This standard also serves as the basic foundation for Chinese inspections against overseas food manufacturing facilities seeking registration for export under China's Decree 145. This report provides an updated unofficial translation of the standard but also aims at providing further clarity on where to interpret these re...

[China's General Hygiene Regulation for Food Production \(GB14881\) Beijing China - Peoples Republic of 2-24-2015](#)

China's National Food Safety Standard on Nut and Seed Food|FAIRS Subject Report|Beijing|China - Peoples Republic of|2/17/2015

On December 31, 2014, China's National Health and Family Planning Commission (NHFPC) published its final rule, the National Food Safety Standard on Nut and Seed Food (GB 19300-2014). This rule will replace the Hygienic Standard on Roasted Food (GB 19300-2003) and the Hygienic Standard on Food of Nuts (GB 16326-2005), and will take effect on May 24, 2015. China originally notified the National Food Safety Standard on Nut and Seed Food to the WTO as G/N/SPS/CHN/523 during its draft stage in 2012...

[China's National Food Safety Standard on Nut and Seed Food Beijing China - Peoples Republic of 2-12-2015](#)

Maximum Levels of Contaminants in Foods |FAIRS Subject Report|Beijing|China - Peoples Republic of|1/15/2015

On November 13, 2013, China released the National Food Safety Standard of Maximum Levels of Contaminants in Foods (GB 2762—2012), which became effective on June 1, 2014. The standard sets limits for lead, cadmium, mercury, arsenic, tin, nickel, chromium, nitrite, Benzo[a]pyrene, N-nitrosodimethylamine, polychlorinated biphenyl, 3-chloro-1, 2-propanediol in foods. This report provides an unofficial translation of the standard.

[Maximum Levels of Contaminants in Foods Beijing China - Peoples Republic of 12-11-2014](#)

Maximum Levels of Mycotoxins in Foods|FAIRS Subject Report|Beijing|China - Peoples Republic of|1/15/2015

On April 20, 2011, China released the National Food Safety Standard of Maximum Levels of Mycotoxin in Foods (GB 2761-2012), which became effective on October 20, 2011. This standard sets limits for Aflatoxin B1, Aflatoxin M1, Deoxynivalenol, Patulin, Ochratoxin A and Zearalenone in foods. This report provides an unofficial translation of the standard.

[Maximum Levels of Mycotoxins in Foods Beijing China - Peoples Republic of 12-29-2014](#)

Standards for Uses of Food Additives - Part I|FAIRS Subject Report|Beijing|China - Peoples Republic of|1/12/2015

On August 2, 2010, China's Ministry of Health notified to the WTO the National Food Safety Standard on National Food Safety Standard - Standards for Uses of Food Additives as G/SPS/N/CHN/308. The standard (GB2760-2011) specifies the principles for application of food additives, allowed food additive varieties, scope of application, and maximum level or residue levels. The final version was published on April 20, 2011 and implemented on June 20, 2011. This report contains an UNOFFICIAL translat...

[Standards for Uses of Food Additives - Part I Beijing China - Peoples Republic of 7-15-2011](#)

Standards for Uses of Food Additives - Part II|FAIRS Subject Report|Beijing|China - Peoples Republic of|1/12/2015

Second part of standard GB2760-2011.

[Standards for Uses of Food Additives - Part II Beijing China - Peoples Republic of 7-15-2011](#)