

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
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POLICY

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USDA China Monthly Newsletter from April 2013

Report Categories:

Agricultural Trade Office Activities

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Report Highlights:

This monthly newsletter includes articles on: Trade Show Alert – Mother, Infant, Child Products Fair; A New Organic Dairy!; WI Briefing/GBW Signing/GBW Meeting; Legend Holdings Moving Into Agribusiness; Green Foods Expo; Ice Cream Expo; CFNA; ATO Chengdu Annual Wine Tasting Event; The First U.S. Wine Pavilion Grand Opening at 2013, Spring National Sugar and Alcoholic Commodities Fair in Chengdu; American Hardwood Export Council; U.S. Wheat Association Visit in Chengdu; 2013 Pet Food Industry Int'l Workshop and Pet Nutrition Forum Held in Chengdu; U.S. Cotton Media Event in Chengdu; China Feed Expo in Chengdu; Big Earthquake hit Sichuan on April 20; Sunmaid's VP Harold Hilker visits Shanghai; ATO assists with FDA FSMA outreach to fruit and vegetable processors in East China; ATO met with California-based Earthbound Farm to discuss opportunities and challenges; ATO Shanghai organized a cooperators meeting with Tmall; Mini U.S.A. Pavilion at 2013 Hotelex Shanghai Fine Food Expo; U.S.A Section at Shanghai Centre Family Fun Fair; South Dakota Governor Dennis Dauggard's Business Development Mission April 6-13; Minnesota Turkey Growers Association/Dept of Ag will host chef demos in Shanghai and Guangzhou; 90-member Governor-lead California Business Delegation visits Shanghai; Virginia Governor McDonnell will lead delegation to Beijing, Dangong, Ningbo and Shanghai; Wisconsin

Governor Walker delegation visits Beijing, Shanghai, Harbin and Hefei; USAPEEC hosts CIQ poultry imports seminar in Shanghai; American Food Festival in Changchun; ATO Shenyang's Wine Contact Exhibits at Tangjiuhui in Chengdu' DISCUS American Whiskey Seminar; USSEC Participates in First Vessel Comparison Study Between United States and China; COTTON USA: "Naturally Live Your Life" Microfilm Series-The Premiere of "An Encounter with The Real Me"; Chinese Version of Napa Valley Rocks Movies Released; China suspends imports of California citrus effective from April 18th; Food, agricultural, and agribusiness policy updates; Commodity production, consumption, and trade;; U.S. Wheat Association Visited Southern Wheat Trading Market in Jiangsu; Save the Date – May 30 AmCham Shanghai 2013 China Food Safety & Sustainability Conference; Global Food Safety Forum; World Dairy Expo & Summit/China 2013. To use the newsletter with working links please use the following URL: http://www.icontact-archive.com/ax046v6l6BKR3bNhR6gW9W_mUF9hkm18?w=3



USDA China e-Newsletter

April 2013 | Volume 2, Issue 4

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USDACHina e-Newsletter

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Regional Coverage
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Hongkong:

ATOHongKong@fas.usda.gov

+ 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.-Feb. Comparisons

%Chg 100.5

Coarse Grains

2008 2.86

2009 48.06

2010 278.12

2011 842.77

- [90-member Governor-lead California Business Delegation visits Shanghai](#)
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2013 SIAL China to Break More Records

%Chg 13.6

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.-Feb. Comparisons

%Chg 20.12

Pulses

2008 1.88

2009 4.14

2010 19.14*

2011 4.98

2012 12.79

2012-2013 Jan.-Feb. Comparisons

%Chg 224.7

Peanuts

2008 4.77*

2009 0.08

2010 0.22

2011 0.90

2012 0.99

2012-2013 Jan.-Feb. Comparisons

%Chg 601.9

INTERMEDIATE

Soybean Oil

2008 133.12

2009 34.51

2010 395.01*

2011 128.72

2012 264.74

2012-2013 Jan.-Feb. Comparisons

%Chg 68968

Feeds & Fodders

2007 51.86

2008 71.84

2009 228.64

2010 735.95

2011 627.11

2012 969.89*

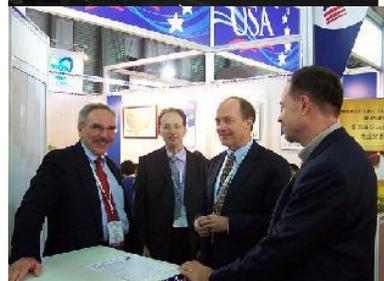
2012-2013 Jan.-Feb. Comparisons

%Chg 16.92

Live Animals



The USA Pavilion at the [SIAL China 2013](#) trade show scheduled for May 7-9 was sold out months ago. In order to accommodate the 78 U.S. companies and associations, we had to find space in an adjacent hall and move our lounge area and several companies there. This is in addition to several distributors and U.S. companies that have space outside of the USA pavilion which will be the largest ever at SIAL China.



[Last year's USA pavilion](#) was the largest at the show, and generated an estimated \$28 million in additional twelve month sales for the participants. For this year's show, we will launch an exciting preshow briefing event on May 6 including an eCommerce expert, GM of SIMS trading which is one of the largest grocery importers in China, a law firm specializing in assisting multinational companies meet

2010	33.7
2011	44.5
2012	60.01 *
2012-2013 Jan.-Feb. Comparisons	
%Chg	6.34

Hides & Skins

2008	859.0
2009	651.7
2010	951.6
2011	1,163.4
2012	1,330.66*
2012-2013 Jan.-Feb. Comparisons	
%Chg	31.2

CONSUMER ORIENTED

Breakfast Cereals

2008	4.1
2009	3.7
2010	7.0
2011	8.5
2012	16.1*
2012-2013 Jan.-Feb. Comparisons	
%Chg	-33.88

Red Meats, Prep/Pres

2008	24.0
2009	25.4
2010	58.2
2011	33.5
2012	76.5*
2012-2013 Jan.-Feb. Comparisons	
%Chg	1.24

Dairy Products

2008	179.4
2009	137.0
2010	236.7
2011	361.2
2012	415.4*
2012-2013 Jan.-Feb. Comparisons	
%Chg	-11.5

Fresh Fruits

2008	45.5
2009	55.4
2010	80.0
2011	103.3
2012	111.6*
2012-2013 Jan.-Feb. Comparisons	
%Chg	60.8

Chinese food/beverage import/labeling requirements, and a brick and mortar retail expert who will talk about the development of China's supermarket sector. In addition to providing some one-on-one match making services this year at the show, ATO Shanghai will also coordinate a chef demonstration using the winners of the Shanghai round of the [Tastes of America Chef Challenge](#) featuring [American ingredients](#). The winning team will compete in Taipei at the final regional event in June. I hope you can join us at the USA pavilion at SIAL China in the near future!

- **ATO Beijing**

Trade Show Alert - Mother, Infant, Child

Products Fair: ATO recently Saturday attended a Beijing-based show focused on infant products. Infant formula dominated the show, with a mix of imported products, domestic, and domestically manufactured from imported ingredients. The scale of the show was impressive and the show itself seemed to be well-run. The proliferation of different brands of infant formula reflects the boom in interest in Chinese markets, as well as a lack of consumer trust in domestic ingredients. Demand in China is now so high that New Zealand, Australia and England have joined Hong Kong on the list of countries limiting purchases of infant formula domestically, to prevent Chinese consumers from stripping the shelves and shipping the product to China. Some sorting out of the many brands is sure to come, but demand is likely to continue at high levels for a long time to come. Goat milk powder seemed to be the trendy product of the day.

A New Organic Dairy!: ATO's attendance at the trade show noted above was driven by the product launch for a new organic milk supplier to China. Westby Cooperative Creamery has joined Organic Valley to become only the second U.S. supplier that is legally recognized as organic by the Chinese government. Both Westby and Organic Valley worked with AIW Management on their registration, and ATO discussed the process they went through to get this recognition detail.

WI Briefing/GBW Signing/GBW Meeting: In conjunction with a briefing for Wisconsin Governor Walker's delegation, ATO organized a signing ceremony for three Wisconsin companies, with the Ambassador and Governor as witnesses. The signings included the Ginseng Board of Wisconsin, which renewed its contract with traditional Chinese medicine heavyweight Tongrentang (TRT). Also signing contracts were Harley Davidson and SmartBurn. Following the signing ceremony, ATO met with GBW representatives to discuss market development. The

2008	114.2
2009	130.5
2010	166.3
2011	210.7
2012	229.5*
2012-2013 Jan.-Feb. Comparisons	
%Chg	-11.64

Fruits & Vegetable Juices

2008	10.9
2009	16.7
2010	15.6
2011	17.3
2012	32.0*
2012-2013 Jan.-Feb. Comparisons	
%Chg	77.78

Tree Nuts

2008	86.5
2009	142.7
2010	144.7
2011	202.5
2012	391.7*
2012-2013 Jan.-Feb. Comparisons	
%Chg	15.06

Wine and Beer

2008	20.1
2009	25.0
2010	35.0
2011	65.3
2012	76.0*
2012-2013 Jan.-Feb. Comparisons	
%Chg	23.19

Pet Foods

2008	7.5
2009	10.3
2010	4.8
2011	10.1
2012	11.2*
2012-2013 Jan.-Feb. Comparisons	
%Chg	152.34

Forest Products

Hardwood Lumber	
2008	187.4
2009	208.2
2010	359.1
2011	506.7

extension of the contract with TRT will ensure demand for Wisconsin ginseng for the foreseeable future, as it includes increases in the minimum purchase every year. Sales to companies other than TRT continue to grow as well. ATO's travel to Tianjin last week confirmed the dominant status of Tongrentang. Every single retail outlet ATO visited in that city boasted a TRT store nearby. TRT has more than 200 outlets across China.

Legend Holdings Moving Into Agribusiness: Legend Holdings, a major conglomerate best known for the Lenovo brand, is opening an agribusiness-focused subsidiary under the brand Joyvio. Joyvio has been in direct contact with ATO about sourcing fresh fruit. Although they are new to the business, with Legend's muscle behind them, they are likely to become an important factor relatively early. Joyvio has made it clear that they intend to source product directly from the U.S., and have no interest in gray market channels. The brand launch is scheduled for May 8 in Beijing.

Green Foods Expo: ATO attended a new trade show for green (i.e., organic) foods, largely to evaluate it for future potential. The show was large, and although a number of international companies were present, the product range was relatively limited. Dietary supplements and olive oil were the largest product groups, with olive oil seeing by far the largest overseas presence. Most of southern Europe was represented for olive oil, but only one U.S. olive oil producer was present. Trade contacts stated that U.S. olive oil lacks a low-priced product category to compete on an equal basis with European product, but other recent contacts believe European supplies will run low in the near future, creating opportunities for higher-end U.S. products.

Ice Cream Expo: At the same time as the Green Food Expo noted above, was a show touted as being an "Ice Cream, Bakery and Equipment Show." ATO was interested in the potential for ingredients such as milk powders and tree nuts, especially black walnuts (we've had inquiries from U.S. black walnut suppliers). However, virtually no ice cream or ice cream ingredients were featured, and even bakery products were limited: equipment was the dominant category.

CFNA: Following the successful North Dakota event last month, ATO met with our Chinese partner, CFNA, represented by their Vice President. Formerly known as TUHSU, CFNA represents importers and exporters of food and agriculture products, and handicrafts, and has 5,600 members. CFNA has supported imports of bulk products in the past, but is increasingly interested in sourcing high value products. They are particularly interested in

%Chg 37.94

Panel Products (Inc Plywood)

2008 32.5
2009 17.8
2010 25.8
2011 24.8
2012 35.5

2012-2013 Jan.-Feb. Comparisons

%Chg 134.7

Seafood Products

Salmon Whole or Eviscerated

2008 141.0
2009 154.2
2010 210.0
2011 286.0*
2012 175.0

2012-2013 Jan.-Feb. Comparisons

%Chg -27.4

Crab & Meat

2008 44.0
2009 41.7
2010 41.6
2011 67.0
2012 102.1*

2012-2013 Jan.-Feb. Comparisons

%Chg 4.9

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

* Denote Highest Export Levels since at least CY 1970

+Recent News:

Chinese ban on Washington apples 'doesn't make sense'

(Source-freshfruitportal.com)

Chinese food regulatory agency reorganized, renamed

The Chinese State Food and Drug Administration (SFDA) has been reorganized and renamed, according to Jeff Crowther, executive director of the US-China Health

becoming a platform for market entry and marketing of fresh fruits and vegetables, with the potential to expand into other product categories. In mid-October they will kick off a fresh fruit and vegetable expo in Shanghai, and are hoping to work with FAS China to conduct matchmaking events at the expo.

- **ATO Chengdu**

ATO Chengdu Annual Wine Tasting Event: On March 26, ATO Chengdu partnered with Chengdu Wine Cellar to launch a Great American Wine Tasting event at no cost for buyers and traders attending the #88 spring Tang Jiu Hui in Chengdu. During the tasting, ATO Chengdu featured wines from California, Washington, and New York from 15 wineries and distributors for traders and buyers. More than 100 southwest China buyers and direct importers participated in the annual tasting event. Agricultural Minister-Counselor of U.S. Embassy Beijing Mr. Scott Sindelar, Consul General of U.S. Consulate - General Chengdu Dr. Peter Haymond, and representatives from the American Wine Importers' Association participated in the event.

For full story, please click [here](#).

The First USA Wine Pavilion Grand Opening at 2013, Spring National Sugar and Alcoholic

Commodities Fair in Chengdu: On March 28, ATO Chengdu attended the grand opening of the first USA wine pavilion at the National Sugar and Alcoholic Commodities fair in Chengdu organized by the American Wine Importers' Association. The pavilion featured wines from California, Washington, and New York from 25 wineries and distributors through out Shanghai, Guangdong and Sichuan province. Agricultural Minister-Counselor of U.S. Embassy Beijing Mr. Scott Sindelar, Consul General Dr. Peter Haymond, and the president of the American Wine Importers

Association Mr. Tim Wen gave opening remarks. Representatives from the California Wine Institute, FAS China and many influential print, on-line, and television media also joined the opening.

American Hardwood Export Council: ATO Chengdu met with reps from the American Hardwood Export Council (AHEC) on April 9 and talked about a proposed AHEC seminar planned for June 17, 2013. This seminar will be co-hosted by the Chengdu Furniture Association, Chengdu Interior Design Association and China National Hardwood Council and will include about 150-200 invitees. The major topics will be results of a life cycle assessment (LCA) study on U.S. hardwood and Sustainability of American

Care Products Association. The new name is the China Food and Drug Administration (CFDA), which is now elevated to a ministry-level agency. ... [Read](#)
(Source-foodnavigatorasia.com)

Chinese dairy safety concerns 'adversely affected' 2012 results - Mengniu

Chinese dairy giant Mengniu has reported a drop in both revenue and profits for 2012 - a result it has attributed to continuing consumer concern about the quality and safety of domestically-manufactured dairy products... [Read](#)
(Source-foodnavigatorasia.com)

Update on Registration for Seafood Exporters to the People's Republic of China (PRC)

NOAA SIP has received an updated Registration list from FDA on April 2nd. Please examine your information carefully for accuracy. If you find a discrepancy please contact FDA as soon as possible at: seafoodhaccp@fda.gov. If necessary, you can expect another update from FDA next week.

[Link to FDA-China Seafood Shippers List](#)
Timothy Hansen
Director, Seafood Inspection Program
NOAA Fisheries
www.seafood.nmfs.noaa.gov

Inside Shanghai Top Wholesale Produce

<http://www.freshfruitportal.com/inside-shanghais-top-wholesale-produce-import-market/>

US corn exports to China may increase

Due to a shortage of high-quality grain, a projected increase in US exports to China could benefit both countries, bolstering their already-strong trade relationship in agriculture.
(Source-efeedlink.com)

Chinese hog producers may incur losses in 2013

After two consecutive years of prosperity, several Chinese hog producers are expecting a loss in 2013, as hog margins have slowly eroded as a result of higher feed prices in the past year.
(Source-efeedlink.com)

hardwoods. Key speakers are Mike Snow, Executive of AHGEC; Dr. Bowe, Professor of Forestry, Wisconsin University Madison; Dana Spessert, Chief Inspector NHLA and Mira Nakashima, Furniture designers. ATO Chengdu will help AHEC to invite people from the Sichuan Chamber of Commerce for Import and Export of Furniture (SCCF) to participate in this half day seminar.

U.S. Wheat Associates(USWA) Visit Chengdu:

Mr. Darrell Davis, Chairman, USWA and President, Alan Tracy paid their first trip to Chengdu to explore the wheat market in the Southwest China region. ATO Chengdu met with them and gave them a market overview of the bakery and wheat foods processing industry, and general market and economic situation report of the region. USWA is willing to help coordinate a Cochran Fellowship Program for the first Bakery Ingredients Cochran Training group from Southwest China to the United States later this year.

2013 Pet Food Industry Int'l Workshop and Pet Nutrition Forum Held in Chengdu:

The Second Pet Food Industry International Workshop and Pet Nutrition Forum was held in Chengdu on April 17, 2013. It was organized by the Pet Food Working Committee of the China Feed Industry Association and Mars Foods (China). ATO Staff joined the workshop which was well-attended by industry professionals, experts, government representatives, China Agricultural Universities, and pet food manufacturers. Mr. Peter Tabor, Vice President of the Pet Food Institute (PFI) also joined the workshop and gave a speech. Post exchanged views and plans with PFI regarding the PFI's promotion plans in China and especially the Southwest China region, where the pet population is among the top 3 of China. Currently PFI is mainly focusing on working with Veterinary Associations on educating pet owners about pet nutrition and health.

U.S. Cotton Media Event in Chengdu: U.S. Cotton, together with Supima and Brooks Brothers (BB), launched a media campaign at the Chengdu Chicony Department Store BB outlet to promote premium U.S. pima cotton, Supima brand and BB. The event attracted over 30 local media who watched a model show which featured high fashion made from U.S. cotton and interviewed the U.S. Cotton representatives who sponsored the show. Post assisted with inviting media contacts to the event.

China Feed Expo in Chengdu: The 2013 China Feed Industry/Animal Husbandry Industry Trade Show was held in Chengdu from April 19-20, 2013. The China Feed Industry Trade Show is the biggest professional trade show for the feed industry. Nearly 500 industry- leading companies from more than 20 countries and regions participated in the

[USSEC Produces Video on the Use of Soybean Oil to Fry Foods](#)
[Read more.](#)

China Internet Statistics
<http://www.chinainternetwatch.com/whitepaper/china-internet-statistics/>

CNBC.com Article: It's Official, Chinese Tourists Now the Biggest Spenders
Chinese tourists have overtaken Germans as the world's biggest-spending travelers after a decade of robust growth in the number of Chinese holidaying abroad, the United Nations World Tourism Organisation (UNWTO) said on Thursday.
Full Story:
<http://www.cnbc.com/id/100618311>

April 2013 WASDE Summary
Commodity Reports

South Dakota Governor Dennis Dauggard's Business Development Mission April 6-13



show. The exhibition included feed ingredients, feed additives, large-scale machinery, new varieties of livestock forage, new technologies in the feed industry and other aspects. More than 40,000 professional visitors attended the show. China's animal husbandry industry continues to maintain steady development.
For full story, please click [here](#).

Big Earthquake hit Sichuan on April 20:
An earthquake measuring 7.0 on the Richter scale hit Sichuan at 8:02 a.m on Saturday April 20. For the full report, please click [here](#).

- **ATO Shanghai**

Sunmaid's VP Harold Hilker visits Shanghai:
Harold Hilker, Vice President of Sunmaid, with Sunmaid's International Sales Manager and China Representative paid a visit to Shanghai in early April. Mr. Hilker, a 38 year veteran of the raisin industry, oversaw the increase of Sunmaid's raisin exports to China. Sunmaid cooperative first exported raisins to China in the early 1920's with merely 30 MT a year. The exports have now grown to around 900 MT in 2012. Sunmaid which has developed strong brand recognition in China is considering setting up a local office in China in the near future.

ATO assists with FDA FSMA outreach to fruit and vegetable processors in East China: On March 27th, ATO Shanghai invited six fruit and vegetable processors to a briefing on FDA's Food Safety Modernization Act coordinated by FDA's Dr. Irene Chan. The Chinese companies included mostly canned fruit and frozen vegetable processors. In addition, a representative from General Mills also participated in the briefing since it sources some products originating from several Chinese regions and exports them back to the USA. The group had a heated discussion and Q&A session after the briefing. The topic was mainly about the liability of the farms from where Chinese processors source raw materials.

ATO met with California-based Earthbound Farm to discuss opportunities and challenges:

Earthbound farm, a California based organic food company, is looking to China to expand its business and to take advantage of a rapidly developing market. ATO Shanghai Director and staff met with the CEO and representatives from Earthbound farm to discuss opportunities and challenges. The rising food safety concerns in China provide opportunities for safe and organic products like Earthbound's prewashed salad mix. However, as



Governor-lead California Business Delegation visits Shanghai



CA Agricultural Trade Delegation visited the Yangshan DeepWater Port



Agricultural Trade Delegation met with CIQ officers

Earthbound plans to export organic products to China, the issue of organic certification remains a challenge. Earthbound indicated they may consider producing locally in the future.

ATO Shanghai organized a cooperators meeting with Tmall:

On April 10, ATO Shanghai invited 14 USDA producer associations to meet with representatives of Tmall, one of China's largest eCommerce platforms that just recently started selling food products on-line. ATO Shanghai is planning with Tmall to host an on-line American food promotion during the 4th of July. Consumers will have an opportunity to get free samples of American products by paying a penny delivery fee. After sampling the product, they can post comments online. Web users who post positive feedback online will receive a coupon that can be later used to purchase American products in the promotion. The Northwest Cherry representative at the meeting requested that Tmall join in a special on-line/off-line promotion featuring the first air shipment of Northwest Cherries this season that may be received in Beijing by Ambassador Locke. For full report, please click [here](#).

Mini U.S.A. Pavilion at 2013 Hotelex Shanghai Fine Food Expo:



On April 1-3, ATO Shanghai successfully launched a mini [USA pavilion](#) at the 2013 Hotelex Shanghai Fine Food Expo. This was the first time for ATO Shanghai to participate in this show which featured more than 1500 exhibitors filling all eleven halls of the Shanghai New International Exhibition Center attracting more than 70,000 visitors. ATO was given 36 square meters and invited seven U.S



Meat inspection

@ the Port



Visit to Preferred Freezer Services LinGang Port.



Retail tour at Citysuper

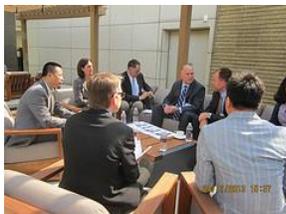


Taste of California press conference



Reception

Taste of California



product importers to decorate and share the mini-pavilion all three days of the show. In addition, ATO Shanghai and the U.S. Meat Export Federation jointly hosted a chef cooking demonstration highlighting the skills of the GBI-Tastes of America Mainland China winning team. The chef team demonstrated two dishes featuring U.S. pork and Alaskan salmon. The event was attended by several media contacts and drew a lot of traffic from visitors.

U.S.A Section at Shanghai Centre Family Fun Fair:



ATO Shanghai arranged nine American food product companies/importers/retailers to participate in the Shanghai Centre's inaugural Family Fun Fair on April 13. The nine companies were Meimei Cranberry, Paramount Farm, Gold Cider, Shanghai Hengyi, Shanghai Qianshenghong, RCHC, Treats, Ja-e and Fields. ATO Shanghai helped the nine companies to set up a small American section at the fair to promote high quality American food and beverage products. For full story, please click [here](#).





CWI Wine Master seminar

Virginia Department of Agriculture Luncheon (2013.04.22)

Governor met with Consul General Robert Griffiths in Shanghai



Governor gave speech



Secretary talks with CG and American Wine Trader



ATO Shanghai Deputy Director delivers opening remarks

United Tastes of America - Asian Chef Challenge

Videos:

- * [Tokyo](#)
- * [Shanghai](#)

+Event Calendar:



Pictures from the event are available on [USDACHina's Flickr account](#).

South Dakota Governor Dennis Dauggard's Business Development Mission April 6-13:



ATO Shanghai coordinated a field tour for the SD agricultural delegation to Preferred Freezer Services' cold chain facility at Shanghai's Waigaoqiao port and joined the governor's business reception "Ready to Partner" on their first day in Shanghai. On the second day, ATO Shanghai and the US Soybean Export Council accompanied the SD Agriculture Secretary Walt Bones and five delegation members to Shanghai's Lianyung New Port which provides third-party logistical services for soybean and grain imports. The agricultural delegation which consisted of representatives from the SD Soybean Association, SD Corn Growers, and the SD Pork Producers Council discussed problems related to quality issues experienced by end-users of American soybeans and corn. For full story, please click [here](#).

Minnesota Turkey Growers Association/Dept of Ag will host chef demos in Shanghai and

2013 United States Trade Show Calendar

Apr 1

HotelEx Shanghai - Mini-USA Pavilion

Apr 10

USAPEEC/CIQ Seminar/Dinner - Shanghai

Apr 10

TMall introduction to USDA producer association reps in Shanghai

Apr 11

California Wine Institute Launches Series of Master Wine Classes -Shanghai

Apr 12

CA Governor Brown opens California-China Office of Trade and Investment in Shanghai

Apr 12-13

CA Governor Business Delegation, CA Ag Sec Karen Ross visits Shanghai

Apr 13

Napa Valley Vintners Wine Seminars/Tasting Events in Hangzhou

Apr 15

Napa Valley Vintners Wine Seminars/Tasting Events in Shanghai

Apr 16-17

US Wheat President Alan Tracy visit to Shanghai

Apr 16-18

PLMA Retail Training in Shanghai - ATO staff

Apr 18-21

Wisconsin Governor Walker's visit to Shanghai

Apr 21-24

OSU Agricultural Delegation Visit to Nanjing Agricultural University

April 22

OSU Alumni Luncheon in Shanghai

Apr 22

Guangzhou:

The Minnesota Department of Agriculture and Minnesota Turkey Growers Association will lead a three person delegation to Shanghai and Guangzhou from May 3-11. They will meet with local media and host chef trainings and cooking demonstrations that will highlight turkey dishes. They anticipate between 30-50 chefs to participate at each chef training event. The Minnesota Turkey Growers Association will host a reception and turkey tasting with media and 25 buyers from food service operators, importers, distributors, wholesalers and retailers. In Shanghai, they will also visit the USDA-endorsed USA Pavilion at SIAL CHINA 2013 (May 7-9).

90-member Governor-lead California Business Delegation visits Shanghai :



California Governor Jerry Brown lead a 90-person delegation to China to meet with Chinese government and business leaders, highlight bilateral trade and investment opportunities between the two regions and open a new California foreign trade and investment office. California Secretary of Agriculture Karen Ross was accompanied by over 20 agricultural business leaders. The trade mission included events in Beijing, Shanghai, Nanjing, Guangzhou and Shenzhen from April 10th to April 16th.

Virginia Governor Robert McDonnell, Ag Sec Todd Haymore - Opening of VA Agricultural Office in Shanghai; Annie Kang

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 18-21

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

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 - XM

June 2-4

[IDDBS show](#) in Florida
Intl Dairy, Deli, & Bakery Show - ATO SH RTM?

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



On the morning of April 12th, ATO Shanghai kicked off the day with an early morning breakfast briefing for the agricultural delegation on the Eastern China market. After lunch, ATO Shanghai arranged a meet-and-greet between members of the CA agricultural delegation and about 25 key Chinese importers/users of CA food and beverage products. The event highlighted a comprehensive [presentation on e-commerce by Web2Asia.com](#). Governor Brown joined this event and talked about the e-commerce market development both in the U.S. and in China. Later in the evening, Visit California and California Food and Agriculture Department organized a California Lifestyle Reception-Taste of California, and a California Winemakers Dinner-"An Experience of Flavor," prepared by California celebrity chef Brad Turley who owns and operates Goga Restaurant in Shanghai. ATO Shanghai assisted in inviting several VIPs from the food and wine sector and media representative to both events.



RTM

Must Watch Videos:

United Tastes of America- Asian Chef Challenge

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

[美国之味竞赛 三月席卷亚洲厨界](#)

Introduction of the competition series. Interview with Alan Palmer, Master Judge, with feedback on the Chinese chef candidates working with American food ingredients.

<http://www.tudou.com/programs/view/JfNqQL1RLTs/>

[美国之味中国区冠军诞生 六月决战台湾](#)

The final competition of the Shanghai round. Interview with ATO Director Keith Schneller introducing the American food ingredients, concept and goal of this event; Award ceremony-Consul General Robert Griffiths presented trophies to the winning teams.

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



On April 13th, ATO Shanghai organized a full day schedule of tours that included visits to City'Super grocery store in Shanghai's Financial District, Preferred Freezer Services' state of the art cold storage facility in Lingang, a tour of Shanghai's Yangshan deep water port and a visit to Huma Trading's wine storage warehouse in the Yangshan Free Trade Zone. Officers of the China Inspection and Quarantine bureau (CIQ) lead the tour of the Yangshan port, China's largest and most modern port facility connected to the mainland by a 32 km long bridge over the open sea. The CIQ officers allowed the delegation to witness actual inspections of imported containers of lumber products at a dry dock and frozen poultry at a cold storage inspection facility.

Virginia Governor McDonnell's delegation visited Beijing, Dangong, Ningbo and Shanghai:



Virginia Governor Bob McDonnell lead a 16-day trade mission to California, China and Japan. The trip, attended by several Cabinet secretaries and economic development officials was intended to attract investment in Virginia and increase agricultural exports. In China, the governor met with foreign companies who already have a presence in

Virginia as well as potential corporate investors and importers. ATO Shanghai assisted Secretary of Agriculture and Forestry Todd Haymore organize a luncheon in honor of the official opening of a Virginia Agricultural Trade Office in Shanghai run by Ms. Annie Kang. ATO Deputy Director Alan Hallman provided opening remarks and Consul General Robert Griffiths joined the Governor toward the end of the lunch to greet the 100 guests who were mostly contacts of ATO Shanghai.

Wisconsin Governor Walker delegation visits Beijing, Shanghai, Harbin and Hefei: Wisconsin Gov. Scott Walker lead a 10-day trade mission to Beijing, Shanghai, Harbin and Hefei. Walker and others met with representatives from China's agriculture, machinery, medical device and clean energy industries. The trip included meetings with Wisconsin companies operating in China; a major buyer of Wisconsin's ginseng in Beijing; potential buyers of the state's wood products; an MOU with Bright Food Group in Shanghai, and water sector representatives interested in Wisconsin's technology to help fight pollution. ATO Shanghai's Alan Hallman provided the WI Agr Commissioner and delegation members with an agricultural trade briefing on Friday, April 19 and accompanied the delegation on a visit to Bright Dairy's demonstration farm on ChongMing Island on Saturday, April 20. On the 19th, Hallman also joined PAS section chief Dale Largent brief a group of students from the University of Wisconsin River Falls (UWFR) campus who are studying in Hangzhou. UWFR recently celebrated a 30-year partnership with Zhejiang International Studies University (ZISU) and formally launched the UWFR Experience China program (ExC), which will be housed at ZISU. UWFR is working hard to recruit Chinese students to participate in its animal science programs and is also encouraging UWFR students to participate in the ExC program at ZISU.

USAPEEC hosts CIQ poultry imports seminar in Shanghai: USAPEEC Shanghai office held its annual seminar with CIQ Shanghai on April 10. Over 90 participants including 22 CIQ officials led by Deputy Director General Lu ZhongShan of CIQ Shanghai, ATO Shanghai representatives, 11 member companies, and several importers attended the meeting. Carl Shi, USAPEEC representative in Shanghai delivered an overview of US poultry production and trade in 2012 and forecast for 2013. CIQ officials provided presentations on import analysis for frozen poultry products in 2012 and delivered updates on import procedures & regulations for 2013. For details, please click [here](#).

- **ATO Shenyang**

American Food Festival in Changchun:



On March 5th, the grand opening of an American Food Festival was held at JinAn Hotel, one of the best five-star hotels in Changchun, Jilin Province. The food promotion focused on American food, including U.S. meat, seafood, cheese, fruit, nuts, wine, frozen potato products, etc. Mr. Tommy Liu, the Executive Chef of JinAn Hotel, took the FAS-sponsored training course at Culinary Institute of America last September, after which he and ATO Shenyang came up with the idea of an American Food Festival. ATO Shenyang attended the opening and gave a speech which was covered by some local media.

ATO Shenyang's Wine Contact Exhibits at Tangjiuhui in Chengdu:

Shenyang Qingming Wine Company, joined the first-ever USA Pavilion at the Tangjiuhui(Alcohol and Food Expo) in Chengdu. A new comer to the wine industry who imported U.S. wine after an FAS-led trip to the United



States last June, the company was eager to exhibit at the show and decided to book one booth after receiving notice from ATO Shenyang about the USA Pavilion. Jerry Chen, the general manager of the company, reported that he received a few orders and made the right decision to come to Chengdu, especially as an exhibitor in the USA Pavilion. At the show, he received a large amount of wine information, and was exposed to potential customers from

across China.

- U.S. Cooperators in China

DISCUS American Whiskey Seminar:



On March 27th we held a [DISCUS American](#) Whiskey Seminar at the Shangri-La Hotel in Chengdu, China with a great deal of help from the Chengdu ATO. Among the attendees we had the American Agricultural Minister Counselor, Scott Sindelar, Shangri-la F&B personnel, and local Chengdu media. The event covered the basics of American whiskey, the history of the spirit, a tasting of several brands, and a demonstration of some of the most famous classic American whiskey cocktails.

(Source: Adam Devermann | American Whiskey Ambassador, China

|美国威士忌中国区品牌大使 | a.w.devermann@gmail.com)

U.S. Wheat Associates Visit Southern Wheat Trading Market in Jiangsu:

Darrell Davis, Chairman, [US Wheat Associates](#), and Alan



Tracy, President, visited the Southern Wheat Trading Market in Jingjiang City, Jiangsu on April 17. The Southern Wheat Trading Market is an electronic trading platform for wheat traders, flour mills and feed mills. It has supporting infrastructure including an information center, storage facilities, discharge and loading port berths, and a wheat quality testing lab. Its trading volume in 2012 was 157,000 MT, including some US hard red spring wheat, soft red winter and soft white. With the support from Jingjiang Grain Bureau, the Market is planning to attract direct

wheat imports through Jingjiang Port, either handled by an affiliated grain company or through cooperation with other state-owned and private enterprises. The target is to have imported wheat as a regularly traded commodity via the Market's platform. Joy Wang, marketing specialist, ATO Shanghai, joined the visit and conveyed to the management interest for cooperation on more agricultural products in the future. Matt Weimar, Regional Director and Shirley Lu, marketing specialist, both based in US Wheat Associates' Hong Kong regional office accompanied the group for the Jingjiang visit.

(Source: Matt Weimar | U.S. Wheat Associates | mweimar@uswheat.org)

[INTERNATIONAL SOY BUYERS TO CONVERGE ON QUAD CITIES FOR USSEC EVENT:](#)

The U.S. Soybean Export Council will be holding the first **Global U.S. Soy Trade Exchange** from September 16-18, 2013, immediately following the organization's annual meeting. The event, which is in collaboration with Midwest Shippers Association's 10th annual conference and trade show, will take place in the Quad Cities.



USSEC has already arranged participation in the event for over 100 foreign trade delegation members. [Read more.](#)

[COTTON USA: "Naturally Live Your Life" Microfilm Series, Episode II The Premiere of "Rediscover Your True Self:"](#)

(Hangzhou, Apr 13, 2013) Cotton Council International (CCI) successfully held in Hangzhou the premiere ceremony of *"Rediscover Your True Self"* today, the second microfilm in a series titled "Naturally Live Your Life". During the ceremony, China Director for CCI Ms. Karin Malmstrom, lead actor Mr. He Shengming and the main production team shared with guests the small touching moments behind the production of *"Rediscover Your True Self"*, and explored together the meaning of a lifestyle based on the concept of "Real Me". [Read more.](#)

[Produce Marketing Association Successfully Launched Inaugural PMA Fresh Connections- China](#)

The Produce Marketing Association (PMA) successfully launched its first PMA Fresh Connections in China from March 18-19, 2013 at Shanghai Westin Bund Center. Led by PMA



incoming chairman Tim Riley of Giumarra Companies and PMA President & CEO Bryan Silbermann, over 40 global produce leaders from ten countries around the world participated in this 2-day program. [Read more.](#)

+ Trade Policy:

China suspended the importation of California citrus effective from April 18th:

China General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ) decided to suspend the importation of citrus from California, the United States from April 18, 2013, due to concerns over *Phytophthora syringae*, or brown rot, a prohibited quarantine pest stipulated by the Chinese regulations. Citrus from Florida, Arizona, and Texas is still allowed. However, if CIQ intercepts brown rot on citrus shipment from any of these states, that state will also be immediately suspended. Only fresh fruit has been suspended. The AQSIQ action has not affected any other citrus product. ATO Shanghai is liaising with exporters, Chinese importers, import agent and APHIS Beijing office on this issue.

FOOD, AGRICULTURAL AND AGRIBUSINESS POLICY UPDATES

- [GOC released its 2013 agricultural \(including forestry and water conservancy\) budget at RMB619.588 billion](#)
- [China to increase agriculture subsidies to 200 billion in 2013](#)
- [China to spend 500 million yuan on preliminary processing of ag products in 14 provinces](#)

COMMODITY PRODUCTION, CONSUMPTION AND TRADE GRAIN AND FEED

COFCO took over China Grain and Logistic Corporation

MEAT, LIVESTOCK AND DAIRY

- [NDRC warns the price ratio for swine to grain dropped below the break even point of 6 to 1](#)
- [Foot-and-mouth disease confirmed in Northwest China](#)
- [Over 8000 dead pigs collected from Shanghai's](#)

Huangpu River

+ Upcoming Events:

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 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 or by phone (021) 6279 7119.

Global Food Safety Forum: The Global Food Safety Forum (GFSF: 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; 703-684-1366

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!
Contact: Becky Liu, Laurel Yu
Tel: 86 10 88102253, 88102255
Email: liuding@chgie.com wenhui@chgie.com

+ GAIN Reports ([Global Agricultural Information Network](#))

- [HK Officially Allows U.S. Bone-in Beef Exports to Resume_Hong Kong_Hong Kong_2-21-2013](#)
- [Dockers Strike Delaying Shipments_Hong Kong_Hong Kong_4-8-2013](#)
- [Cotton and Products Annual_Beijing_China - Peoples Republic of_4-2-2013](#)
- [Oilseeds and Products Annual_Taipei_Taiwan_4-3-2013](#)
- [HKG on Full Alert for Human H7N9 Cases_Hong Kong_Hong Kong_4-2-2013](#)
- [Grain and Feed Annual_Beijing_China - Peoples Republic of_3-29-2013](#)
- [7-Eleven Set to Replace McDonald's as Taiwan's Largest Foodservice C_Taipei_Taiwan_3-26-2013](#)
- [China No. 1 Document 2013_Beijing_China - Peoples Republic of_3-20-2013](#)
- [Success For a Bran New Product_Beijing ATO_China - Peoples Republic of_3-18-2013](#)