

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

Voluntary \_ Public

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## China - Peoples Republic of

**Post:** Shanghai ATO

### USDA China Monthly Newsletter - May 2013

**Report Categories:**

Market Development Reports

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**Report Highlights:**

Activities from May include - Food Manufacturing Project, ATO Qingdao Outreach, Cold Chain Standards Conference, Animal Husbandry Forum Date Change, Beijing Duty Free Store Seeking Products, Tianjin Bay Marina Seeking Partners ATO Chengdu, Meeting with the Sichuan Marketing Association (SMA), Meeting with Sichuan Academy of Agricultural Sciences (SAAS), Drought Affects 3.58 million Hectares of Farmland in Western China, Sacramento Seeks Lucrative Trade Ties with Chinese City of 30 Million People ATO Shanghai, USA Pavilion at SIAL China 2013 breaks records with 82 exhibitors and estimated USD86 million in projected sales, ATO Staff participated in a Lin'An Nut Roaster's Conference on May 13-14 with US Pecan Delegation, California citrus move smoothly in Shanghai, US pear premier on OCJ TV Shopping Channel, CalAsia Chamber of Commerce -KunShan Import Expo Trade Show, ATO visits China Bakery Show, US Wheat/SABS visit Zhonghua Vocational School, ATO visits Biofach China Organic Show, Emily's Chocolate Event at Shanghai Kindergarten ATO Shenyang, U.S. Meat Seminar in Shenyang, ATO Shenyang meets with Heilongjiang State Farm Administration U.S. Cooperators in China, 10th annual Midwest Specialty Grains/Grain Export

Shipping Conference & Trade Show, BROOKS BROTHERS, COTTON USA, AND SUPIMA® JOIN TO PROMOTE THE BENEFITS OF COTTON PRODUCTS Trade Policy, U.S.-China Agriculture and Food Partnership Launched, Food Safety Report Upcoming Events, China's E-Commerce Revolution! US Commercial Service Webinar to Understand E-commerce Retail Fulfillment in China, Save the Date – May 30 AmCham Shanghai 2013 China Food Safety & Sustainability Conference, WORLD DAIRY EXPO & SUMMIT/CHINA'13, UC Davis Graduate School of Management China Agribusiness Symposiums and Global Food Safety Forum. A clickable copy of the newsletter can be found at: <http://www.icontact-archive.com/ax046v6l6BKR3bNhR6gW9aV5G245e-Lp?w=3>



## USDA China e-Newsletter

May 2013 | Volume 2, Issue 5  
[www.usdachina.org](http://www.usdachina.org) [www.meiguomeishi.org](http://www.meiguomeishi.org)



### Newsletter Content:

- [+ Recent Events](#)
- [+ Facts & Figures](#)
- [+ News](#)
- [+ Trade Policy Updates](#)
- [+ Upcoming Activities](#)
- [+ Event Calendar](#)
- [+ China GAIN Reports](#)

### [USDACHina e-Newsletter](#)

Release date: 15th of each month - cha  
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### 2013 Discover California Wines Greater China Tour Visits Beijing, Ningbo, Shanghai and Hong Kong

California Wine Institute conducted its annual Greater China Tour May 20-27 with eleven events in Beijing, Ningbo, Shanghai and Hong Kong. Events focused affording additional awareness for California wines, in addition to providing new-to-market wineries critical access to the Chinese market, and included events for trade, media and consumers.



## Newsletter

### ATO China Map



 **Regional Coverage**  
FAS maintains six offices in china

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### 2012-2013 Jan.-Mar. + Facts & Figures

#### U.S. Exports to China (CY 2008-2012 & Year-To-Date Comparisons - USD Million)

##### BULK

##### Wheat

2008 0.14

2009 86.89

2010 40.53

2011 160.19

2011 113.38

2012 213.53

*2012-2013 Jan.-Mar. Comparisons*

%Chg 487.1



Seminar themes included Chinese food pairing with California wines (Beijing), new-to-market wines that were being poured in China for the first time (Ningbo) and “reserve wines from California” (Shanghai). This year’s tour included 15 winery reps who traveled from California to pour their wines. Wines from a total of 25 appellations and predominantly small wineries from throughout the entire state of California were poured at the events.

### Quick Links:

#### **ATO Beijing**

- [Food Manufacturing Project](#)
- [ATO Qingdao Outreach](#)
- [Horsing Around](#)
- [Cold Chain Standards Conference](#)
- [Animal Husbandry Forum Date Change](#)
- [Beijing Duty Free Store Seeking Products](#)
- [Tianjin Bay Marina Seeking Partners](#)

#### **ATO Chengdu**

- [Meeting with the Sichuan Marketing Association \(SMA\)](#)
- [Meeting with Sichuan Academy of Agricultural Sciences \(SAAS\)](#)
- [Drought Affects 3.58 million Hectares of Farmland in Western China](#)
- [Sacramento Seeks Lucrative Trade Ties with Chinese City of 30 Million People](#)

#### **ATO Shanghai**

- [USA Pavilion at SIAL China 2013 breaks records with 82 exhibitors and estimated USD86 million in projected sales](#)
- [ATO Staff participated in a Lin’An Nut Roaster’s Conference on May 13-14 with US Pecan Delegation](#)
- [California citrus move smoothly in Shanghai](#)
- [US pear premier on OCJ TV Shopping Channel](#)
- [CalAsia Chamber of Commerce -KunShan Import Expo Trade Show](#)
- [ATO visits China Bakery Show](#)
- [US Wheat/SABS visit Zhonghua Vocational School](#)

2007	1,461.2
2008	1,620.6
2009	861.8
2010	2,214.8
2011	2,632.4
2012	3,440.2
2012-2013 Jan.-Mar. Comparisons	
%Chg	-38.6

#### Soybeans

2007	4,117.4
2008	7,259.7
2009	9,193.7
2010	10,816.6
2011	10,480.2
2012	14,973.15*
2012-2013 Jan.-Mar. Comparisons	
%Chg	0.3

#### Tobacco

2008	108.3
2009	121.4
2010	152.0*
2011	117.1
2012	118.9
2012-2013 Jan.-Mar. Comparisons	
%Chg	54.94

#### Peanuts

2008	4.77*
2009	0.08
2010	0.22
2011	0.90
2012	0.99
2012-2013 Jan.-Mar. Comparisons	
%Chg	1916

#### INTERMEDIATE

##### Soybean Oil

2008	133.12
2009	34.51
2010	395.01*
2011	128.72
2012	264.74
2012-2013 Jan.-Mar. Comparisons	
%Chg	28512

##### Vegetable Oil (Ex Soybean)

2007	13.99
2008	23.92

- [ATO visits Biofach China Organic Show](#)
- [Emily's Chocolate Event at Shanghai Kindergarten](#)

#### ATO Shenyang

- [U.S. Meat Seminar in Shenyang](#)
- [ATO Shenyang meets with Heilongjiang State Farm Administration](#)

#### U.S. Cooperators in China

- [10th annual Midwest Specialty Grains/Grain Export Shipping Conference & Trade Show](#)
- [BROOKS BROTHERS, COTTON USA, AND SUPIMA® JOIN TO PROMOTE THE BENEFITS OF COTTON PRODUCTS](#)

#### Trade Policy

- [U.S.-China Agriculture and Food Partnership Launched](#)
- [Food Safety Report](#)

#### Upcoming Events

- [China's E-Commerce Revolution! US Commercial Service Webinar to Understand E-commerce Retail Fulfillment in China](#)
- [Save the Date - May 30 AmCham Shanghai 2013 China Food Safety & Sustainability Conference](#)
- [WORLD DAIRY EXPO & SUMMIT/CHINA'13](#)
- [UC Davis Graduate School of Management China Agribusiness Symposia](#)
- [Global Food Safety Forum](#)

**USA Pavilion at SIAL China 2013 breaks records with 82 exhibitors and estimated \$86 million in projected sales:**



2011	68.87
2012	92.67

2012-2013 Jan.-Mar. Comparisons  
%Chg -27.7

**Live Animals**

2008	37.7
2009	31.6
2010	33.7
2011	44.5
2012	60.01 *

2012-2013 Jan.-Mar. Comparisons  
%Chg 24.88

**Sugar Sweeteners, Bev Bases**

2008	19.1
2009	3.4
2010	6.8
2011	12.0
2012	15.7

2012-2013 Jan.-Mar. Comparisons  
%Chg 128.6

**CONSUMER ORIENTED**

**Snack Foods**

2008	19.7
2009	23.9
2010	35.3
2011	54.2
2012	41.7

2012-2013 Jan.-Mar. Comparisons  
%Chg -21.7

**Red Meats, Prep/Pres**

2008	24.0
2009	25.4
2010	58.2
2011	33.5
2012	76.5*

2012-2013 Jan.-Mar. Comparisons  
%Chg 468.4

**Poultry Meat**

2008	441.6*
2009	400.9
2010	102.2
2011	132.6
2012	186.4

2012-2013 Jan.-Mar. Comparisons



This year's show from May 7-9, 2013 was one of our most successful shows in China! ATO Shanghai started the program by hosting a pre-show market briefing for 82 exhibitors featuring four experts covering eCommerce, traditional retail, tips on market access/development, and an update on China's food import regulations. The ATO also hosted a very functional business lounge that facilitated scores of trade meetings. The 82 exhibitors at the USA Pavilion reported USD3.6 million of sales at the show and projected an additional USD86 million in sales over the next 12 months as a result of new contacts developed at the show. Compared to last year, sales at SIAL China increased by 44% and 12 month projected sales more than tripled. Interest in tree-nuts was truly impressive - with sales of Almonds, Pecans, Pistachios, and Walnuts accounting for over half of the projected 12 month sales. Meat was the second most important contributor to results in spite of the fact that there are currently significant barriers to U.S. meat exports to China. The interest in U.S. packaged consumer products was the best we have seen. U.S. exhibitors that had a full range of packaged consumer foods had crowds out into the hallway all through the show. The best selling products were almonds, walnuts, pecans, snacks, confectionery products, cheesecake, UHT milk, milk powder, and poultry products.

The organizers of SIAL China approached ATO about inviting the United States to be the "Guest Country of Honor" in 2014. ATO has forwarded this request to FAS/W for consideration. We anticipate that the USA pavilion at SIAL China 2014 may exceed 100 exhibitors due to the large number of exhibitors that were turned away from this year's over sold pavilion.



#### *Dairy Products*

2008	179.4
2009	137.0
2010	236.7
2011	361.2
2012	415.4*
2012-2013 Jan.-Mar. Comparisons	
%Chg	-12.8

#### *Fresh Fruits*

2008	45.5
2009	55.4
2010	80.0
2011	103.3
2012	111.6*
2012-2013 Jan.-Mar. Comparisons	
%Chg	76.2

#### *Processed Fruit & Vegetables*

2008	114.2
2009	130.5
2010	166.3
2011	210.7
2012	229.5*
2012-2013 Jan.-Mar. Comparisons	
%Chg	-17.2

#### *Fruits & Vegetable Juices*

2008	10.9
2009	16.7
2010	15.6
2011	17.3
2012	32.0*
2012-2013 Jan.-Mar. Comparisons	
%Chg	65.9

#### *Tree Nuts*

2008	86.5
2009	142.7
2010	144.7
2011	202.5
2012	391.7*
2012-2013 Jan.-Mar. Comparisons	
%Chg	3.03

#### *Wine and Beer*

2008	20.1
2009	25.0
2010	35.0
2011	65.3
2012	76.0*



ATO Shanghai organized selected Food Industry reporters, TV and online video powerhouse, Tudou to explore and report on the USA pavilion. We generated a great deal of coverage and were particularly impressed with Tudou which is China's version of Youtube. Tudou is creating an on-line TV series of cooking shows and eager for content. They created a very nice series of videos including an overview of our pavilion with many interviews including Consul General Robert Griffiths, Andy Anderson from WUSATA and Tim Hamilton from Food Export USA which you can find on video link below at:

<http://www.tudou.com/programs/view/WeH0mORyk7g/>

They created several other videos which we loaded to box.com if anyone would like to download them. The Tudou team will accompany us to Taipei at end of June for the final round of the United Tastes of America Asian Chef Competition. The reporters at Tudou have become excellent partners and are providing us with great on-line media coverage.

*Tudou Videos for USA Pavilion @ SIAL China* [Videos on Box.net](#)

· [USA Pavilion - Interview with CG Griffiths, Andy Anderson of WUSATA and Tim Hamilton of Food Export](#)

#### Pet Foods

2008	7.5
2009	10.3
2010	4.8
2011	10.1
2012	11.2*
2012-2013 Jan.-Mar. Comparisons	
%Chg	54.5

#### Forest Products

##### Logs and Chips

2008	224.0
2009	239.2
2010	639.5
2011	1,079.3*
2012	809.7
2012-2013 Jan.-Mar. Comparisons	
%Chg	20.3

##### Hardwood Lumber

2008	187.4
2009	208.2
2010	359.1
2011	506.7
2012	602.4*
2012-2013 Jan.-Mar. Comparisons	
%Chg	31.2

##### Panel Products (Inc Plywood)

2008	32.5
2009	17.8
2010	25.8
2011	24.8
2012	35.5
2012-2013 Jan.-Mar. Comparisons	
%Chg	110.8

#### Seafood Products

##### Salmon Whole or Eviscerated

2008	141.0
2009	154.2
2010	210.0
2011	286.0*
2012	175.0
2012-2013 Jan.-Mar. Comparisons	
%Chg	-15.4

##### Crab & Meat

#### USA

- [US Blueberries](#)
- [USMEF](#)
- [US Pecans](#)
- [USPEEC](#)
- [Cal Olive Oil](#)
- [Paramount Farms](#)
- [Weaver Popcorn](#)
- [RCHC](#)



On the last day of the show, ATO Shanghai coordinated a chef cooking demonstration highlighting the skills of the [GBI-United Tastes of America](#) Asian Chef Challenge, Mainland China winning team which featured several U.S. ingredients including natural pork, cranberries, blueberries, and Alaskan seafood. The event attracted a great deal of attention from show visitors. We believe the team is well prepared for the final, regional competition that will take place in Taipei at the end of June.

- **ATO Beijing**

**Food Manufacturing Project:** ATO has received EMP funding for the food manufacturing initiative, and is proceeding with planning.

- The first event will be a Reverse Trade Mission. The current schedule will take China's top instant noodle manufacturers and a major flour miller to Nebraska and North Dakota to discuss practical applications for U.S. dry beans and specialty grains. The group will also visit the IFT show in Chicago.

- The initiative will also include two food manufacturing seminars, scheduled for late summer/early fall 2013. The first will focus on applications for dry

2010	41.6
2011	67.0
2012	102.1*
2012-2013 Jan.-Mar. Comparisons	
%Chg	19.3

FAS/BICO - U.S Bureau of the Census Trade Data

\* Denote Highest Export Levels since at least CY 1970

### +Recent News:

#### **China looks to tighten food safety regulation**

The elevation of China's State Food & Drug Administration (SFDA) to a ministry level entity will consolidate the oversight of food safety issues under one umbrella. The Chinese authorities are hoping that the move will convince consumers that the government is serious about tackling the country's food safety problems. Nevertheless, a number of challenges remain. David Green reports from Beijing.

(Source:www.just-food.com)

#### **China's online shopping nets USD211bn in 2012**

Consulting firm

PricewaterhouseCoopers (PwC) said online shopping in China registered combined sales of about Rmb1.3tr (USD211bn) last year, as Chinese consumers shop online using their gadgets more frequently than their counterparts in other countries. The report released by PwC also showed that China has become one of the world's most wired retail markets, with Chinese buyers using smartphones or tablets, rather than PCs, to make online

beans in processed foods, and the second on frozen foods (mostly likely to take place in Zhengzhou). ATO is seeking additional funding for a third seminar on bakery and ice cream.

**ATO Qingdao Outreach:** ATO/Beijing will be traveling to Jinan and Qingdao from June 5-9 to participate in the Legend/Joyvio blueberry product launch and to meet with food manufacturers. ATO will also meet with retailers to discuss the upcoming U.S. food Festival in Qingdao and Tianjin in July.

**Horsing Around:** ATO/Beijing notes a strong increase in interest related to horses and equestrian sports. ATO met with a Colorado-based horse breeder and a U.S.-based group promoting equestrian sports just days apart. We will be meeting shortly with an operator of horse riding clubs and promoter of polo, and with the organizer of the China Horse Show. ATO is hoping that we will be able to commit to an expanded U.S. presence at the Horse Show this year. ATO is also looking into other potential activities, including horse feeding and health related seminars, or other product tie-ins to equestrian events, such as wine and/or spirits promotions.

**Cold Chain Standards Conference:** ATO/Beijing notes that the China-U.S. Cold Chain Standards Seminar is scheduled for June 27-28 in Chongqing.

**Animal Husbandry Forum Date Change:** The initial proposed date for the Animal Husbandry Forum meeting, May 29, is proving to be problematic for a number of stakeholders. ATO/Beijing has proposed a later date of June 12. Input on the timing and/or agenda is welcome. Please contact ATO Beijing directly for more information.

#### **Beijing Duty Free Store Seeking**

**Products:** Beijing's Duty Free Store for Diplomats is seeking suppliers for wine, spirits and packaged foods. If interested, please contact ATO/Beijing.

**Tianjin Bay Marina Seeking Partners:** The development corporation for the Tianjin Bay Marina is developing a food manufacturing/trade zone. ATO/Beijing met with the group, which outlined an ambitious plan to attract major Chinese and overseas food manufacturers to establish processing facilities in the area that will take advantage of ready access to port facilities. ATO is waiting to learn more about which Chinese companies have committed to build a presence at the Marina.

purchases. The report was based on a survey of more than 11,000 online shoppers in 11 countries. (Source: [Shanghai Business Review](#))

**Tesco to close Shanghai store as lease expires** British-based retail giant Tesco will shut down its store in Jing'an District of Shanghai at the end of May in time of the expiration of its lease. Analysts say that rising rental fees could be one reason for the closure. It was reported earlier that another Tesco shop in Shanghai's Changning District would also close down in August. Tesco has a total of 113 outlets in mainland China, with 23 stores in Shanghai. (Source: [Shanghai Business Review](#))

#### [In China's Daily Deals Market, You Now Need \\$32+ Million Monthly Revenue to Be a Player](#)

(Source: techinasia & Dataotuan [www.datatuan.com](#) )

**Walmart earmarks USD16.3m for China food safety program** Food safety issues have been affecting various retailers in China, and Walmart does not want to be entangled in the issue. The US-headquartered retail giant Walmart Stores Inc announced it will be spending Rmb100m (USD16.3m) to boost food-safety management in its China-based stores as the Chinese government intensifies its campaign on food safety. Walmart's Asia CEO Scott Price said the multi-million dollar investment is a testament of the company's commitment to providing safe products to the 14 million customers who shop at Walmart China

- **ATO Chengdu**

#### **Meeting with the Sichuan Marketing Association (SMA):**

On April 23, the ATO met with the SMA. During the meeting, the sides agreed to cooperate to bring suppliers of U.S. food and agricultural products to Chengdu's Spring Festival Shopping Fair in January 2014 as well as pool existing retailers handling U.S. products into a U.S. Pavilion. SMA agreed to arrange a number of meetings with potential buyers at the event as well as media attention.

#### **Meeting with Sichuan Academy of Agricultural Sciences (SAAS):**

On April 24, the ATO met with SAAC as a courtesy call to discover future areas of cooperation. While no immediate plans for cooperation were revealed other than potential scientific exchanges, the ATO learned that SAAS is ranked the 2nd highest among provincial agricultural research entities in China and 7th overall. They have over a 10-year history of seed development of biotech rice and cotton while only the cotton is currently available for commercial production. SAAS noted that while some seed development is now being undertaken by private industry, it remains small and is supported with very little financial or human resources.

#### **Drought Affects 3.58 million Hectares of Farmland in Western China:**

A drought scorching China's western and central regions has affected 3.58 million hectares of farmland as of May 10 according to drought relief authorities. Affected land used to grow crops totaled 2.13 million hectares, lower than the average acreage of 6.3 million hectares over the past few years, according to a statement from the State Flood Control and Drought Relief Headquarters. The drought has significantly eased in Chongqing Municipality and the provinces of Guizhou, Hubei, Yunnan and Sichuan, but farmland in other regions, such as Gansu and Ningxia, is still suffering from insufficient rain, the statement said. The drought has also left 5.54 million people and 3.99 million livestock short of drinking water, the statement said. Local authorities have mobilized their resources to minimize the drought's effects on farming and people's lives, the statement said. Chinese government has allocated \$1.27 billion U.S. dollars to fight droughts, prevent pests, cultivate new seedlings and subsidize farmers in a bid to support ploughing in April, according to the Ministry of Finance.

#### **Sacramento Seeks Lucrative Trade Ties with**

every week. (Source:[Shanghai Business Review](#))

[Mengniu to become 'single largest' shareholder of China Modern Dairy through deal](#) (Source-

[foodnavigatorasia.com](#))

[Hershey brand launch in 'fastest growing' Chinese confectionery segment](#)

(Source-[foodnavigatorasia.com](#))

[Fast food looks to China's hinterland towns for future growth](#)

According to a new report by market researcher Mintel, China's fast food and takeaway market is expected to reach RMB1.8tn (US\$294bn) by 2017. The increase, it says, will be largely bolstered by rising economic power in lower-tier cities.

(Source-[foodnavigatorasia.com](#))

[China still world's thirstiest country, Asia Pacific sees stagnant growth](#)

Last year, China was once again led the world in alcohol consumption, having swigged through more than 59bn litres of alcohol, according to market research firm Euromonitor...

(source: [William Reed Business Media SAS](#))

[CNCA Publishes Registration List for US Seafood Exporters to People's Republic of China \(PRC\)](#)

[www.seafood.nmfs.noaa.gov](#)

[Why Americans Should Worry About China's Food Safety Problems](#)

(Source: [Wall Street Journal](#))

[China Development Bank loans US\\$18.7 million to aid poultry firms](#)

China Development Bank (CDB) has given emergency loans worth RMB116 million (US\$18.7 million) to aid poultry firms which have been impacted by the H7N9 virus.

(Source:[efeedlink](#))

[Higher prices and improved domestic production may dampen Chinese grain imports](#)

Chinese grain imports may fall 17 % this

**Chinese City of 30 Million People:** Nearly three dozen officials from the city of Sacramento, local food and agricultural companies, and clean technology firms visited Chongqing, China, to take part in a trade and commerce show held annually in Chongqing. On April 16, the city opened a trade office in Chongqing - believed to be its first foreign trade office. The trade office, and the China Chongqing International Investment and Global Sourcing Fair (May 16-18), gave Sacramento an opportunity to promote its agricultural, clean technology and higher education sectors. ATO staff visited the Fair and joined the Sacramento Trade Office Trade Seminar on May 17.

- **ATO Shanghai**

**ATO Staff participated in a [Lin'An Nut Roaster's Conference on May 13-14 with US Pecan](#)**

**Delegation:** The team which included Mr Randy Hudson, President of the Georgia Pecan Growers Association, Mrs Hudson, Ms Janice Dees, Executive Vice Director of the US Pecans Council, and Ms Rosemary Alexander visited an enterprise zone (in construction), the China Nuts & Roasted Food Center, which will have the Roasting Trade Area (raw materials, finished products), warehousing, logistics and distribution area, Hickory Museum and recreation area all in one. Lin'An is the main growing area for Chinese hickory nuts, ShanHeTao, which are very similar to wild pecans in the United States. The region has scores of family run nut processing facilities that are using more and more imported nuts to keep their lines running year 'round. The team also visited the new factory of New Eastern Forest (Shanghai) Foods in Lin'An and observed their nut roasting and packing lines. On May 14th, the team participated in an International Lin'An Carya (hickory nut) Industrial Transformation and Upgrading Conference at the ZheJiang Agriculture & Forest University.

**California citrus move smoothly in Shanghai:**

Imports of California oranges and lemons are moving smoothly through port and CIQ clearance in Shanghai despite the recent ban on citrus imports. The China General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ) announced the suspension California citrus imports from April 18, 2013, due to concerns over *Phytophthora syringae*, or brown rot, a prohibited quarantine pest stipulated by the Chinese regulations. ATO staff recently paid a visit to Shanghai's Longwu wholesale fruit market and found the volume of California citrus exports arriving in Shanghai, with certs issued before April 18, are clearing CIQ without problem.

season from the prior period on higher corn prices spurred by US drought and increased domestic production, the United Nations' Food & Agriculture Organization (FAO) said.

(Source:efeedlink)

#### [Chinese authorities seize 20,000 tonnes of illegal meat products](#)

Since January, Chinese authorities have seized 20,000 tonnes of illegal meat products and solved 382 cases of meat-related crime- primarily the sale of toxic, diseased and counterfeit meat.

(Source:efeedlink)

#### [China to launch pork purchase plan](#)

In order to stabilize depressed prices and shore up farmers' confidence, the Chinese government will soon launch a pork purchase plan.

(Source:efeedlink)

#### **May 2013 WASDE Summary Commodity**

**Reports** <http://www.fas.usda.gov/currwmt.asp>

#### [Hardwood Review eGlobal-Asia](#)

The Hardwood Review eGlobal is designed to educate international buyers about North American hardwood lumber species and market trends.

#### **Must Watch Videos:**

##### **Tudou Video for USA Pavilion @ SIAL [Videos on Box.net](#)**

- [USA Pavilion](#)
- [US Blueberries](#)
- [USMEF](#)
- [US Pecans](#)
- [USPEEC](#)
- [Cal Olive Oil](#)
- [Paramount Farms](#)
- [Weaver Popcorn](#)
- [RCHC](#)

Brief introduction of Tudou:  
One of the largest online video platforms in the world. Nasdaq: Tudou (Chinese Youtube); Video play- 200

ATO Shanghai has been liaising with exporters, Chinese importers, import agents and APHIS Beijing office to ensure the smooth trade of those shipments still on the water.

#### **U.S. pear premier on OCJ TV Shopping Channel:**

On May 9, ATO Director and staff joined a U.S. pear premier on OCJ TV Shopping Channel which is equivalent to U.S based QVC. About 900 cartons of pears (nearly one container load) were sold out in this 30-minute live TV shopping program. The anchors of the program gave a vivid presentation of the U.S. pears, including nutrition benefits, texture and growing conditions. After months of preparation, the U.S. Pear Bureau, ATO and [Fruitday.com](#), a local fruit retailer worked out a promotion plan for U.S. pears on the OCJ channel. ATO assisted Fruitday to source U.S. pears from two importers in Shanghai in March. Since the new protocol was in place earlier this year, ATO Shanghai has been actively facilitating the trade by introducing potential buyers to U.S. suppliers of pears, and connecting traders to retailers.

#### **CalAsia Chamber of Commerce Participation in [KunShan Import Expo Trade Show](#):**

On May 15, ATO Director visited the KunShan Import Trade show which is located in a wealthy development area between Shanghai and Suzhou to meet up with members of a CalAsia delegation who were exhibiting at the show. The delegation included representatives from the following organizations: Los Angeles Area Chamber of Commerce, California Chamber of Commerce, Bay Area Council, Northern California World Trade Center, and UC, Davis - California Institute of Food and Agricultural Research (CIFAR). It also included several Agricultural trading companies promoting prunes, wine, and nuts. Assembly member Travis Allen (R-Huntington Beach), Mayor John Buckland (Yuba City), Pat Fong Kushida, President/CEO of the CalAsian Chamber and the delegation members joined KunShan Mayor and other officials for dinner later that evening. I informed the delegation about FAS role in the region and suggested they reach out to many of the USDA producer associations active in China such as CWI, California Prune Board, Almond Board, Walnut Board, Pistachio Growers, etc.

#### **ATO visits [China Bakery Show](#):**

million per day; Coverage- 230 million users/Month; 100 million registered users; 3.5 million independent visitors/day.

#### USA Pavilion @ SIAL 2013



Minnesota Turkey



US Meat Export Federation



California Walnut Commission



USA Rice Federation



Wild Blueberry Association of North America



ATO staff visited the [Bakery China Trade Show](#) which ran from May 20-22, 2013 in Shanghai. It is the largest bakery show in China and is getting bigger and better every year. Several U.S. companies and associations exhibited at the show. We met with Mera Dairy products, Shoei Foods, Rich Foods and Milne Dried Fruits Company just to name a few. The show is very important for Chinese bakers/food processors to place moon cake ingredient orders for the busy, fall festival season. (Keith Schneller)

#### US Wheat/SABS visit Zhonghua Vocational

**School:** On May 22, ATO Shanghai led Matt Weimar, Asian Director of US Wheat Associates who is based in Hong Kong, on a tour of the Zhonghua Vocational School. Mr. Weimar brought along Philip Zhou who is principal of the SinoAmerican Baking School in Guangzhou. US Wheat and SABS have worked together as partners for years training bakers from across China how to use U.S. wheat flour and other baking ingredients. Zhonghua School based in Shanghai is looking for more international partners and eager to develop a similar relationship with US Wheat Associates in eastern China. Zhonghua assisted ATO in March 2013 complete a very successful chef competition which included 18 US producer association representatives.

**ATO visits [Biofach China Organic Show:](#)** ATO staff visited the [Biofach Organic Trade Show](#) in Shanghai which ran from May 23-25, 2013 at the Intex Exhibition Center. The show is also getting larger and larger and companies seem to be investing much more in their pavilions. We visited two companies exhibiting American organic and natural food products and an old friend who started



USAPEEC



USA Highbush Blueberries



Cooking Demo

**+Event Calendar:**

**[2013 United States Trade Show Calendar](#)**

**May 6**

Pre-show Briefing for US exhibitors at SIAL China

**May 7-9**

[SIAL China](#), Shanghai, USDA Endorsed Show

**May 11**

[2nd China International Agri-Business Forum](#) in Beijing

**May 16 -18**

the [www.helekang.com](http://www.helekang.com) eCommerce platform several years ago. Ms. Michelle He is an old friend of the ATO and promotes a large number of natural products using her on-line platform. We were told that while the number of Chinese organic producers has not expanded this past year due to the implementation of stricter organic standards, the companies that did not go out of business are getting used to the new standards. Regarding imported products, importers are working with U.S. suppliers to modify labeling to avoid actual reference to “organic” claims on packaging and are hoping that U.S. and Chinese 3rd party certifiers can reach agreement to allow U.S. certifiers to issue Chinese organic certification in the future for American organic products. Ryan Scott from AAO in Beijing provided a presentation on USDA organic standards at a seminar which was well received. ATO Shanghai introduced Ryan and AAO Agricultural Specialist, Mr. Wu Bugang to several organic trade contacts and representatives from two Chinese organic certifiers, WIT from Hangzhou and COFCC from Nanjing.

**Emily’s Chocolate Event at Shanghai**

**Kindergarten:** On May 10, 2013, ATO Shanghai staff joined representatives from Ames International to provide a nutritional briefing and healthy chocolate give-away to children at a local kindergarten. Ames has found an excellent importer in east China and has been working hard to expand distribution of their high quality “Emily’s Chocolate” products in China.

- **ATO Shenyang**

**U.S. Meat Seminar in Shenyang**



Trade Show

**May 16 -18**

Chongqing International Investment and Global Sourcing Fair

**May 18-20**

[China Animal Husbandry Exhibition](#) in Wuhan

**May 18-21**

[National Restaurant Association \(NRA\)/ American Food Fair](#), Chicago - ATO SH RTM

**May 20-22**

[China Bakery Show](#) - Shanghai

**May 23-25**

[Biofach Organic Show](#) - Shanghai

**May 23**

ATO SH/Cooperator meeting with Cardinal Health Representatives

**May 20-28**

California Wine Institute Annual Tour to China - Beijing, Ningbo, Shanghai and Hong Kong

**May 21-23**

[Sweets & Snacks Expo](#), Chicago - ATO SH RTM

**May 14-30**

2013 NDSU Global Food Production China Tour

**May 30**

AmCham Shanghai - 2013 China Food Safety & Sustainability Conference

**June 1-3**

[World Dairy Expo and Summit/China](#) - Nanchang, Jiangxi Province - ATO SH

**June 2-14**

Washington State Wine Experience, OR and CA Wine Tour - RTM - Cancelled due to lack of funding.

**June 2-4**

[IDDBS show](#) in Florida



In order to create and increase the awareness of U.S. pork, on April 12th, USMEF and ATO Shenyang jointly held a U.S. meat seminar in Shenyang. About 50 people were invited to the seminar, including representatives of some top U.S. pork producers, major local meat traders and retailers. USMEF made introductions to American hog and pork industry structures and the pork quality, etc. Representatives of Tyson, Interra, JBS, AJC and PMI introduced their products respectively. Some U.S. pork products were displayed and tasted at the seminar. Many attendees said they gained more knowledge and information about U.S. pork and would try carrying more U.S. pork in the future. ATO Director and Vice Consul General of the U.S. Consulate in Shenyang attended the seminar and gave speeches.

### **ATO Shenyang meets with Heilongjiang State Farm Administration**

Along with the Consul General, ATO Shenyang met with Heilongjiang State Farms

Administration on April 19th, who administers 113 state-owned farms and 800 plus enterprises. Its grain production accounts

for more than one third of Heilongjiang's total. ATO Shenyang's director shared with them the U.S. prospective planting for this year and hoped both parties would exchange relevant agricultural information in the future.



- **U.S. Cooperators in China**

### **10th annual Midwest Specialty Grains/Grain Export Shipping Conference & Trade Show**

RTM?

**June 14-16**

[UC Davis Graduate School of Management](#) China Agribusiness Symposiums (Postponed)

**June 19-20**

American Hardwood Export Council - Annual Asian Conference, Harbin

**June 25-27**

[Fi, Hi, & Ni Asia](#) - Shanghai Food, Health & Natural Ingredients Show

**June 30-July 2**

Summer [Fancy Food Show](#)- NYC - ATO SH RTM (TBC)

**July 13-16**

[IFT Show](#) - Chicago - ATO SH RTM (TBC)

**Sep 4-5**

[Vitafoods Asia](#) - HK

**Sep 4-6**

[Asia Fruit Logistica](#) - HK

**Sept 3-5**

[Asia Seafood Expo](#) - HK

**Sept 25-28**

[Natural Products Expo - East](#) - Baltimore - ATO SH RTM (TBC)

**Oct 18-20**

[PMA](#)- New Orleans - ATO SH RTM (TBC)

**Oct 31 - Nov 1**

[China Food & Beverage Executive Summit 2013](#)  
Shanghai China

[Subscribe to USDA China e-Newsletter](#)

OVER 150 QUALIFIED FOREIGN BUYERS WILL PARTICIPATE



In over 80 countries, the U.S. Soybean Export Council connects U.S. exporters with international buyers of U.S. soy. This September, we will be bringing the action home with a trade exchange that we specifically designed to facilitate new business.



USSEC is hosting over 150 qualified foreign buyers of soy and soy products to this event. Trade teams are expected to participate from China, Japan, Indonesia, Korea, Thailand, Philippines, Vietnam, Latin America, Mexico, Europe, Turkey, North Africa and the Middle East. These delegates, crisscrossing the Midwest during concurrent trade missions, will converge on southeast Iowa's historic Quad Cities river town communities, right in the heart of America's soybean and corn belt, in order to make real business connections with American companies.

These key international decision makers are dedicated to the importation of soybeans, soybean meal, soybean oil, IP and non-GMO soybeans, isolates, concentrates, soy flour and more!

LEARN MORE AT [www.ussec.org](http://www.ussec.org).

**BROOKS BROTHERS, COTTON USA, AND SUPIMA® JOIN TO PROMOTE THE BENEFITS OF COTTON PRODUCTS**

When Brooks Brothers was founded in 1818, it adopted the maxim, "To make and deal only in merchandise of the best quality."

Recently, Brooks Brothers honored this legacy by partnering with COTTON USA and Supima® to create an entirely new collection of sportswear for men, women and children as well as home furnishings all made from Supima, the American-grown cotton that combines luxurious properties such as softness and luster with practical advantages such as sturdiness and resistance to pilling.





Together, Brooks Brothers, COTTON USA and Supima jointly arranged two press presentations at Brooks Brothers' shops in Xi'an and Chengdu China on 16th and 18th April respectively to launch the 2013 S/S Cotton Collections, where they shared the benefits of cotton-made products with attending consumers. Throughout the spring and summer seasons, Brooks Brothers will dedicate a significant amount of its marketing and communication to cotton-made products. For full report, please click [here](#).

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### **+ Trade Policy:**

#### **U.S.-China Agriculture and Food Partnership**

**Launched:** The U.S. agribusiness community in China on April 20 formally launched the U.S.-China Agriculture and Food Partnership. Similar in structure and governance to the aviation, healthcare, and energy councils, this new Partnership will provide a platform to better promote U.S. agricultural interests. This Partnership meets the U.S. agribusiness' growing need for broader advocacy while maintaining the emphasis on cooperation between the U.S. and Chinese agricultural sectors.

**Food Safety Report:** The political toll and economic backlash from a history of food safety scandals have influenced an ongoing evolution in China's food safety management system. A lack of coordination amongst regulators and inconsistencies in the development, interpretation, and enforcement of food safety standards weakened regulatory oversight and created systemic

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vulnerabilities. Consequently, China's leaders have been taking steps to increase cohesion in government supervision, unify food safety standards, and toughen penalties for non-compliance. Recent refinements accentuated this shift toward a more vertical, product-oriented structure in China's food safety management which are detailed in this report which can be found by clicking [here](#).

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Agriculture Attache American Embassy Beijing

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### **+ Upcoming Events:**

**U.S. Commercial Service Webinar to Understand E-commerce Retail Fulfillment in China:** May 28, 2013, 8:00 pm - 9:00 pm EDT // May 29, 8:00 am Beijing

Looking to grow your on-line sales in China? China's explosive ecommerce growth makes online retailing one of the most effective ways of reaching customers. Learn more about the opportunities and challenges facing e-commerce retailers from industry leaders such as FedEx, Amazon China and the American Society of Transportation & Logistics. Together they will highlight aspects of China's fragmented logistics channel and the future of logistics and ecommerce in China. Commercial guidance also provided by the US Commercial Service, US Embassy in Beijing. Participants will gain insight into China's:

- E-commerce ecosystem
- Fulfillment channels
- Express delivery industry
- Amazon's delivery model in China

The webinar will feature a Q&A enabling you to ask specific questions to the experts. The webinar also introduces the Sino-American Logistics Conference held this year in Chicago from October 27th to 30th. Register today and gain practical knowledge in online retail fulfillment and answer your China e-commerce questions! For more information contact Kellie.Holloway@trade.gov.

Learn more/register at [here](#). (Sorry, but date passed on this program. We will notify you if a similar webinar is scheduled again in future-Editor)

**Save the Date - May 30 AmCham Shanghai 2013 China Food Safety & Sustainability Conference:** The American Chamber of Commerce in Shanghai (AmCham Shanghai) Food, Agriculture & Beverage Committee will hold its 3rd annual food safety forum, the *China Food Safety & Sustainability Conference: Food Safety, Environmental Sustainability and Traceability* on Thursday, May 30, 2013. At this full-day conference, industry experts, business leaders and government officials are invited to discuss and share information on topics including: supply chain sustainability and

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traceability, food safety best practices, government regulations and standards for the food, agriculture and beverage industries. The conference is also an opportunity for local and international companies to make business connections and network. To find out more about the conference, including sponsorship opportunities, or the Food, Agriculture and Beverage Committee, please contact Stefanie Myers, Director Committees at [stefanie.myers@amcham-shanghai.org](mailto:stefanie.myers@amcham-shanghai.org) or by phone (021) 6279 7119.

**WORLD DAIRY EXPO & SUMMIT/CHINA'13:** The World Dairy Expo & Summit/China 2013 will be held in NanChang of Jiangxi Province on June 1-3. There are over 200 exhibitors from 20 countries attending the Expo with 25,000sqm. Australia, France, the USA, Holland, and Germany will attend the show with national pavilions. The exhibits cover the full spectrum of dairy industry from Cow cultivation and farm equipment, Dairy product processing equipment and ingredients to Dairy products. You will see and understand the advanced technologies about cow cultivation, dairy products, processing, packaging, etc. The simultaneous activities and seminars will show you the advanced technologies, latest research and the industry trends.

Welcome to WORLD DAIRY EXPO & SUMMIT/CHINA'13.

For more information, please visit [www.dairyexpo.com](http://www.dairyexpo.com)!

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**UC Davis Graduate School of Management China Agribusiness Symposiums (This program will be postponed until November due to timing conflicts):**

[UC Davis Graduate School of Management](#) China Agribusiness Symposiums will take place in Shanghai on June 14-16, 2013 where we anticipate attracting approximately 100 Agribusiness CEO's from different sectors around China. The focus of the first program is to provide practical knowledge for these Chinese executives to learn how to grow and scale their businesses. The first Symposium will feature a living case study of Earthbound Farm and CEO Charlie Sweat will be on hand to help lead the discussion. It is a great story that emulates where many farms are in China today in that the Earthbound Founders began with just a few acres and the business has grown to over \$500 million in revenue today. Along the way they dealt with a major food safety issue and are now focusing on organics which are also key topics for the China market. UC Davis are utilizing advanced Executive Education techniques to deliver the program and will be incorporating a variety of tools and methodologies for learning including providing an assessment of their entrepreneurial talent, a growth template for them to use before they arrive to begin planning what they want their learning to focus on, and the ability for private reflection, small group and large group discussions to be held at different points around the content being delivered. For more information about the program content and outcomes, please click [here](#).

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**Global Food Safety Forum:** The Global Food Safety Forum (GFSF:[www.globalsafefood.org](http://www.globalsafefood.org) ), a non-profit industry organization to advance food safety in Asia, is official co-host with the China State Food and Drug Administration for Food Safety Week, June 11-19. Our conference on China and the Evolving Global Food Supply Chain will be June 15-16 followed by the GFSF-CFDA Food Safety Technology and Innovations Expo, June 17-19. The conference will cover CFDA and other regulatory agency responsibilities, supply chain management strategies/ technologies, investment opportunities, and breakthrough innovations and developments in China. Presenters from leading multinational and Chinese companies will be joined by high ranking Chinese officials from food safety regulatory agencies and the Deputy Director of CFDA. For further information, please contact Rick Gilmore, Chairman/ GFSF: [rickgilmore@gicgroup.com](mailto:rickgilmore@gicgroup.com); 703-684-1366

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**+ GAIN Reports (Global Agricultural Information Network)**

- [Taiwan Offers Cash Incentives for Poultry Slaughter Ban Taipei Taiwan 5-15-2013](#)
- [Accessing Taiwan's Growing Pet Food Market Taipei Taiwan 5-13-2013](#)
- [Exporter Guide Hong Kong Hong Kong 4-30-2013](#)
- [Retail Foods Hong Kong Hong Kong 5-1-2013](#)
- [Food Service - Hotel Restaurant Institutional Hong Kong Hong Kong 5-1-2013](#)
- [Online Shopping in East China for Food and Beverages Shanghai ATO China - Peoples Republic of 5-6-2013](#)
- [California Delegation Connect with Cantonese Business Leaders Guangzhou China - Peoples Republic of 4-25-2013](#)
- [Changsha Field Visit and Trade Networking Guangzhou China - Peoples Republic of 5-3-2013](#)
- [South China 2013 Retail Annual Report Guangzhou China - Peoples Republic of 5-3-2013](#)
- [Fujian Field Visits Report Guangzhou China - Peoples Republic of 5-3-2013](#)
- [Taiwan to Ban Wet Market Poultry Slaughter Due to H7N9 Concerns Taipei Taiwan 5-1-2013](#)
- [The Food Safety Management System in Beijing China - Peoples Republic of 4-26-2013](#)
- [Sugar Annual Beijing China - Peoples Republic of 4-23-2013](#)
- [Chefs and Importers Celebrate the Success of HK Challenge Hong Kong Hong Kong 4-25-2013](#)
- [Taiwan Tree Nuts Market Overview 2013 Taipei ATO Taiwan 4-25-2013](#)
- [Rising Prices of Fresh Beef Impact Hong Kong Market Hong Kong Hong Kong 4-24-2013](#)