

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

Voluntary - Public

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China - Peoples Republic of

Post: Guangzhou

Result in sale growth by ATO efforts on assisting U.S. Wheat

Report Categories:

Market Development Reports

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Report Highlights:

General Information:

In 2010, China imported approximately \$3.1 million worth in U.S. wheat while the Shenzhen port occupied over 97% importation. ATO/GZ has established a long term well relationship with local flour mills and bakeries in terms of cooperating for various promotion activities. On March, ATO GZ assisted in providing visa referrals for U.S. Wheat Associates China's wheat buyers, whose visas had been rejected in the first place, attending a procurement workshop to be held in Manhattan, Kansas. Two applicants from Four Gardener and Minsui which represented about half of China's total 2010 non-State TRQ imports or just under 700,000 MT. Both companies are trading companies that completed contracts for US NS/DNS, SW, and possibly SRW for a combined total of about 200,000 MT which will ship in late May and June. U.S. Wheat Associates expects the training will endow the trainees the ability to work with greater volumes of other value added wheat products.