

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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Report Categories:

Agricultural Trade Office Activities

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Report Highlights:

This monthly newsletter includes articles on: Chef Martin Yan Supporting American Embassy Cuisine Promotion; Betty's Kitchen American Gourmet Tour Pamphlet Launch
Reverse Trade Delegation to FMI & NRA shows; USSEC Seeking New Opportunities for U.S. Food Grade Soybeans in China; Ole' Grand Opening in Chengdu; Sichuan Zhuling Industrial Group is Seeking Cooperation Opportunities with ATO Chengdu; ATO Guangzhou spearheads U.S.-China Biotechnology Inspection & Quarantine seminars; Montana Delegation Joins BioFach Shanghai; China Accepts U.S. Phytosanitary Certificates with Electronic Signatures; USDA Meets with AQSIQ for Food Safety Technical Talks; USDA/DRC Agricultural Symposium; China Announces Pilot Program for Log imports from Virginia and South Carolina; Great American Food and Washington Wine Pairing Seminar.

To view a newsletter with working links, please use the following link: <http://www.icontact-archive.com/ax046v6l6BKR3bNhR6gW9SdDo4YFdmDd?w=3>



USDA China e-Newsletter

June 2012, Volume 1, Issue 6

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ATO China Map



 Regional Coverage
FAS maintains six offices in China

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[Chef Martin Yan Supports American Embassy Cuisine Promotion](#)

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+ Facts & Figures

US Exports to China (CY 2007-2012 & Year-To-Date Comparisons- USD Million)

Wheat	
2007	6.09
2008	0.14
2009	86.89
2010	40.53
2011	160.19
<i>Oct.-Mar. Comparisons</i>	
2011	0.69
2012	20.79
%Chg	2915.1
Cotton	
2007	1,461.2
2008	1,620.6
2009	861.8
2010	2,214.8
2011	2,632.4*
<i>Oct.-Mar. Comparisons</i>	
2011	1,190.4
2012	1,572.2
%Chg	32.1
Tobacco	
2007	66.0
2008	108.3
2009	121.5
2010	152.0*



On Tuesday May 22, ATO Beijing organized an outreach dinner for China's food media. Chef Martin Yan, of "Yan Can Cook" fame, developed a range of innovative dishes for U.S. food products, including Wisconsin Ginseng, California Cherries, potatoes, Sunkist Oranges and lemonade, Alaska King Crab, Alaska Yellowfin Sole, Pacific Cod, Alaska Pollock roe, turkey, pork, cheese, California almonds, and pistachios. Web media tweeted the event to their readers throughout and Chef Martin Yan's quick and lively presentation was bolstered by the Ambassador's star power with the Chinese press. A total of 12 Chinese food media, including food bloggers, newspapers, web media and television participated in the event. Adding to the fun, the Ambassador and his wife preceded the dinner with a cooking demonstration for the media, where Martin Yan demonstrated how to wrap fried dumplings using ground U.S. turkey. Columbia Valley wines (Chateau St. Michelle and Columbia Crest), sponsored by ASC Fine Wines, were served, along with Martinelli apple juice.

Sponsors of the event included the Ginseng Board of Wisconsin, the Alaska Seafood Marketing Institute, the California Cherry Advisory Board, the Western Pistachio Growers, the U.S. Dairy Export Council, the U.S. Meat Export Federation, the Almond Board of California, Sunkist Growers, and ASC Fine Wines.

For more photos, please click [here](#).

+ Recent Events:

2011	16.2
2012	95.6
%Chg	490.7

Vegetable Oils

2007	14.0
2008	23.9
2009	30.9
2010	47.8
2011	68.9*

Oct.-Mar. Comparisons

2011	14.3
2012	17.7
%Chg	24.5

Dairy Products

2007	153.6
2008	179.4
2009	137.0
2010	236.7
2011	361.0*

Oct.-Mar. Comparisons

2011	61.6
2012	102.3
%Chg	65.9

Fruit & Vegetable Juices

2007	6.5
2008	10.9
2009	16.7
2010	15.6
2011	17.4*

Oct.-Mar. Comparisons

2011	3.4
2012	5.4
%Chg	61.4

Wine and Beer

2007	14.8
2008	20.1
2009	25.0
2010	35.0
2011	65.3*

Oct.-Mar. Comparisons

2011	13.7
2012	14.9
%Chg	8.9

Tree Nuts

Betty's Kitchen "American Gourmet Tour" Pamphlet Launch



The media launch of the "American Gourmet Tour" pamphlet was jointly held by the Agricultural Trade Office (ATO) Shanghai, Betty's Kitchen, and Michelin on May 16, 2012 in Shanghai. The pamphlet combines practical information on which places to visit and where to eat in the United States and "how to cook" with American food ingredients. It is part of ATO's long term effort to promote authentic American cuisine and culture among Chinese consumers.



Eleven USDA cooperators including the US Potato Board, California Walnut Commission, Ginseng Board of Wisconsin, USA Poultry & Egg

2009	142.7
2010	144.7
2011	202.4*
<i>Oct.-Mar. Comparisons</i>	
2011	33.2
2012	71.1
%Chg	114.5

Seafood Products

2007	532.7
2008	553.3
2009	592.8
2010	738.4
2011	1,139.7*

Oct.-Mar. Comparisons

2011	197.8
2012	240.3
%Chg	21.5

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

* Denote Highest Export Levels since at least FY 1970

+Recent News:

China toughens organic rules

01-Jun-2012 - Food exporters to China may need to remove the word 'organic' from their English labels as the country ramps up enforcement in the organic sector, the United States Department of Agriculture (USDA) said.

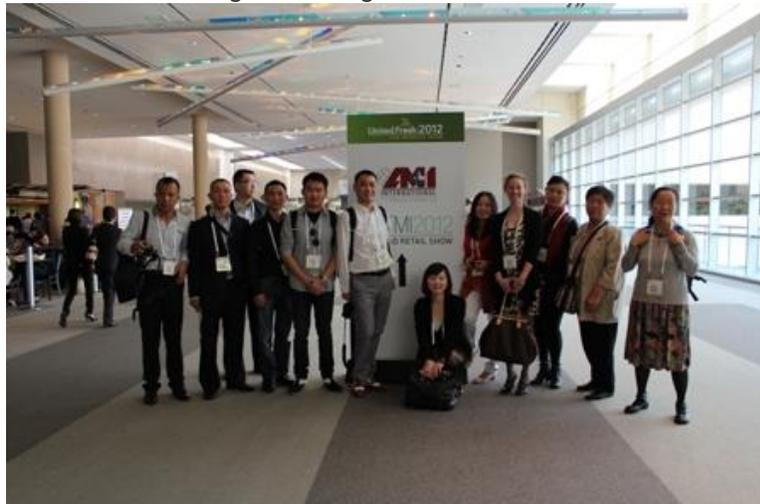
Chinese dairy products enter golden period: Dairy group

China-made infant formula milk powders as well as other domestically sold dairy products are manufactured to increasingly higher standards

Export Council, US Dairy Export Council, California Milk Advisory Board, Alaska Seafood Marketing Institute, California Prune Board, American Pistachio Growers, US Meat Export Federation, and California Wine Institute sponsored publishing of the pamphlet. 360,000 pamphlets will be circulated at magazine kiosks across China with the June edition of Betty's Kitchen magazine. Representatives from Hormel China, the US Foreign Commercial Service, Hawaii Trade Office and Disney China were also present at the ceremony to applaud the launching of the pamphlet. For full story, please click [here](#).

ATO Reverse Trade Missions to FMI & NRA

From April 30 - May 10, ATO Chengdu led a nine member delegation on a reverse buying mission to the United States. The delegation participated in the NASDA-sponsored Food Marketing Institute (FMI) trade show in Dallas. Following the food show, ATO led the team to hold business meetings in Washington and California.



Connections between southwest China traders and U.S. exporters resulted in the on-site purchase of four pallets of Jarvis wine from Napa Valley, and discussions are ongoing for contracted sales of goods with Supervalu, Super Store Industries, and suppliers of dried fruits and nuts. ATO Chengdu will continue to follow up with traders to assist with future sales.

From May 4-12, ATO Chengdu led a delegation of 27 restaurant owners and traders to attend the National Restaurant Association (NRA) trade show, May 4-12, in Chicago, Illinois. These leading purchasers, restaurant owners, and food and beverage managers were introduced to U.S. companies participating in the NASDA sponsored American Food Fair pavilion, the largest gathering of restaurant and foodservice professionals in North America. Following the two-day visit to the show, ATO Chengdu led the

according to a leading group.

Yihaodian: A wine gateway to China?

Chinese online supermarket giant, Yihaodian, is set to launch wines from New Zealand, France and the US on its site - offering a complete business solution for new international entrants, according to a market expert.

Rural China cannot be ignored: Nielsen

China's US\$500bn rural consumer market holds huge growth opportunities for the fast-moving-consumer-goods (FMCG) segment, with juices and teas set to soar, according to Nielsen.

Chinese firm tackles Asia with its EU and US market knowledge

Chinese ingredients firm, Fenchem, has established a strong business presence in the EU and US but has now turned its attention back to its local territory - to target what it says is a region with burgeoning opportunities. (Source: Foodnavigator.com)

The Future Of Wine In China (Part 1)

By [Torsten Stocker](#)
Published: [May 07, 2012](#)
([Excellent Overview of](#)

delegation to a series of business visits to key U.S. exporters, major restaurant chains, food manufacturing facilities, wineries and hotels in California and Nevada.



The highlight of the trip was a meeting and lunch with students at the Culinary Institute of America, Greystone Campus. ATO will continue to follow up with delegation members regarding contracted sales. Strong interest was identified for “easy” import products including dried fruits and nuts, some dairy products, consumer-ready products, ingredients, seasonings, and wine.



ATO Shanghai also led 10 traders from Shanghai region to attend both FMI and NRA shows. The buyers

Despite some headline-catching news, [China's wine market](#) remains at an early stage of development. While this gives market participants an unprecedented opportunity to shape it to their advantage, it also increases the level of uncertainty under which key decisions must be made.

Quick Facts: All the Grapes in China

Opportunities &

Uncertainties: What will Shape China's Wine Industry?

- 1.) Luxury Item or Everyday Drink: How Will Chinese Consumers Adopt Wine?
- 2.) "Craft & Terroir" or "Branded Consumer Good": How Will Wine Be Marketed in China?
- 3.) From On-Trade & Specialty Shops to Mass Grocery Retailers: How Will Wine be Sold in China?
- 4.) Large Global Leaders or Local SMEs: How Will China's Wine Industry Structure Evolve?
- 5.) Domestic Producers or Global Exporters: The Role of Chinese Vineyards in the World.

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

(Source: www.jingdaily.com)

+Event Calendar:

May 9-11

[SIAL China](#) - USDA Endorsed Show

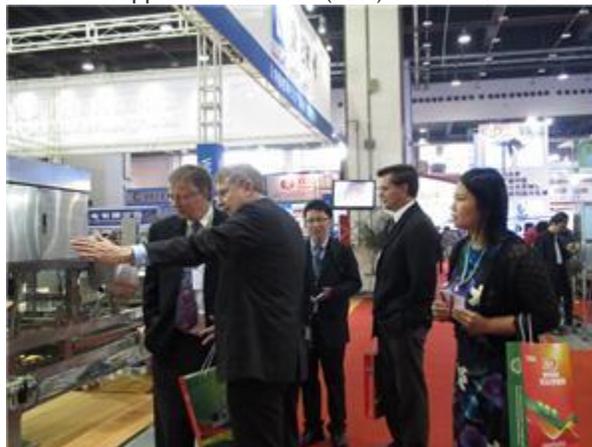
May 10-12

[Bakery China Show](#) in Shanghai

were impressed with the shows and wide variety of American products on offer. The buyers were most interested in energy drinks, snack food products, dried fruit and nuts, and wine. The team participated in many of the seminars offered at the shows and also joined in various retail tours and buyer meetings.

USSEC Seeks New Opportunities for U.S. Food Grade Soybeans in China

USSEC recently sponsored the 2nd International Soy Food Industry Development Conference in Shanghai. The China Food Industry Association's bean products committee organized the event and more than 150 soy food processors attended the conference. Representatives from USSEC-member companies, SB&B and NeCo Seed, and two members of the Midwest Shippers Association (MSA) also attended the conference.



Ms. Welly Chen from SB&B (1st from right), Mr. Mike Cook and Mr. Ted Wu from NeCo Seed (2nd and 3rd from right), together with Dr. Jim Orf (2nd from left) and Mr. Bruce Abbe (1st from left) are interested in a tofu production line producing 3,500 individual packs of soft tofu per hour with least manual operation.

Xiaoping Zhang, ASA-IM China country director and Keith Schneller, director of the Agricultural Trade Office in Shanghai, delivered opening remarks at the conference. Jim Orf, Ph.D., from the University of Minnesota, and Bruce Abbe MSA Executive Director delivered presentations regarding the U.S. identity preserved (IP) system and food soybean breeding program. They also answered several questions on topics including IP bean contracting, production, and transportation logistics.

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

Ole' Grand Opening Chengdu On May 10, Consul General Peter Haymond and ATO staff attended the grand-opening of the first Chengdu Ole' retail outlet. With more than a thousand imported U.S. products in the store, Ole' is top of the list for high-end supermarkets with the largest number of U.S. products in

May 11-14

[VINEXPO](#), Hongkong

May 18

[China Animal Husbandry Expo \(CAHE\) 2012](#)

in Nanjing, Jiangsu

May 24-26

[BioFach China in Shanghai](#)

May 25-27

[Mardi Gras Carnival](#)

at Hotel Venetian in Macau

June 3-6

[Harvard Agribusiness](#)

[Seminar](#) - Fudan University, Shanghai

June 8-15

Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) Secretary Ben Brancel will [lead an agricultural trade visit to Henan and Shanghai](#)

June 11-14

California Agricultural Secretary Karen Ross leads Trade Mission to China

June 11-14

[2012 IFAMA World Food and Agribusiness Forum](#)

June 12-15

Minnesota Governor Mark Dayton Trade Mission to China

June 16-18

China Dairy Expo in [Zhengzhou, Henan](#)

June 25-28

[IFT Food Expo @ Las Vegas Convention Center](#)

June 26-28

Chengdu, mainly consumer ready pre-packaged foods like cereal, and fresh fruit. While the overall volume of products may seem high, southwest China CR Vanguard managers told ATO staff that imported candy and chocolates from the United States are not strong sellers, and cited “unattractive packaging” as the reason. The store features an impressive dairy section with numerous cheese selections, but not a single U.S. brand. Recognizing these short fallings, ATO Chengdu will work to identify local suppliers of imported U.S. products for the retail store and hope to include it in the [FAS China national promotion in Ole’ stores](#) at the end of the summer.

Sichuan Zhuling Industrial Group is Seeking Cooperation Opportunities with ATO Chengdu

On May 16, ATO Chengdu met with the vice president of Sichuan Zhuling Industrial Group. The company is a Sichuan based organization with a branch office in Los Angeles, which exclusively imports California wine. They opened in 2009 and now distribute middle and high-end U.S. wines throughout China with exclusive distribution for Paradigm and Saddleback labels. In 2011, the company imported 10 containers of California wine, which they hope to double in 2012.

ATO Guangzhou spearheads 1st U.S.-China Biotechnology Inspection & Quarantine seminars



Agricultural Minister Counselor Sindelar answering audience questions
From May 21-25, 2012, ATO Guangzhou organized and led the USDA's first U.S.-China Biotechnology Inspection and Quarantine seminar road show with three of the largest China quarantine and inspection bureaus (CIQ) in South China. The road show included seminars and laboratory visits to Guangdong Provincial, Shenzhen (works independent of Guangdong CIQ), and Xiamen (Xiamen CIQ works independent of the Provincial Fujian CIQ). The seminars featured

Fi Asia China 2012(Health Ingredients & Natural Ingredients China 2012)

June 22-July 8

BHG Great American Food Promotion - ATOs Beijing, Shanghai, & Shenyang

July 7-15

Far East In-store promotion, Chongqing

September

National OLE Great American Food Retail Promotion. All 5 ATOs - Exact dates and store locations yet to be determined.

Sept. 5-7

Asia Fruit Logistica in Hong Kong

Sept. 10-12

USDA All-China Cooperator Meeting in Xian - Organized by Ralph Bean - ATO Beijing

Sept. 11-13

Asian Seafood Expo in Hong Kong

Sept. 20-22

Sweets & Snacks China INTEX, Shanghai

Sept. 4-6

ACLE All China Leather Show 2012 in Shanghai

Oct. 2-3

Food Export Marketing Forum Chicago, Illinois

Oct. 25-27

2nd Intl Eco and LOHAS Exhibition & Conference in Shanghai

Oct. 26-28

experts from the largest U.S. seed research and development industry and Chinese entities such as the China National Quarantine and Inspection Association (CIQA) and the China Academy of Agricultural Sciences (CAAS). The engagement was also a milestone entrée for Crop Life China and producer associations such as the American Soybean Association—International Marketing and the U.S. Grains Council as well as trade interests like Cargill Investments China Ltd. to discuss food safety and food security in the context of biotechnology developments impacting U.S.-China agricultural trade. South China ports play an important role in bulk grain imports. The seminars will significantly improve biotechnology knowledge of the port inspection officials and strengthen work relationships the ATO, industry, and the trade has with CIQs in major South China ports. With better understanding of biotechnology, the port officials will improve their technical inspections and help smooth the way for U.S. agricultural products into the South China market.



Mr. Zhang Xiaoping, China Representative of ASA-IM | Dr. Gao Yong from Monsanto
South China ports play an important role in the importation of bulk grains. According to WTA statistics, in 2011 South China ports imported a total value of \$3,182 million of U.S. soybeans (or 27 percent of total exports to China.) and \$273 million of U.S. corn (or 59 percent of total exports to China). For more info click [here](#).

Montana Delegation Participates in BioFach Shanghai

The Agricultural Office of the U.S. Consulate in Shanghai welcomed three companies from Montana's organic industry that exhibited at the Biofach organic show in Shanghai. In March, ATO Shanghai learned that several Montana companies would come to Shanghai to exhibit at the show. ATO's Freddie Xu provided the companies with market intelligence to them prior to the show. On May 24, we visited the Montana booth and provided the companies with welcome kits. ATO sent assisted the companies

PMA Fresh Summit
Anaheim, California, USA.

Nov. 15-17
Food & Hospitality China
2012 USDA Endorsed Show
Shanghai

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If you have any questions, comments, or would like to contribute articles for future issues, please contact Ms. Joy Wang zhe.wang@fas.usda.gov at ATO Shanghai.

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with many meetings during the show. In addition, the ATO organized a trade dinner for the companies and introduced them to key contacts from east China's organic industry including importers, retailers and certifiers. On the last day of the show, the Montana booth was awarded the "best booth" in the trade show. ATO Shanghai will provide follow up support to the Montana companies in the next few months. The companies that exhibited at the show include the [following](#):

- Ten Spoon Vineyard and Winery
- Timeless Natural Food
- The Oil Barn

+ Trade Policy Updates

China Accepts U.S. Phytosanitary Certificates with Electronic Signatures

On May 9, the APHIS Beijing office was informed by officials from the General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ) that China will begin accepting Phytosanitary Certificates (PC) from the United States with electronic signatures generated through the Phytosanitary Certificate Issuance and Tracking (PCIT) system. Additionally, AQSIQ has sent a notification to all port of entry offices informing them of this decision to accept U.S. PC endorsed with an electronic signature. Implementation of this decision is effective immediately and is expected to facilitate the exportation of U.S. fruits, vegetables and other plant products to China.

USDA Meets with AQSIQ for Food Safety Technical

Talks On May 17-18, the USDA Administrator for Food Safety and Inspection Service, Alfred Almanza led a delegation to participate in the first round of food safety technical talks with China's General Administration of Quality Supervision, Inspection and Quarantine under the 2008 Memorandum of Understanding. The talks provided an excellent opportunity to discuss regulatory issues impacting on trade in meat and poultry products.

USDA/DRC Agricultural Symposium

On Friday, May 18, the United States Department of Agriculture (USDA) and China's Development Research Center (DRC) held their first Agricultural Symposium. DRC is a think tank which helps develop policies for the State Council. Opening remarks were provided by Darci Vetter, USDA's Deputy Under Secretary for Farm, Foreign Agricultural Service. This meeting was structured in three panel sessions on food

security, food safety, and sustainable agriculture, with government keynote speakers and industry or academic commentators. Several U.S. and Chinese government organizations participated, along with a broad array of U.S. and Chinese industries and think tanks. This meeting was a follow up to the first U.S.-China Agricultural Symposium in Des Moines, Iowa in February 2012.

China Announces Pilot Program for Logs from Virginia and South Carolina On May 18, China's AQSIQ provided APHIS with a correspondence outlining the terms of a six month pilot program that would enable a resumption of trade in logs from Virginia and South Carolina. The pilot program may begin as early as June 1, 2012, pending discussions with U.S. industry and State officials in Virginia and South Carolina. Key elements of the AQSIQ proposed pilot program are as follows: Log sampling for pinewood nematode will consist of a series of one subsample for every two logs tested with a minimum of 24 logs test per shipment. Current sampling only requires a single large sample. The series of subsamples will increase costs to industry for laboratory analysis; extension of the 16 hour fumigation schedule to 24 hours; new requirements that debarked softwood logs be fumigated and tested for pine wood nematode. Previously only inspection and testing for pine wood nematode was required; APHIS provide AQSIQ with a list of fumigation facilities that are under compliance agreement; additional Declaration of the PC issued by APHIS should note that "This shipment does not carry pine wood nematode" and the name of the fumigation company should also be noted on the PC; Logs departing from Virginia and South Carolina are restricted to enter China through three ports: Waigaoqiao (Shanghai), Yangshan (Shanghai) or Taicang (Jiangsu); and, AQSIQ "suggests" that other U.S. States with a history of pinewood nematode interceptions follow the same procedures outlined in the pilot program for Virginia and South Carolina.

+ Upcoming Events:

Great American Food and Washington Wine Pairing Seminar The Washington State Wine Commission, together with the ATO Shanghai, Alaska Seafood Marketing Institute, Almond Board of California, California Walnut Commission, US Dairy Export Council, US Meat Export Federation and US Potato Board, will hold a Great American Food and Washington Wine Pairing Seminar on June 26 and June 28 respectively at the Shanghai Peninsula Waitan Hotel. The seminar will feature Washington wine paired with Shanghai cuisine and Cantonese cuisine. Eighteen wineries will display their

wines in the seminar and eight of them will be tasted. This is the first-ever Washington wine showcase in Shanghai. A famous wine educator will introduce the wines from Washington State. With the great support from the ATO and six US agricultural producer associations, guests to the seminars will taste the Great American foods which are solely prepared by a very creative Peninsula Hotel Executive Chef. (By Invitation)

Seminar 1:

Date: June 26, 2012, Tuesday

Time: 10:30am - 2:00pm

Venue: Rose Ballroom III, The Peninsula Shanghai

Seminar 2:

Date: June 28, 2012, Thursday

Time: 4:30pm - 8:00pm

Venue: Rose Ballroom III, The Peninsula Shanghai

2012 IFAMA World Food and Agribusiness Forum

Scheduled for June 11-14, 2012, in Shanghai, China, IFAMA (www.ifama.org) | International Food and Agribusiness Management Association brings together senior people from industry, academia and government on an annual basis to focus on strategic issues of importance across the global food and agriculture value chain.

For more information please click [here](#):

All-China Cooperator Meeting: FAS/China invites all USDA Cooperators with programs in China to join us in Xian on September 11 and 12. As we did in Changsha in December 2010, we will organize a one-day program of presentations, panels, or other interactive sessions on September 11 followed by a series of individual meetings on September 12. We are looking at ways to improve the one-on-one meetings and have already received a couple of good ideas from several of the Cooperators. If you have suggestions for either day of the meeting, please let us know! Please direct your ideas to Scott Sindelar and Ralph Bean.

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- [Grain and Feed Update_Beijing_China - Peoples Republic of_6-1-2012](#)
- [MOA Requirements for Feed and Feed Additive Administrative License A_Beijing_China - Peoples Republic of_5-31-2012](#)
- [U.S. Trade Show Missions Net Success_Beijing ATO_China - Peoples Republic of_5-8-2012](#)

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- [Oilseeds and Products Update Beijing China - Peoples Republic of 5-29-2012](#)
 - [MOA Requirements on Application Materials for Feed and Feed Additiv Beijing China - Peoples Republic of 5-25-2012](#)
 - [Marketing U.S. Wine in China Shanghai ATO China - Peoples Republic of 4-19-2012](#)
 - [Briefing on the Organic Certification Issues in East China Shanghai ATO China - Peoples Republic of 4-16-2012](#)
 - [Requirements on the Application Materials of the Import Feed and Fee Beijing China - Peoples Republic of 5-21-2012](#)
 - [Guiyang Emerging City Market Report Chengdu ATO China - Peoples Republic of 5-16-2012](#)
 - [Dairy and Products Semi-annual Beijing China - Peoples Republic of 5-15-2012](#)