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Taiwan

Exporter Guide

Taiwan: US' 6th Largest Agr Market and Excellent Platform to Enter Greater China Market

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Report Highlights:
Taiwan has a dynamic capitalist economy and is easily affected by fluctuations in the world market. In 2009, the economic growth rate dropped by 1.91% due to the global recession – however, economic growth in 2010 is forecasted to be 6.14%. As a result of recent political changes, Taiwan's relationship with the PRC has been improving, and trade is expected to increase, hopefully bringing economic benefits in the future. Taiwan has also been shown to be an excellent gateway to expansion into the greater China market. Taiwan is currently the sixth largest market for U.S. agricultural exports. Taiwan imported nearly 3.2 billion USD of agricultural products from the U.S. in 2009. The U.S. has a 41 market share in the Taiwan market, the largest by far. Although the majority of U.S. agricultural exports

to Taiwan are bulk commodities, U.S. exports of other consumer-oriented agricultural products including red meats and poultry, fresh fruits, and processed fruits and vegetables increased to $916 million USD in 2009.

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I. Market Overview

General Economy

Taiwan has a dynamic capitalist economy with gradually decreasing government involvement in foreign investment and trade. Exports in electronics and machinery generate almost 70% of Taiwan's GDP and have provided the primary drive for economic development. However, this dependence on exports also makes the local economy vulnerable to global demand fluctuations. In 2009, the economy suffered a 1.91% decline in economic growth due to the global economic recession. Before the global recession, Taiwan's GDP was growing at a rate of about 5% each year. According to the Taiwan Directorate General of Budget, Accounting, and Statistics, the economy is expected to grow 6.14% for 2010.

Taiwan's economy is undergoing fundamental restructuring in response to the challenges posed by the emergence of China as a major global manufacturer and consumer. Much of Taiwan's manufacturing capacity has been relocated to China due to its lower labor costs. Currently, Taiwan's domestic production is mainly focused on high value-added goods. The electronics sector is second only to the United States in terms of competitiveness, and Taiwan has become a major producer of technology products. In addition, Taiwan's services industry has been growing steadily from about 50% of GDP in 1988, to almost 74% of GDP, as of 2009. At the same time, agriculture and manufactured goods have been decreasing, and now agriculture only contributes to about 2% of GDP, while manufactured goods fill the remaining 25%. Taiwan's major exports are industrial goods, while most imports are agricultural goods, industrial raw materials, and machinery.

The chart below illustrates Taiwan's economic situation in recent years.

National Economy	**2007**	**2008**	**2009**
GDP (million USD)	393,134	402,616	378,952
GDP per capita (USD)	17,154	17,507	16,423
Economic Growth Rate (%)	+ 5.98	+ 0.73	- 1.91

USD à NTD Exchange Rate	1 → 32.4	1 → 32.9	1 → 32.0

Source: National Statistics Taiwan

Taiwan's trading partners, in order of trade volume, are China, Japan, and the United States. Japan and the United State have long been the major suppliers of Taiwan's imports. Prior to 1995, these two countries provided for more than half of Taiwan's total imports. As of 2009, however, they only contributed to 31% of Taiwan's imports. ASEAN countries have taken advantage of Taiwan's WTO accession in 2002 and are gradually increasing market shares in consumer products. Currently, Taiwan is the twelfth largest trading partner of the U.S. and the sixth largest market for U.S. agricultural exports, a significant feat, considering Taiwan's size.

As a result of recent political changes in Taiwan, relationships with China have been improving and increased trade is expected to continue, hopefully bringing economic benefits in the future. In July 2008, Taiwan implemented direct flights to and from mainland China and employed several policy changes to facilitate trade across the Taiwan Strait. These make Taiwan an excellent gateway for foreign companies to expand into the mainland China market. In recent years, China has surpassed both the United States. and Japan in exports and imports to / from Taiwan, with exports and imports increasing exponentially.

The chart below demonstrates Taiwan's export and import statistics in recent years.

International Transactions	2007	2008	2009
Total Exports (million USD)	246,677	255,629	203,675
Exports to China (%)	25 %	26 %	27 %
Exports to the U.S. (%)	13 %	12 %	12 %
Exports to Japan (%)	7 %	7 %	7 %
Total Imports (million USD)	219,252	240,448	174,371
Imports from China (%)	13 %	13 %	14 %
Imports from the U.S. (%)	12 %	11 %	10 %
Imports from Japan (%)	21 %	19 %	21 %

Source: Taiwan Directorate General of Budget, Accounting, and Statistics (DGBAS)

Geography and Demographics

Taiwan is located off the southeast coast of China, south of Japan and north of the Philippines, strategically located adjacent to both the Taiwan Strait and the Luzon Strait. With a population of over

23 million and a total area of about 26,000 square kilometers, it is densely populated with roughly 637 persons per square kilometer. About two-thirds of Taiwan is covered with mountainous terrain, while the remaining one-third is mostly gently rolling plains. Located in the north, Taipei is Taiwan's capital with a population of over 2.5 million. The second largest and third largest cities in Taiwan are, respectively, Kaohsiung in the south, with about 1.5 million people, and Taichung in the center, with one million people.

With a low birth rate and death rate, Taiwan's population is increasingly aging. Senior citizens currently make up over 10% of the island's population, a figure which will continue to grow as birth rates fall and life expectancies increase. Health care and medicine are currently in high demand with the senior population in Taiwan. However, as Taiwan's per capita income increases, consumers are also becoming more sophisticated. Double income families as well as single unit households are replacing the traditional extended family household.

The chart below illustrates the average demographics in recent years.

Taiwan Demographics	**2007**	**2008**	**2009**
Birth Rates (%)	8.9	8.6	8.3
Death Rate (%)	6.2	6.3	6.2
Age Structure 0 – 14 yrs (%)	18	17	16
Age Structure 15 – 64 yrs (%)	72	73	73
Age Structure 65+ yrs (%)	10	10	11

Source: DGBAS

I. Exporter Business Tips

Import Agents

Except for major importers with their own offices in Taiwan, the appointment of an effective import agent is a critical decision. Invaluable background information can be provided by representatives from the Agricultural Trade Office (ATO) or representatives of commodity or trade associations such as the American Chamber of Commerce or the Importer and Exporter Association of Taipei. See our website at http://www.usfoodtaiwan.org for a full list of U.S. Producer Association offices located in Taiwan.

Although factors will vary from case to case, key issues to be considered include:

- What is the extent of the agent's network of distributors, owned or leased storage capacity, and owned or leased transport arrangements? In particular, does the agent have strong contacts with the responsible purchasing officers in the target sales channels?

- Does the agent have a high proportion of direct-to-market channels or are they heavily dependent on multiple distribution levels?
- Is the agent developing added-value communications and promotions or are they dependent on price discounts as the major sales tool?
- Does the agent have complementary product lines? Although cases vary, exclusivity can provide better incentives to the agent and can help the exporter to maintain improved supervision over price and product integrity.
- Does the agent have connections to the mainland China market for future sales expansion opportunities?

Entry Strategy

Taiwan's convenience store, supermarket, and hypermarket chains generally purchase from local importers, wholesalers, and manufacturers. However, a recent tendency is to increase the volume of direct imports to avoid the higher cost of products purchased from importers and local manufacturers. The best method to reach Taiwan's retail buyers and prospective importers initially is to contact them directly via e-mail or fax. Product catalogues and price lists are essential, and samples are very helpful. U.S. suppliers can obtain lists of Taiwan retail stores and importers from the ATO in Taipei.

A visit to Taiwan is imperative in establishing meaningful relationships with Taiwan buyers. Personal relationships and face-to-face meetings are very important in Asian cultures. It is advisable to bring along samples to meetings with potential buyers while visiting Taiwan, as many importers and retailers rely heavily upon subjective factors when deciding on new products to represent.

The typical Taiwan businessman usually has several interests rather than a single product line. As the incomes of Taiwanese consumers increase, so does their taste in new products. In order to meet the increasing demand and need for differentiation, importers constantly keep searching for new products, including new-to-market products and new brands of certain products. On the other hand, many importers follow the customary Taiwanese pattern of collecting basic information (samples, catalogues, prices, supply schedules, etc.) initially for consideration. A trial order to test the market response might then be placed after further contact. Importers generally specialize in a certain product category, and often join with other importers to consolidate shipments for lower overall risks and costs.

Sales and Marketing

Although sales and marketing techniques in Taiwan are in a process of evolution and development, there remains a high reliance on price discounts in promotional strategies. To minimize reliance on discounting strategies, U.S. food and beverage suppliers, particularly those in higher added value categories, may benefit from a focus on market education and sales training to develop brand recognition (demand-pull) and consumer preference.

Consumer concerns for personal and family health means that foods and beverages believed to provide specific health or nutritional benefits can and often do earn a retail premium above what the market normally bears. Taiwanese consumers tend to be less concerned about cost when shopping for products believed to provide benefits and may alter purchasing habits in order to include these foods and beverages in their diets. Bakery products, confectioneries, soups, oils and fats, and a wide range of nutritional supplements are just a few examples of product categories for which marketing strategies founded in nutritional and health messages have proven highly successful. Consumers in Taiwan are often bombarded by sensational news about food safety, which is causing increased concern and skepticism. This may provide opportunities for U.S. companies to promote brand value through an emphasis on natural products and food safety benefits.

Taiwan Business Customs

Taiwan businessmen are often refreshingly direct and informal in their business approaches, and do not have strict business rituals found in other countries. Nonetheless, there are some local customs that are well worth observing. Greetings and gifts to mark major festivals such as the Mid-Autumn Moon Festival (September or October) and Chinese New Year (January or February) are common. These holidays are key sales periods, similar to Thanksgiving and Christmas. U.S. companies should consider advanced timing of introducing new products to coincide with these busy holiday gift giving seasons. For example, baking companies will purchase ingredients as early as April or May for moon cake sales during the Mid-Autumn Moon Festival period, which falls around October. Therefore, the introduction of a new ingredient in August to be used in moon cake production would most likely not be considered until the next year.

Although agents and purchasing managers are always searching for new products, they are also very thorough in their evaluations of products. They prefer to see product samples whenever possible and will often place small initial shipments to test the market response.

One of the most popular recreations in Taiwan is eating. Even first meetings may often be over lunch or dinner. In Taiwan, entertaining is not only a basic tool to influence business relationships, but also considered essential to building friendships that can enhance mutual understanding. Food and eating are important parts of Taiwanese culture and every type of Chinese cuisine is available in the Taiwan market. More and more ethnic foods are becoming popular everyday, but a local “Taiwan flavor” is generally maintained. Taiwan businessmen are always very gracious and will invite trade contacts to dinner and drinking toasts can usually be expected, although the high alcohol content, Sorghum based “gao-liang” is reserved for special occasions. However, it is more and more common to drink red wine with meals and a light amount of toasting each other is important in developing trust and long-term relationships. While “ganbei” means “bottoms up,” “suiyi” means “drink as you wish,” if you prefer to take it easy.

Language Barrier

Speaking Mandarin is not essential to doing business in Taiwan. Many people in Taiwan speak English, and translators are easy to find. However, written materials such as business cards and product brochures will be far more helpful if translated into Mandarin.

Many Taiwanese strive to send their children to the finest universities in the United States for higher education. Therefore, a large percentage of Taiwan residents speak fluent English, have lived or studied in the United States, and are intimately familiar with American customs, food, and culture. For example, Costco Wholesale currently has six successful stores throughout Taiwan that are constantly full of customers demanding access to the same products they were accustomed to finding at Costco stores in the United States. It is estimated that more than 70% of Costco’s inventory is imported, mostly from the United States.

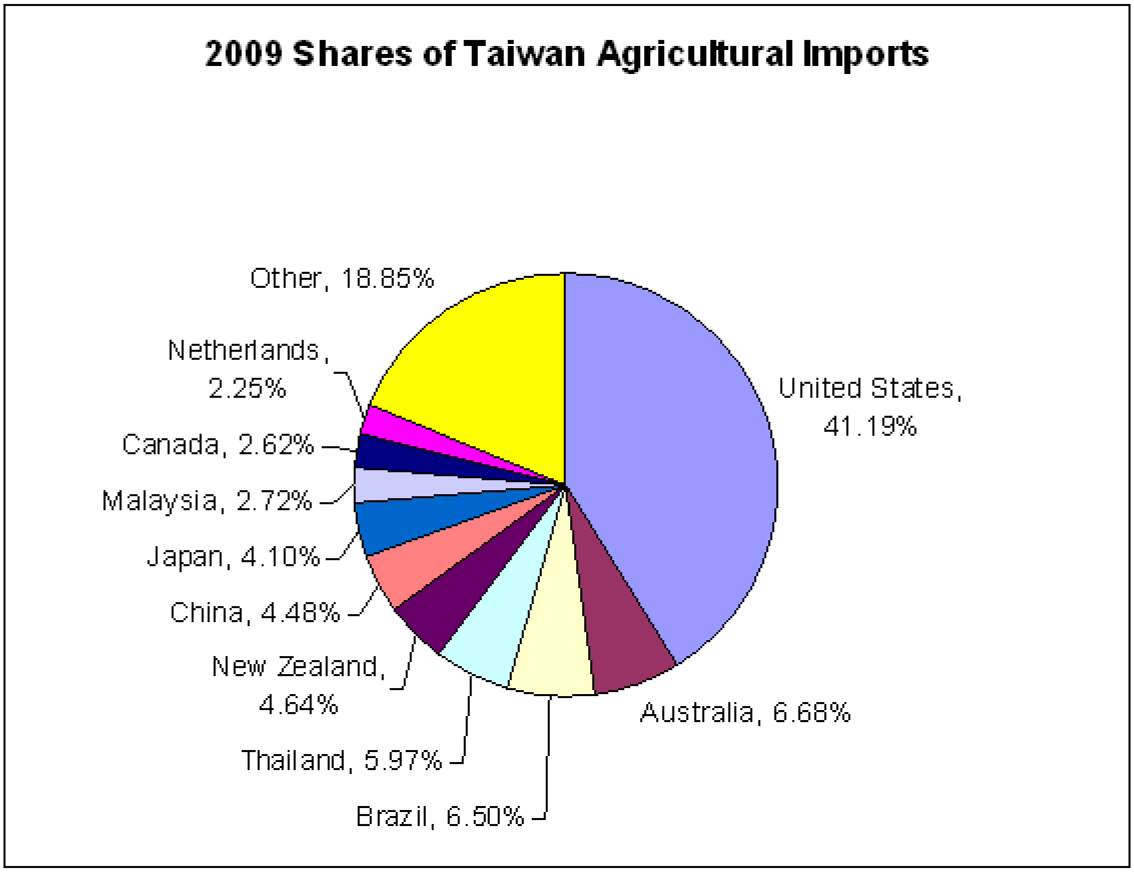
Foods Standards and Regulations

U.S. companies are advised to keep in mind the strict product labeling requirements enforced in Taiwan, which require that any health or nutritional claim be first assessed and approved by the Taiwan Department of Health (DOH) prior to inclusion on product packaging. The label must also be translated into Mandarin. For more information regarding DOH labeling requirements and food standards, especially for recently imposed requirements for organic food products, please refer to the website for the Agricultural Trade Office in Taipei at http://www.usfoodtaiwan.org.

I. Market Sector Structure and Trends

Food Imports

Taiwan is the sixth largest market for U.S. agricultural product exports. Because only one quarter of Taiwan is arable land, it relies heavily on imports for most of its food products. Domestically, Taiwan produces rice, sugar, yams, tea, pork and poultry, and fruits and vegetables, but the United States. still supplies many fruits and vegetables to Taiwan. Taiwan's main agricultural imports come from the United States and consist of soybeans and coarse grains. In 2009, U.S. agricultural products accounted for over 40% of Taiwan's total agricultural imports, reaching a value of $3.2 billion USD



The chart below illustrates the top ten countries Taiwan imports from for agricultural products.
Source: Global Trade Atlas

<u>Imports from the United States:</u> The majority of U.S. agricultural exports to Taiwan are bulk commodities. Of the $3.2 billion USD exported to Taiwan in 2009, nearly $2 billion was bulk commodities. Of this amount, coarse grains exported to Taiwan accounted for $726 million USD and soybeans $718 million USD. Over sixty percent of Taiwan's bulk commodity imports came from the United States. The United States also exported nearly $900 million USD in consumer-oriented agricultural products, the majority being red meats and poultry, fresh fruits, and processed fruits and vegetables.

Since 2007, countries that depend on imports of basic agricultural commodities for food and feed purposes have had to deal with significant increases in commodity prices as well as transportation costs. While Taiwan has seen some food price inflation, the economy has been able to absorb the added costs more easily than other import-dependent parts of the world. The results, however, has been an increase in the number of sources from which Taiwan is willing to import commodities. However, the United States is still seen as a provider of high quality and safe products, and is still the largest supplier of many food products in the Taiwan market.

Taiwan became a member of the World Trade Organization (WTO) on January 1, 2002 as a customs territory with the name “Chinese Taipei.” The lowering of tariffs and non-tariff trade barriers for imports has provided improved market access for a wide range of U.S. agricultural products including fresh produce, dairy products, meat, seafood, and processed food products. Given Taiwan’s relatively small agricultural sector, Taiwan’s dependence on imports is expected to continue to grow. Taiwan’s continued modernization and increased adoption of American and Western food tastes make the country an extremely attractive market for U.S. exporters. However, WTO accession has also improved access to the Taiwan market for many U.S. competitors. The United States enjoyed especially high market shares in the past due to its special relationship with Taiwan which began after World War II. Taiwan is also a safer market to start with for smaller and less experienced U.S. companies interested in exporting goods to mainland China.

Food Processing Sector

In 2006 and 2007, Taiwan food processors suffered greatly as a result of higher global commodity prices. However, Taiwan’s accession to the WTO has benefited the domestic food processing industry through market liberalization. At the same time, imported finished food products have been taking increased market shares from domestically produced products and this trend is expected to continue. Taiwan’s food processing industry is facing vigorous competition in a more open environment, and Taiwan’s foreign investments in food processing have grown tremendously in recent years. To take advantage of lower costs and to expand globally, many of Taiwan’s food processors are planning to establish production facilities outside Taiwan. Famous Taiwan agricultural companies such as Uni-President and Great Wall have enjoyed great success in developing infrastructure and large scale agriculture and food processing facilities in the PRC.

Food Retail Sector

Taiwan has a very global retail sector, and the economic recession has affected its growth. Retailers have begun to develop private label brands – major hypermarket/supermarket chains such as Carrefour, Auchan/RT Mart and Aimai-Geant have introduced low cost brands. Convenience stores have followed that trend, and convenience store chains 7-Eleven, Family Mart, and Hi-Life all have private label brands of bakery products. Despite the global recession, convenience store chains have been steadily expanding. Currently, there are over 9,000 convenience stores throughout Taiwan, the densest in the world with an average of about one store per 2,500 people. There is also a significant amount of high-income consumers that demand premium products and brands, which are offered at retailers such as Sogo Department Store and Mitsukoshi Department Store, which have premium supermarkets targeting these consumers. Sales over the next few years are expected to grow 25% for hypermarkets and 5% for supermarkets.

HRI Food Service Sector

In 2009, Taiwan's food service sector experienced a 0.86% growth after a 1.62% decline in 2008 due to the global recession. Demand has increased as consumer lifestyles become more hectic. Availability, innovation, prices, and promotions were also driving factors in consumer demands. Food services have added breakfast menus, delivery services, and a wider variety of foods. Consequently, innovative promotions such as country theme promotions, Taiwan/Western holiday promotions, and seasonal promotions are popular year-round. These promotions offer market opportunities for high quality U.S. food and beverage products.

In addition, Taiwanese consumers are gradually dining out more due to increases in double-income families, who generally do not have time on weekdays to buy fresh produce and cook meals. With access to many different places to dine out, the range of options for going out for food is abundant. There are many more independent stores than chains, varying from street stalls to convenience stores to tea shops, all of which are generally very affordable. In the future, the cafe and bar sector is expected to grow a great deal, as many have added meals instead of only carrying breakfast. Now, when consumers stop by for morning coffee, they can grab a quick breakfast as well. Another large area of growth is in sales of "biandang," or prepared lunchboxes, sold at small shops and convenience stores around Taiwan. Most of these lunchboxes consist of a large portion of rice or noodles, topped with a meat dish and two to three vegetables dishes on the side. A large percentage of office workers tend to purchase these cheap and quick lunchboxes, rather than pay full price for a restaurant meal. Often times, these lunch boxes will feature a large chicken leg, which unknowingly to most consumers, originated in the United States.

Organic Foods Sector

Currently, a dominant trend in Taiwan is the demand for healthier products and healthier lifestyles. Organic foods are becoming popular in Taiwan as consumers crave more natural and environmentally friendly products. The organic sector of the Taiwan food market is rapidly growing as consumers become increasingly aware of available products. However, most organic products are imported because there is limited domestic production.

The Agricultural and Food Agency (AFA) of the Council of Agriculture (COA) announced on March 18, 2009 that the U.S. Department of Agriculture's (USDA) National Organic Program (NOP) has officially been recognized by the COA as equivalent to Taiwan's new organic standards through a special export arrangement. However, in order to claim "organic" legally on the labeling for imported organic agricultural products, importers are required to notify the COA of each shipment and coordinate documentation with their U.S. suppliers and certification agencies on each batch of imported products through the issuance of USDA's TM-II export certificate for organic products approved for shipment to Taiwan.

For more information, please review the GAIN report #9024: 2009 Taiwan/Updated Import and Labeling Requirements for "Organic" Products.

I. Best High-Value Product Prospects

Product	2008 à 2009 Imports (million USD)	Import Tariff Rate	Constraints over Market Development	Market Attractiveness for U.S.
Grape Wines	$97 → $69	10% - 35%, depending on value and alcohol content	French wines still dominate the red wine market, and knowledge about wines is generally low.	The U.S. is currently Taiwan's second largest wine supplier. Although French wines still dominate, U.S. wines steadily gain consumer recognition and acceptance. This is fueled by the perception that wine (red) is good for health.
Cheeses	$79 → $68	5%	New Zealand (39%) and Australia (26%) cheeses currently dominate over half of the market.	The U.S. cheese market share is growing in recent years, meaning that U.S. cheeses are able to find faster acceptance than competing brands.
Pork	$52 → $86	12.5% or 15%	There is still a bias against frozen pork and there are SPS issues related to the growth drug ractopamine.	There are various growth opportunities for U.S. pork imports that meet local food processors' needs.
Fresh Fruit	$392 → $360	Varies by type	Competition in terms of new suppliers and new varieties from both domestic and foreign producers is intensifying, especially expensive fruit from Japan/Korea. MRL issues	The U.S. is currently Taiwan's largest supplier of fresh fruit. Effective marketing programs targeting reliable quality competitive pricing, and brands of U.S. fruits undergone by U.S. producer associations have

			sometimes disrupt U.S. shipments.	improved the market of U.S. fruit in Taiwan.
Poultry	$108 → $91	20%	Although the TRQ controls on chicken meat were eliminated in 2005, SSG assessments add an estimated 33% to normal tariffs, raising the tariff to about 26.33 for poultry.	The U.S. is currently the strongest supplier of poultry to Taiwan, with a market share of 87%, being one of the only six countries certified for poultry exports to Taiwan and the only one of those with sufficient volume and competitive pricing points.
Tree Nuts	$57 → $50	Varies by type	Cashews from China and Southeast Asia have shifted some market share away from U.S. tree nut suppliers. The greatest competition to US pistachio exporters is from Middle East and Australia	Currently, the U.S. dominates the market for almonds, pecans, and walnuts. Pecans have great potential for growth, but the baking industry needs to learn how to utilize even more pecans in their products.
Beef	$357 → $643	10 NTD per kilo	The primary competitors are Australia and New Zealand, who have the advantage of customer-perceived comparable and acceptable qualities at a low price. U.S. share has rebounded back to pre-BSE levels of about 30%.	U.S. beef is considered to be of high quality, but has slowed somewhat due to negative publicity of November 2009 opening of the Taiwan market to all U.S. beef cuts.
Seafood	$573 → 575	9% to 38%	With a bias towards fresh fish and Southeast Asian variety crustaceans, U.S. suppliers must work hard to maintain market share in the Taiwan market.	HRI food service venues with a strong Western orientation and up-market positioning offer the current best opportunities for U.S. exporters.

Source: Global Trade Atlas

I. Key Contacts and Further Information

American Institute in Taiwan

Agricultural Trade Office (Trade Promotion Assistance)
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Tel: (886) 2-2705-6536 Fax: (886) 2-2706-4885
E-mail: ATOTaipei@usda.gov
Website: http://www.usfoodtaiwan.org

Agricultural Affairs Office (Market Access / Trade Policy Support)
7 Lane 134, Hsin-Yi Road, Section 3, Taipei, Taiwan
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Website: http://www.usfoodtaiwan.org

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Taiwan Central Authority Agencies

Bureau of Standards, Metrology and Inspection (BSMI), M.O.E.A.
4 Ji-Nan Road, Section 1, Taipei, Taiwan
Tel: (886) 2-2343-1700 Fax: (886) 2-2356-0998
Website: http://www.bsmi.gov.tw

Council of Agriculture (COA), Executive Yuan
37 Nan-Hai Road, Taipei, Taiwan
Tel: (886) 2-2381-2991 Fax: (886) 2-2331-0341
E-mail: COA@mail.coa.gov.tw
Website: http://eng.coa.gov.tw

Bureau of Animal and Plant Health Inspection and Quarantine (BAPHIQ), COA, Executive Yuan
9F, 51 Chung-Ching South Road, Section 2, Taipei, Taiwan
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Food and Drug Administration, Department of Health, Executive Yuan
161-2 Kun-Yang Road, Taipei, Taiwan
Tel: (886) 2-2653-1318
Website: http://www.fda.gov.tw/eng/index.aspx

Directorate General of Customs, Ministry of Finance
13 Ta-Cheng Street, Taipei, Taiwan
Tel: (886) 2-2550-5500 Fax: (886) 2-2550-8111
E-mail : MGR@webmail.customs.gov.tw
Website : http://eweb.customs.gov.tw

Food Industry Research and Development Institute (FIRDI)
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Website: http://www.firdi.org.tw

Bureau of Foreign Trade (BOFT), Ministry of Economic Affairs
1 Hu-Kou Street, Taipei, Taiwan
Tel: (886) 2-2351-0271 Fax: (886) 2-2351-3603
E-mail: BOFT@trade.gov.tw
Website: http://eweb.trade.gov.tw

Major Taiwan Trade Associations

Taiwan Chain Stores and Franchise Association (TCFA)
4F, 180 Nan-King East Road, Section 4, Taipei, Taiwan
Tel: (886) 2-2579-6262 Fax: (886) 2-2579-1176
Website: http://www.tcfa.org.tw

Taiwan External Trade Development Council (TAITRA)
5-7F, 333 Kee-Lung Road, Section 1, Taipei, Taiwan
Tel: (886) 2-2725-5200 Fax: (886) 2-2757-6245
Website: http://www.taiwantrade.com.tw

Importers and Exporters Association of Taipei (IEAT)
350 Sung-Chiang Road, Taipei, Taiwan
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Appendix - Statistics

A. 2009 Taiwan Demographic Information

Total Population (thousands)	23,120
Population Increase Rate (%)	3.6
Population Density (persons/km^2)	639
Birth Rate (%)	8.3
Death Rate (%)	6.2
Labor Force (thousands)	10,917
Unemployment Rate (%)	5.9

Source: DGBAS

A. 2009 Taiwan Key Trade Information

GDP (million USD)	379,408
GDP per capita (USD)	16,442
Economic Growth Rate (%)	- 1.87
Exports (million USD)	203,675
Imports (million USD)	174,371
Agricultural Imports (million USD)	7,647
Foreign Exchange Rate (USD = NTD)	1 USD = 32.03 NTD

Source: DGBAS

A. 2009 Taiwan Consumer Food and Edible Fishery Products Imports

Taiwan Imports	World Imports (million USD)			U.S. Imports (million USD)			U.S. Market Share (%)		
	2007	**2008**	**2009**	**2007**	**2008**	**2009**	**2007**	**2008**	**2009**
Bulk Commodities TOTAL	3,092	4,010	3,253	2,257	2,681	1,977	73.0	66.8	60.8
Soybeans	842	1,178	1,036	758	1,031	752	90.0	87.5	72.6
Wheat	349	509	368	334	409	278	95.8	80.4	75.7
Corn	945	1,286	954	925	1,024	789	97.9	79.6	82.7
Consumer-oriented Agricultural Products TOTAL	2,927	3,230	3,041	744	908	916	25.4	28.1	30.1

Dairy (excl. Cheese)	268	232	202	7	12	7	2.6	5.0	3.7
Cheese	74	79	68	9	11	10	11.7	14.0	14.2
Eggs	10	11	11	0.5	0.5	4	5.2	4.8	36.8
Fresh Fruit	321	392	360	141	177	154	44	45	43
Processed Fruit	214	236	214	72	85	81	33.7	35.8	38.1
Fresh Vegetables	83	91	80	33	37	30	40.3	40.2	37.9
Fruit & Vegetable Juices	37	41	36	5	8	9	12.4	19.5	26.1
Breakfast Cereals (incl. Pancake Mix)	11	14	14	4	8	9	38.1	55.6	59.1
Red Meats (Fresh / Chilled / Frozen)	429	526	524	121	174	194	28.3	33.1	39.1
Red Meats (Prepared / Preserved)	4	5	4	3	3	3	65.6	72.6	72.5
Snacks (excl. Nuts)	129	138	133	14	20	21	10.8	14.5	16.1
Tree Nuts	54	57	50	23	20	22	42.6	35.5	44.7
Wine & Beer	190	205	175	21	19	17	11.0	9.5	9.7
Nursery Products	20	21	19	11	38	10	0.1	0.2	0.1
Pet Food	68	77	78	27	30	31	40.4	39.4	40.1
Other Products	940	997	981	196	216	243	20.8	21.7	24.8
Fish & Seafood Product TOTAL	412	573	575	26	23	15	6.3	4.1	2.7
Groundfish & Flatfish	25	55	83	3	3	0.2	10.6	5.7	0.3
Salmon	49	48	52	1	1	0.8	2.4	2.0	1.7
Surimi	35	50	44	3	2	2	9.0	4.7	3.9
Crustaceans	160	237	200	9	6	3	5.5	2.7	1.5
Molluscs	59	81	86	3	3	2	5.2	3.9	2.3
Other Products	94	102	109	7	8	7	8.3	7.4	6.8
AG PRODUCTS TOTAL	7,574	9,011	7,647	3,346	3,924	3,150	44.2	43.5	41.2
AG, FISH & FORESTRY TOTAL	9,291	10,880	9,087	3,436	4,006	3,213	37.0	36.8	35.4

Source: Global Trade Atlas

A. 2009 Top 15 Suppliers of Consumer Foods to Taiwan

Consumer-Oriented Agricultural Total (thousands USD)				
#	**Country**	**2007**	**2008**	**2009**
--	WORLD TOTAL	2,927,212	3,229,750	3,041,370
1	United States	744,173	907,516	916,217
2	New Zealand	391,087	394,465	340,004
3	Australia	279,948	266,441	259,966
4	Japan	217,756	236,378	225,727
5	China	219,829	2245,529	149,939
6	Netherlands	135,063	151,503	142,707
7	Thailand	120,057	134,756	131,908
8	Canada	69,878	106,150	126,501
9	France	127,301	139,208	120,585
10	South Korea	60,231	67,293	80,757
11	Chile	64,781	76,897	67,825
12	Vietnam	47,856	57,891	47,052

13	Italy	36,743	39,992	43,267
14	Malaysia	49,090	42,448	40,811
15	Indonesia	40,582	39,786	38,778

Fish and Seafood Products (thousands USD)

#	Country	2007	2008	2009
--	WORLD TOTAL	411,683	572,809	574,819
1	China	42,210	71,640	75,831
2	Vietnam	23,686	70,954	58,763
3	Norway	47,705	43,955	50,160
4	Thailand	33,279	48,508	47,949
5	Indonesia	32,095	44,056	44,831
6	Japan	29,731	34,397	34,095
7	Australia	26,843	37,179	30,666
8	India	17,252	21,156	29,169
9	Canada	17,816	21,968	24,148
10	Philippines	18,024	20,982	20,134
11	Chile	20,036	23,578	18,111
12	United States	25,770	23,258	15,162
13	Peru	6,243	9,734	10,411
14	Iceland	1,597	4,600	10,362
15	Malaysia	4,952	11,227	10,291