

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

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USDA China Monthly Newsletter from March 2012

Report Categories:

Agricultural Trade Office Activities

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Report Highlights:

This monthly newsletter includes the articles: "Virtual" American Food and Beverage Promotion; Record number of exhibitors join USA Pavilion at 2011 FHC; U.S. Soybean Seminar & Crop Quality Conference in Shanghai; "Review of Wine Scoring 90 Points in 2011" by Wine in China magazine: 10 of the 26 wines profiled were from the U.S.; PFSYIDA Frozen Chain Warehouse Grand Opening

To view the newsletter with working links, please use the following link: <http://www.icontact-archive.com/ax046v6l6BKR3bNhR6gW9R3KmnhKFvYb?w=3>



USDA China e-Newsletter

March 2012, Issue 3

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ATO China Map



 **Regional Coverage**
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[The United States and China sign Plan of Strategic Cooperation in Agriculture](#)



Vice President Xi Jinping opened the U.S-China Agricultural Symposium, an event that for the first time brought together government and business leaders for a focused discussion on bilateral cooperation in the areas of food security, food safety and sustainable agriculture. As part of the Symposium, USDA Secretary Vilsack and Minister of Agriculture Han signed an historic Plan of Strategic Cooperation that will guide our two nations' agricultural relationship for the next five years. The Symposium and other agricultural events related to Vice President Xi's visit provide an unprecedented opportunity for the United States and China to establish a framework to better

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+ Facts & Figures

US Exports to China
(FY 2007-2011 US\$ Million)

Processed Fruit & Vegetables

2007	100.9
2008	115.5
2009	129.2
2010	146.6
2011	205.4*

Dairy Products

2007	131.4
2008	198.4
2009	126.4
2010	209.5
2011	311.8*

Hides & Skins

2007	828
2008	868
2009	667
2010	888
2011	1,102*

Wine and Beer

2007	13.0
2008	18.5
2009	23.9
2010	31.9
2011	53.2*

Logs and Chips

2007	224
2008	235
2009	203

manage agricultural trade issues, build effective partnerships in priority areas like biotechnology, and to enhance our business relationships. During the visit, there were several notable commercial deals, including Chinese companies signing purchase agreements for 13.4 million metric tons of U.S. soybeans, valued at \$6.7 billion and Smithfield Foods, the world's largest producer of pork products, signing an investment agreement with Beijing DQY Agriculture Technology to collaborate on waste management technology to produce energy. The United States exports about \$20 billion of agricultural and food products to China annually, supporting more than 160,000 American jobs on and off the farm and across a variety of sectors.

Sincerely,

Scott Sindelar
Agricultural Minister Counselor

Quick Links:

- [The United States is China's Soybean Supplier of Choice](#)
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- [Chinese vice premier urges harsh punishments for food safety violations](#)
- [China releases national development plan for vegetable industry \(2011-2020\)](#)
- [State Council released Development Plan for Modern Agriculture \(2011-2015\)](#)

+ Recent Events:

Hardwood Lumber	
2007	241.9
2008	204.5
2009	171.9
2010	345.3
2011	468.5*

Fish Products

2007	525.1
2008	520.0
2009	573.1
2010	669.7
2011	1,056.7*

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

* Denote Highest Export Levels since
at least FY 1970

+Recent News:

McDonald's to Tout Quality in China

(source: WSJ)

China opens national centre for food, drug complaints

(source: Foodnavigator)

China FDA appoints new director

(source: Foodnavigator)

China issues draft law for GM foods

(source: Foodnavigator)

Red Bull moves to dismiss concerns over harmful additives in China

(source: Foodnavigator)

Wal-Mart Ups Stake in China E- Commerce

(source: WSJ)

The United States is China's Soybean Supplier of Choice

Posted by [Michael Scuse](#), USDA Acting Under Secretary for
Farm and Foreign Agricultural Services, on February 22, 2012



Last week was a momentous one for U.S.-China agricultural relations. In addition to the productive meetings that took place in Washington and Des Moines, I was honored to witness the signing of an agreement between the U.S. soybean industry and Chinese buyers who agreed to purchase more than 8.6 million metric tons of U.S. soybeans in the coming year. That's about \$4.3 billion worth of soybeans, or 317 million bushels. For full story please click [here](#).

Agriculture Secretary Vilsack Announces Trade Mission to China - 40 U.S. Companies to Strengthen Business Ties



Sales of U.S. food and agricultural products to China have grown by 80 percent in 3 years

AMES, Iowa, March 1, 2012—Agriculture Secretary Tom Vilsack announced today that the U.S. Department of Agriculture (USDA) will lead an agricultural trade mission to China at the end of March to strengthen partnerships between U.S. and Chinese businesses and enhance job growth in the United States. The trade mission is expected to be USDA's largest to date, with more than 40 U.S.

**Dairy Queen Opens
500th Location**

(source: DDI)

**Huayu Group
builds 50-million-bird broiler
processing plant in Shandong**

**Hongwei Group
completes 30,000-head hog
farm in Qinghai**

**Jiangsu's
largest eco layer base breaks
ground**

**Jiangxi
Zhengbang Technology to set up
own pig firm**

**Shanxi's
largest dairy base receives
2,000 NZ cattle**

**COFCO to
build 400,000-tonne feed mill in
Jiangsu**

(source:eFeedLink)



China Mkt Report (Feb):

Demand for Washington apples normally drops off after the Chinese New Year. At the same time there were still quite a lot of Chilean cherries in the market, impacting demand for all imported fresh fruits.

Planned Promotional Activities

Activity: On-line Shopping

Retailer (City): Fruitday Mainland

www. fruitday.com

Dates: Dec. 19, 2011-March 5,

agribusinesses and representatives from six State Departments of Agriculture set to accompany [Acting Under Secretary Michael Scuse](#) to Chengdu and Shanghai, two of China's largest cities. [click here.](#)

Minister Han Changfu on the Benefits of Increasing Agricultural Trade between China and the United States

During a press interview, China's Minister of Agriculture Han Changfu was quoted as saying that "the rapid growth in agricultural trade between China and the United States has effectively supplemented agricultural supplies in each country and has also helped farmers increase their sales and employment." Minister Han Changfu went on to say that "the U.S. investment in agriculture, such as plant and animal production, processing, and farming machinery, has not only solved capital shortages in China, but also introduced advanced technology to this country, which has helped upgrade the domestic industry." China is the second largest market for U.S. agricultural, fish and forestry products and the United States is the third largest destination for Chinese exports. Leading Chinese agricultural, fish and forestry product exports to the U.S. market include wood (panel) products, fish and seafood, processed fruits and vegetables and fruit and vegetable juices.

U.S. Agricultural Exports to China up 13% in CY2011

U.S. agricultural, fish and forest product exports to the Chinese market were up nearly 13% in CY2011 to a record level of US\$21.9 billion. On a value basis, soybeans were the leading export followed by cotton and hides and skins. While bulk commodities account for 65% of total exports, China is becoming an increasingly important market for U.S. consumer-oriented foods. Snack foods, red meat, dairy products fresh fruit, processed fruits and vegetables, fruit and vegetable juices, tree nuts, and wine and beer all reached record levels in CY2011. China accounted for approximately 15% of total U.S. agricultural, fish and forestry exports in CY2011 which also reached a record level in excess of US\$149 billion. This is nearly double total exports to the world of around US\$81 billion in CY2006. U.S. agricultural exports to China have nearly tripled from around US\$ 7.6 billion in CY2006 to the current level of US\$21.9 billion.

U.S. Trade Shows With International Attendance

The 2012 USDA/FAS Domestic Trade Show Calendar is now available on the [FAS Website](#). There are many agriculture, food, forest and fishery trade shows held in the United States that attract a sizable international audience. While your company may not be ready to attend an international trade show, a U.S. trade show that attracts an international audience might be the

2012

Activity: Paper Bag Promotion
Retailer (City): Pagoda,
Guangdong Province (100 stores)
Dates: March 16-April 15, 2012

Activity: Coop Ad
Retailer (City): Park'n Shop
Hongkong (239 stores)
Dates: Sept. 9, 2011-May 31, 2012

+Event Calendar:

Mar 3-4
Xiaoshan Plant & Flower Show

Mar 9-16
Boston Seafood Show- ATO/FEUSA
reverse trade mission

Mar 9-11
Natural Products Expo West Trade
Show-ATO/OTA reverse trade
mission

Mar 22-29
USDA Agricultural Trade Mission
lead by U/S Scuse

Mar 23-26
TangJiuHui in Chengdu

Mar 25-28
North Dakota Trade Office/South
Dakota Trade Mission to China

Mar 26- Apr 5
ATO Shanghai Wine Reverse Trade
Mission to CA, OR, & WA states

Mar 27- Apr 5
Minnesota Soybean Board
"International Marketing See For
Yourself China"

right first step.

This calendar highlights the major agricultural trade shows and conferences that are organized privately by trade associations. Some have support from FAS or state or regional agencies.

[2012 U.S. Domestic Trade Show Calendar](#)

The 2012/13 International Trade Show Calendar for USDA Endorsed Shows Overseas is also available for your consideration. Please note that there will be four USDA Endorsed Shows in Shanghai, China in 2012 including the Food Ingredients China Show (FIC), SIAL China Show, China Bakery Show, and Food and Hospitality China Show.

[2012/13 USDA Endorsed International Trade Show Calendar](#)

For More Information click on the recently published [Trade Show Tidbits Newsletter](#).

Earnings Remain Steady, Despite New Challenges, Says Newly Released [AmCham Shanghai China Business Report](#)

Three years after the global economic downturn, U.S. companies in China continue to report positive financial performance even as they contend with rising costs, increasing competition and an uneven regulatory environment, according to AmCham Shanghai's 2011-2012 *China Business Report* released February 15 at the Four Seasons hotel in Shanghai.

- 78% of companies surveyed report that they are "profitable" or "very profitable," roughly matching results from 2010;
- 80% of companies surveyed report revenue growth in 2011 over 2010, down from 87% who said revenue increased in 2010 from 2009 in last year's survey;
- 62% of companies report importing or finished goods from the U.S. into China to support their China operations.

To download the Executive Summary of the report, please [click here](#).

2011 Wine Exports, 90 Percent From California, Reach New Record Of \$1.4 Billion

SAN FRANCISCO - U.S. wine exports, 90% from California, reached a new record of \$1.39 billion in winery revenues in 2011, an increase of 21.7% compared to 2010. Volume shipments were up 5.8% to 455.7 million liters or 50.6 million nine-liter cases.

Mar 27-29

Domotex Wood Flooring in Shanghai (AHEC Pavilion)

Mar 27-30

Interzum Furniture Show in Guangzhou

Mar 28-30

Food Ingredients China 2012, Shanghai USDA Endorsed

Apr 13-16

Hortifloorexpo in Shanghai

Apr 14-21

Idaho Governor Trade Mission to China

Apr 16-20

Napa Valley Vinters' Visit Beijing & Shanghai

Apr 21-26

Highpoint Market Int'l Furniture Trade Show

Apr 18-19

PLMA Exec Training @ Jiaotong Uni Shanghai

May 1-3

FMI Show Dallas, TX

May 1-3

VINEXPO Hongkong -Reverse Trade Mission

May 5-8

NRA Chicago, IL

May 8-10

Sweets & Snacks Expo in Chicago - Reverse Trade Mission

May 9-11

SIAL China - USDA Endorsed Show

May 10-12

Bakery China Show in Shanghai

“The quality, diversity and value of California wines have propelled us to another record year for wine exports,” said Robert P. (Bobby) Koch, [Wine Institute](#) President and CEO. “Our success in removing trade barriers and opening new markets as well as significant marketing investments by our wineries will allow us to reach our goal of \$2 billion in exports by 2020.” For full story, please click [here](#).

"Naturally Color Your Life"- CCI Wuhan Model Show



On February 11 2012, Cotton Council International (“CCI”) successfully held its second national “Naturally Color Your Life” road-show in the mid-China metropolis of Wuhan. In a leading Wuhan shopping mall, the COTTON USA “Designer T-Shirt” series took center stage alongside a unique COTTON USA Cabin furnished entirely with cotton products, leaving the audience marveling at the fusion of cotton furnishings together with the colorful and cozy feel of an American quilt. Selected from CCI’s “Naturally Color Your Life” mini-site www.uscottonlife.com, twelve aspiring models then participated in a fashion “showdown”, competing to display the COTTON USA “Designer T-Shirt” series as well as other pieces from CCI licensees’ collections to their best under the watchful eyes of TV series star He Shengming and 4 other judges. The judges finally selected 4 CCI winning star models for their outstanding performances and connection to the cotton garments.

Moving off the Farm--Land Institutions to Facilitate Structural Transformation and Agricultural Productivity Growth in China

Agriculture has made major contributions to China's economic growth and poverty reduction, but the literature has rarely focused on the institutional factors that might underpin such

May 11-14

[VINEXPO](#), Hongkong

May 18-20

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

May 26-28

[BioFach China](#) Trade Show in Shanghai

June 8-17

Minnesota Governor Mark Dayton Trade Mission

June 10-12

California Trade Mission led by Agricultural Secretary Karen Ross

June 16-18

[2012 China Dairy Expo](#) in ZhengZhou

June 26-28

[Fi Asia China 2012](#) (Health Ingredients & Natural Ingredients China 2012)

Sept 6-8

[Asia Fruit Logistica](#) in Hong Kong

Sept 11-13

[Asian Seafood Expo](#) in Hong Kong

Sept 20-22

[Sweets & Snacks China](#) INTEX, Shanghai

Sept 27-29

[ACLE All China Leather Show 2012](#) in Shanghai

Oct 11-14

Pet Fair Asia, Shanghai

Oct 25-27

2nd Intl Eco and LOHAS Exhibition & Conference in Shanghai

Nov 15-17

structural transformation and productivity. A recently published **World Bank** paper written by [Deininger, Klaus](#), [Jin, Songqing](#), and Xia, Fang aims to fill that gap. Drawing on an 8-year panel of 1,200 households in six key provinces, it explores the impact of government land reallocations and formal land-use certificates on agricultural productivity growth, as well as the likelihood of households to exit from agriculture or send family members to the non-farm sector. It finds that land tenure insecurity, measured by the history of past land reallocations, discourages households from quitting agriculture. The recognition of land rights through formal certificates encourages the temporary migration of rural labor. Both factors have a large impact on productivity (at about 30 percent each), mainly by encouraging market-based land transfers. A sustained increase in non-agricultural opportunities will likely reinforce the importance of secure land tenure, which is a precondition for successful structural transformation and continued economic attractiveness of rural areas. [Click here for more information...](#)

+ Trade Policy Updates

Food Safety

State Council promulgated the Outline for Quality Development (2011-2020) The State Council today revealed the Outline for Quality Development (2011-2020) (Guo Fa [2012] No.9). Realizing the problems in the quality of products, engineering projects and services, the Outline sets the objectives for mid to long term development of standards. Food safety is one of the items to be addressed under product quality. For food safety, the State Council vows to steadily improve the quality of agricultural and food products by 2015. The acceptance rate of sample agricultural products shall be maintained over 96%. By 2020, China will further improve the food quality safeguarding system. By then, overall quality indices of food products shall reach national compulsory standards. Agricultural and food products shall be quality, ecological and safe. The Outline also pledges to tighten food safety controls by establishing mechanisms on agricultural imports/exports and domestic food products. A centralized, efficient and targeted early warning system shall be launched. The early warning system requires the effective collection of food information, risk monitoring and early warning notification. Emphasis shall be put on the construction of a food safety, risk monitoring network, and monitoring the illegal use of additives. (OAA/Ma Jie) Full text of the Outline is available

2012 USDA Endorsed Show in Shanghai

Workshop of China & US Food Safety (Dairy) Regulations and Standards Workshop

Date: March 6th 2012

World Wide (China) Dairy Management Training Center Opening Ceremony

Date: March 6th 2012

Venue: DaSunGeZhuang Town, Shunyi District, Beijing

Taste Washington is Now a Two Day Event!

Date: March 31st- April 1st

Venue: CenturyLink Field Event Center

Seattle, Washington

China Animal Husbandry Expo 2012 (CAHE Show)

Date: May 18 - 20, 2012

Location: Nanjing

Attend the first Virtual Conference for bakery formulation

Virtual Conference (Live conferences Free access)

March 29th, 2012

Starts 8:00 am in New York | 5:00 am in Los Angeles | 2:00 pm in Paris

Featuring insight from leading voices in the industry, the conference will help formulators, nutritionists, marketers and brand development managers answer these questions. For more information, please click [here](#).

at: http://www.gov.cn/zwgc/2012-02/09/content_2062401.htm

Chinese vice premier urges harsh punishments for food safety violations Vice Premier Li Keqiang on February 8 called for strict and harsh punishments against food safety violations and urged strengthened supervision to ensure food safety. Li, also head of the food safety commission under the State Council, or China's cabinet, told participants at a plenary meeting of the commission that authorities should take a proactive approach to deter violations. Prominent problems that threaten food safety have not been fundamentally rooted up, and China still faces a grave situation in ensuring its food safety, he said at the meeting. China will continue its heavy-handed measures against criminal offenses in food scandals and seek to establish a long-term mechanism to check food safety in 2012, Li said at the meeting, during which an agenda for the priorities of China's annual food safety work was reviewed. Incentives and regulations will be established to improve enterprises' management over food products, and the public will be invited to supervise them, according to the meeting. Government departments' roles in monitoring food safety will be comprehensively strengthened in 2012, according to the meeting. Full text of the Central Government news article can be found at: http://english.gov.cn/2012-02/09/content_2062190.htm (OAA/MaJie)

Sustainable Agriculture

China releases national development plan for vegetable industry (2011-2020) The development plan emphasizes the construction of 580 key vegetable producing counties in six regions across south and southwest China. While planted area of vegetables is expected to be maintained at current levels, average yields will hopefully increase by one percent and waste rate decrease by one percent (Post note: current post-harvest waste is around 25 percent), according to the plan, which was jointly published by NDRC and MOA. Government policy and investment will support the construction of wholesale markets and cold chain distribution, as well as the establishment of safety inspection/testing, traceability, and risk alert systems. (www.aweb.com.cn, 2/15/2012) (Reported by OAA/Wu Bugang)

State Council released Development Plan for Modern Agriculture (2011-2015) On February 13, the State Council released China's Development Plan for Modern Agriculture (2011 - 2015). On February 14, the MOA held a press conference to interpret the Plan. According to the Plan, by

Agribusiness Seminar: An Asian Offering

Dates: June 3-6, 2012

Program Fee: \$7,000 USD

Venue: Harvard Center
Shanghai, China

FOR MORE INFORMATION

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If you have any questions, comments, or would like to contribute articles for future issues, please contact Ms. Joy

Wangzhe.wang@fas.usda.gov at ATO Shanghai.

2015, the supply of major agricultural products such as grains will be effectively safeguarded; areas with better conditions, such as the east coast and suburbs of big cities will basically realize the modernization of agriculture; by 2020, major agricultural producing areas will realize modernization of agriculture. (MOA website, 02/14/2012) (OAA/Zhang Lei)

+ Upcoming Events:

USDA EMP Symposium-USDA and MOA Initiative for China Dairy Herd Genetic Improvement

Background: As part of an on-going EMP funded livestock genetic improvement program in China, the US Cooperative World Wide Sires will cosponsor a dairy symposium and launch of a joint dairy training center outside Beijing.

Date: March 5th-6th, 2012, Beijing

Venue: Metropark Lido Hotel Central Meeting Room,
Beijing Chaoyang

Main Speakers:

- Dr. Ole Meland--Chairman of the Board of Directors, National Association of Animal Breeders
- Dr. George Wiggins--Research Geneticist, Animal Improvement Programs Laboratory, ARS, USDA
- Carl Kent--International Sales Coordinator Holstein Association, USA
- Jonathan Lamb--Partner, Lakeshore Dairy and Lamb Farms, Inc
- Jon Wheeler--General Manager, Oord Dairy, LLC
- John Schouten--Chief Executive Officer, World-Wide Sires
- Mike Rakes--Vice President of Planning and Development World-Wide Sires
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USA Wine Pavilion @ SIAL China, May 9-11

ATO Shanghai will coordinate a first-ever USA Wine Pavilion inside the SIAL China Wine and Spirits Hall in Shanghai with IMEX

Management which is the official recruiter of the USA Pavilion at the show. Hundreds of wine exhibitors from around the world will exhibit at this show and we hope more and more companies representing American wine will join this show which is one of China's largest shows dedicated to the rapidly developing Hotel and Restaurant sector.

Participation in the **USA Wine Pavilion** package includes:

- A demonstration counter with your company logo to showcase your products
- A centralized location within the dedicated Wine Hall
- Wine glass rental with glass washing service and delivery
- Spittoon & ice service
- Refrigeration
- Tables and chairs for meetings with buyers
- Two exhibitor badges
- Free entry into the Best Buy China Competition
- Assistance with optional participation (PR events) in the Tasting Room, Wine Business Meetings, Wine Networking Night, Wine Innovation Forum

For more information about the USA Wine Pavilion, please contact Ms. Kelly Wheatley with Imex Management at atkellyw@imexmanagement.com directly or let us know if you have any questions about the show and participation.





WORLD N°1 FOOD EXHIBITION NETWORK

The SIAL China show features a wide array of international exhibitors focused on food and beverage marketing to the retail and HRI sectors. The show has gained tremendous growth over the last 10 years. A record 67 Exhibitors in last year's USA Pavilion generated USD1.4m on-site sales and USD25.6m 12-month estimated sales. For more information about joining the USA Pavilion, [click here](#).

Date: May 9-11, 2012

Venue: Shanghai New International Expo Center, China

La Cuisine @ SIAL China

ATO Shanghai will cosponsor the La Cuisine Chef competitions - Asian Young Hope Chef Contest and Escoffier Team Trophy Contest at SIAL from May 9th-11th. In addition to four cooperators ([the US Meat Export Federation](#), [Dairy Export Council](#), [U.S. Potato Board](#) and [Alaska Seafood Marketing Institute](#)) sponsoring their products as official participants in the events, all exhibitors in the USA pavilion are welcome to donate sample products that can be used in the VIP demonstration kitchen that will be open during the competition period and manned by 50+ executive chefs from around the world. For more information about the Chef Competition events and the demonstration kitchen, please contact Ms. Joy Wang at zhe.wang@fas.usda.gov

[Boston Seafood Show, March 9-16](#)

ATO marketing specialists from Beijing, Guangzhou, and Shanghai China will lead Chinese buyer teams to attend the Boston Seafood Show in March. With increasing incomes and food safety concerns, there is growing demand for Chinese consumers to purchase high quality seafood products from the United States. As a result, seafood exports to China from the United States have been expanding from west coast products typically from Alaska to east coast products such as Maine lobster and Maryland blue crab.

[Natural Products Expo West Show, March 8-11](#)

Shanghai ATO Marketing Specialist Ms. Freddie Xu will lead a small group of buyers from East China to attend the Natural Products Expo in Anaheim, California with support from the US Organic Trade Association. Demand for organic and natural products is growing at rapid rate in China. However, many uncertainties remain due to China's limitation on labeling of imported organic products that have not been approved by

China's own organic certification system. The FAS Agricultural Affairs Office in Beijing is working with Chinese authorities in order to find a solution to this lingering problem.

[TangJiuHui, Chengdu, China, Mar.23-26](#)

The Tang (candy/sweets) Jiu (spirits) show is China's largest, domestic food show which takes place every spring in Chengdu and rotates around China for a second show in the fall. It is organized in a very non-traditional way and most Chinese food companies will rent floors in hotels to entertain clients before the show opens. ATO Chengdu is busy preparing for the annual Tang Jiu Hui (Sugar and Spirits Fair), which will be held March 23 - 26 at the New Exhibition Center in Chengdu. "Pre-trade show" events at local hotels are expected to open March 19 and will feature wine, liquor, bakery ingredients, and other confectionery products. While not a USDA-endorsed show, the 2011 show attracted 3600 exhibitors and generated RMB3 billion worth of signed contracts. The afternoon of March 21, the California Wine Institute will host a California wine education seminar for media, followed by ATO Chengdu's annual U.S. wine tasting event for traders. Interested wineries please contact us at ATOChengdu@fas.usda.gov!

Date: March 23-26, 2012

Venue: Chengdu New International Expo Center

USDA Undersecretary Scuse to lead Agricultural Trade Mission to Chengdu and Shanghai, China from March 22-28, 2012

USDA will organize an agricultural trade mission lead by USDA Undersecretary Michael Scuse to visit Chengdu's Tangjiuhui trade show which is one of the largest domestic food/beverage shows in China and the FIC show in Shanghai. The delegation is expected to include agricultural leaders from 7 states and another 30+ company representatives. For more information about this mission, please [click here](#).

[Food Ingredients China, March 28-30](#)



The FIC is China's largest international show featuring food additives & ingredients with over 1000 exhibitors from more than 20 countries. The 2012 show will be endorsed by USDA for the first time. It will also be held this year in the World Expo Convention Center. For more information about joining the USA Pavilion, [click here](#).

Date: March 28-30, 2012

Venue: Shanghai World Exhibition & Convention Center

Bakery China, May 10-12



Bakery China 2012

Bakery China is the most professional and international baking show in Asia, attracting over 80,000 visitors, including wholesale distributors, food manufacturers and bakery owners from over 30 countries. Bakery China continues to play a leadership role in the baking industry, focusing on raw materials, production and processing equipment, utensils, and packaging materials. In 2012 Bakery China will be held at the Shanghai New International Expo Center for the first time from May 10 to 12. [Official Show Website](#)

International trade shows offer cost-effective opportunities for developing U.S. export markets, and the USDA-endorsed USA Pavilion at Bakery China 2012 provides U.S. exhibitors with a number of economical and hassle-free participation alternatives.

[USA Pavilion at Bakery China 2012](#)

[USA Pavilion](#)

[Application](#)

[Date: May 10-12, 2012](#)

[Venue: Shanghai New International Expo Center](#)

[B-FOR International](#)

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+ GAIN Reports | Global Agricultural Information Network

- [Hygiene Regulations for the Catering Industry \(Draft for Comments\) Beijing China - Peoples Republic of 2-23-2012](#)
- [Cotton Market Updates Beijing China - Peoples Republic of 2-24-2012](#)
- [Ministry of Health Areas of Focus for 2012 Beijing China - Peoples Republic of 2-9-2012](#)
- [12th Five-year Plan on National Food Safety Standards Beijing China - Peoples Republic of 2-10-2012](#)
- [Standard of Maximum Residue Limits for Pesticides in Foods Beijing China - Peoples Republic of 2-21-2012](#)

-
- Meat Demand In Urban Chinese Households Beijing ATO China - Peoples Republic of 1-5-2012
 - North China Wine Markets Beijing ATO China - Peoples Republic of 1-5-2012
 - The Westernization of Chinese Breakfast Beijing ATO China - Peoples Republic of 1-20-2012
 - Two Administrative Measures on Feed and Feed Additives Beijing China - Peoples Republic of 2-16-2012
 - Administrative Measures on Seed Production and Operation License Beijing China - Peoples Republic of 2-10-2012
 - Administrative Measures on Feed and Feed Additives (FINAL) Beijing China - Peoples Republic of 2-8-2012
 - National Food Safety Standard on Polyethylene Resin Beijing China - Peoples Republic of 2-2-2012
 - National Food Safety Standard on Polypropylene Resin Beijing China - Peoples Republic of 2-2-2012
 - National Food Safety Standard on Sodium Ferrocyanide Beijing China - Peoples Republic of 2-2-2012
 - National Food Safety Standard on Vegetable Activated Carbon Beijing China - Peoples Republic of 2-2-2012
 - National Food Safety Standards on Calcium Beijing China - Peoples Republic of 2-2-2012
 - National Food Safety Standard on Methanol Beijing China - Peoples Republic of 2-2-2012