

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

Voluntary _ Public

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Post: Shanghai ATO

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Report Categories:

Agricultural Trade Office Activities

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Report Highlights:

This month activities include: Ole Country-wide in-Store Promotion "Yes! America!", USHSLA at All China Leather Exhibition in Shanghai, USDA's U/S Woteki visits Beijing, Detained Shipment released with help from OAA/Beijing, Glauber Visits China, ASA celebrates its 30th Anniversary, ATO Beijing Launches Food Ingredients Seminars, New Hope Dairy Group Begins Purchasing U.S. Alfalfa, Nature, the Largest Wood Flooring Manufacturer in China to Engage More US Wood Exporters, American Food Festival Launch at Grand Metro Hotel Shenyang • China Furniture Expo 2012 held in Shenyang, Evergreen Building Products Association-China Sales Mission - Beijing, Tianjin & Qingdao WUSATA Trade Mission to China. For the newsletter with working links please click on the following

URL: http://www.icontact-archive.com/ax046v6l6BKR3bNhR6gW9aR_NaT7DsC2?w=3



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ATO China Map



 **Regional Coverage**
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Beijing:

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- [WUSATA Trade Mission to China](#)
- [Reserve your booth at FHC China's expanded USA Wine & Spirits Pavilion in November 2012!](#)

+ Facts & Figures

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

BULK

Wheat

2007	6.09
2008	0.14
2009	86.89
2010	40.53
2011	160.19

Jan.-June Comparisons

2011	40.98
2012	87.21
%Chg	112.8

Soybeans

2007	4,117.4
2008	7,259.7
2009	9,193.7
2010	10,816.6
2011	10,480.2

Jan.-June Comparisons

2011	4,757.4
2012	4,902.0
%Chg	3.04

Cotton

2007	1,461.2
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Ole Country-wide in-Store Promotion "Yes! America!"



ATO GZ director Jorge Sanchez at Ole | ATO SY director Philip Jarrell at Ole

On September 1, ATO Directors from Guangzhou, Chengdu, Shanghai and Shenyang participated in the opening ceremony of Ole in-store promotions in their regions. The "Yes America!", national promotion was co-organized by ATO Guangzhou and CR Vanguard.

Ole is one of China's only gourmet supermarket chains and is opening stores at rapid rate. Currently it has 18 outlets nationwide and plans to increase the number of BLT stores (better life together) as well. This year Ole celebrates its ninth year anniversary. Its first national American Food and Culture promotion included 14 select outlets. FAS China and 15 U.S. cooperators and organizations jointly sponsored this national promotion, which starts from Sept 1st through Sept 15th. Four opening ceremonies were launched simultaneously in Shanghai, Shenzhen, Shenyang and Chengdu.



Chengdu CG Toyryla at Ole
Schneller at Ole

ATO Shanghai

Over 1,000 US products will be featured during the promotion

2010	2,214.8
2011	2,632.4*
<i>Jan.-June Comparisons</i>	
2011	1,906.1
2012	2,564.2
%Chg	34.5

INTERMEDIATE

Feeds & Fodders	
2007	51.86
2008	71.84
2009	228.64
2010	735.95*
2011	627.11
<i>Jan.-June Comparisons</i>	
2011	235.60
2012	502.21
%Chg	113.17

Planting Seeds	
2007	32.29
2008	38.98
2009	48.78
2010	93.08
2011	95.95*
<i>Jan.-June Comparisons</i>	
2011	52.57
2012	58.57
%Chg	11.31

CONSUMER ORIENTED

Breakfast Cereals	
2007	4.1
2008	4.1
2009	3.7
2010	7.0
2011	8.5*
<i>Jan.-June Comparisons</i>	
2011	3.65
2012	7.99
%Chg	119.1

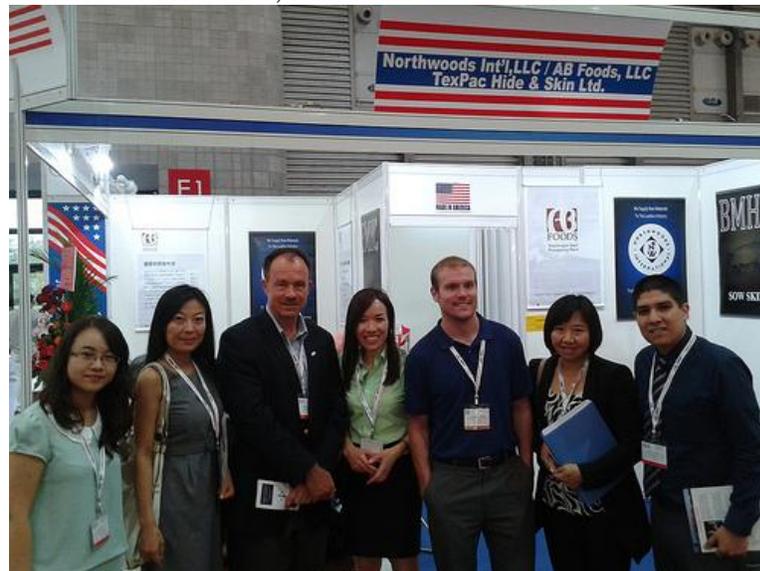
Poultry Meat	
2007	347.5
2008	441.6
2009	400.9

with over 200 new SKU's entering some 2nd tier cities for the first time. The main categories include snacks, drinks, dried fruits, nuts, meat, seafood, wines, beer, fresh fruit, sauces, coffee, and dairy products. ATO offices will follow up with sales and media coverage reports in the coming weeks.

+ Recent Events:

USHSLA Exhibits at All China Leather Exhibition in Shanghai

[The U.S. Hide, Skin and Leather Association](#) once again had an exhibition pavilion at the All China Leather Exhibition (ACLE) for the 12th consecutive year this September. The event is partially funded using the U.S. Department of Agriculture's Foreign Market Development program and in conjunction with the assistance of the Foreign Agricultural Service staff in Shanghai. The show was held at the Shanghai New International Expo Centre from September 3 - 5, 2012. This is the premiere leather goods and manufacturing trade event not only in China, but for all of Asia. It regularly attracts tens of thousands of buyers from around the world to sample and select raw materials for the leather, fashion and footwear industries.



ATO Shanghai, US Pavilion Representative and USHSLA organizer

The following companies participated in this year's pavilion:

- AB Foods, LLC**
- Bank Brothers & Son, Ltd.**

Jan.-June Comparisons

2011	51.8
2012	78.7
%Chg	52.0

Tree Nuts

2007	53.8
2008	86.5
2009	142.7
2010	144.7
2011	202.5*

Jan.-June Comparisons

2011	53.3
2012	111.4
%Chg	109.3

Wine and Beer

2007	14.8
2008	20.1
2009	25.0
2010	35.0
2011	65.3*

Jan.-June Comparisons

2011	26.5
2012	33.5
%Chg	26.4

Forest Products

Hardwood Lumber

2007	222.1
2008	187.4
2009	208.2
2010	359.1
2011	506.7*

Jan.-June Comparisons

2011	269.2
2012	286.8
%Chg	6.55

Softwood & Treated Lumber

2007	30.8
2008	26.1
2009	35.1
2010	100.5
2011	245.2*

Jan.-June Comparisons

2011	123.7
2012	74.4

Boston Hides & Furs, Ltd.
Harland M. Braun & Co./Braun Exports
Mohawk Trading Company
National Beef Packing Company
Northwoods Intl LLC.
Quaker City Hide
Southwest Hide Co.
Texpac Hide & Skin Ltd.
Twin City Hide Company
Union Hide Company
For detailed information, please click [here](#).

- **OAA Beijing**

USDA's U/S Woteki Had A Busy Week in China:

From August 20-24, [USDA's Catherine Woteki, Under Secretary for the Research, Education, and Economics mission](#) area joined with China's Ministry of Science and Technology in Shandong to lead discussions at the 10th Sino-U.S. Joint Working Group Meeting on our joint agricultural research agenda. USDA and MOST, together with the Gates Foundation, also hosted a one-day Mini-Summit on Agricultural Research, Innovation and Entrepreneurship. Officials, academics and private sector representatives from a number of countries, including Africa, joined the mini-summit.

U/S Woteki also visited Beijing to meet with her counterparts at the China's Academy of Agricultural Sciences and Ministry of Agriculture. She raised the upcoming G-20 meeting in Mexico which will include a special session on Chief Agricultural Scientists from member countries on crop productivity and other challenges facing global agriculture. Dr. Woteki also provided the keynote address at the Sino-U.S. Advanced Biofuel Symposium with Tsinghua University and PetroChina. U/S Woteki visit to China strengthened existing relationships on agricultural research and opened the door for new areas of cooperation between both countries.

Detained Shipment Released Due to OAA/Beijing's Consistent Efforts

The Office of Agricultural Affairs (OAA/Beijing) coordinated with representatives of the Johnsonville Sausage company and the General Administration of Quality, Supervision, Inspection and Quarantine (AQSIQ) to successfully clear a detained shipment of meat products valued at US \$100,000. This particular shipment was key to Johnsonville's future distribution plans in China.

Glauber Visits China, ASA celebrates its 30th Anniversary

Dr. Joseph Glauber, USDA's Chief Economist was in China to renew senior-level dialogue and partnerships on agricultural economic and policy analysis, market information transparency and credible data collection and forecasting with counterparts. Dr. Glauber had

Seafood Products

Salmon Whole or Eviscerated

2007	158.7
2008	141.0
2009	154.2
2010	210.0
2011	286.0*

Jan.-June Comparisons

2011	12.9
2012	16.5
%Chg	27.7

Crab & Meat

2007	14.1
2008	44.0
2009	41.7
2010	41.6
2011	67.0*

Jan.-June Comparisons

2011	52.0
2012	84.1
%Chg	61.7

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

* Denote Highest Export Levels since at least CY 1970

+Recent News:

Coke dismisses Chinese consumer brand faith fears

The Coca-Cola Company has hit back after reports in the Chinese media claimed survey results showed consumers were losing trust in the brand. *Food Navigator Asia*

Chinese giant Wahaha 'leads pack' after KP Snacks

A Chinese food giant has emerged as the leading

constructive meetings with the Ministry of Agriculture, National Bureau of Statistics, Chinese Academy of Agricultural Sciences and agreed to future exchanges and collaboration. He also partnered with Dr. Huang Jikun, one of China's most-noted agricultural economists in a roundtable discussion with 70 key grain groups and government agencies to discuss grain security from now until 2025. This roundtable took place at the American Soybean Association's (ASA) 30th anniversary celebration where DCM Robert Wang provided opening remarks. ASA represents the U.S. soybean sector, which accounts for 45 percent of overall U.S. agricultural exports to China (valued at \$10.5 billion).

- **ATO Beijing**

ATO Beijing Launches Food Ingredients Seminars

ATO Beijing launches food ingredients seminars in Beijing and Zhengzhou. During August, ATO/Beijing launched an EMP-funded seminar series aimed at introducing U.S. food ingredients into Chinese processed foods. The first seminar, in Beijing, was conducted in conjunction with the China Institute for Food Science and Technology, the State of Nebraska, and the University of Nebraska at Lincoln. The event was a followup on last year's dry bean seminars, and focused on the practical applications of dry beans in processed foods, with an emphasis on instant noodles. The second seminar, in Zhengzhou, was a cooperative effort with China Food News, aimed at introducing a wide range of U.S. ingredients into frozen foods, with an emphasis on dumplings. Zhengzhou was selected due to the presence of a number of national-scale food manufacturers in the city. ATO has also collected information on major food manufacturing operations in North China, including their ingredient needs. This report is available by request.

New Media/Food Blogger Team to the U.S.

ATO/Beijing, in conjunction with ATOs in Chengdu and Shanghai, has organized a team of food bloggers to visit key sites in the U.S. to learn more about healthy U.S. foods and dining trends. The team is being led by Amy Zhang, and will visit New York, North Carolina, Louisiana and Chicago, from September 17-30. For more information, please click [here](#).

Cold Chain Team. ATO/Beijing's Pei Zhiyong will lead a self-funded team from the Chinese cold chain industry on a study tour through the U.S. The group will depart September 19 and return in early October. For further information, contact ATO/Beijing.

Animal Husbandry Week, ATO/Beijing plans to coordinate a series of events/dinners with various US associations that will participate in the VIV feed and Beijing Horse Show from September 13-18. For more information, contact ATO/Beijing.

contender to buy United Biscuit's (UB's) KP Snacks business, according to the state-owned *China Daily* newspaper.

Safety-aware Chinese consumers turning to dairy imports - survey

Chinese consumers are turning to imported dairy products as their confidence in the safety of domestically-manufactured food brands continues to decline, a survey has found. *Food Navigator Asia*

Imports 'safer' thinks China: Report

Chinese consumers are turning to imported food products as the local food manufacturing industry struggles with safety and quality issues, a report has found. *Food Navigator Asia*

China's breakfast table: A local affair

Manufacturers targeting China's breakfast market need to realize it is a local taste affair if they are to capture consumers, according to Mintel.

China: Are imports to blame for latest infant formula problems?

More problems with infant formula milk powder have been found in China, but this time it's not domestic dairies but imports that are being blamed. *Food Navigator Asia*

The Brewing Raw Material Journal No.337

(Source: RMI Analytics)

China faces higher inflation due to rising pork prices

- **ATO Chengdu**

A Bite of the Southern U.S. in the Vibrant Southwest China

On August 15, the Southern United States Trade Association (SUSTA) brought a delegation of U.S. companies from the states of Maryland and North Carolina to Chongqing. This represented SUSTA's first business delegation to the Chongqing Municipality of 33 million consumers aimed at developing contacts and generating interest in this region. One-on-one meetings were arranged for U.S. companies with local importers, distributors, and traders. Products introduced include packaged food products, health products, pulses, confectionery products, and beverages, which attracted about 50 local contacts to join this event. ATO Chengdu supported this event and continues to follow up with local contacts that require further assistance.

New Hope Dairy Group Begins Purchasing U.S. Alfalfa

Back in June, ATO Chengdu introduced the general manager of New Hope Dairy Group to Border Valley, Standlee Hay, and Anderson Hay. On September 5, we learned New Hope Dairy ordered 2,000 MT of U.S. alfalfa hay from these suppliers, a direct import valued at \$760,000. The first batch of 600 MT arrived via the Port of Yangshan in Shanghai, and currently awaits customs clearance. The GM told ATO Chengdu the company has already contracted for future sales, and intends to continue importing high quality U.S. alfalfa hay for its Southwest China dairies.

Performance Packaging Company Explores Chengdu Market

On August 27, Performance Packaging, a leading supplier of flexible packaging products for over 16 years, conducted market outreach and exploratory meetings in Chengdu. ATO Chengdu set up a host of meetings with potential buyers of their natural food products including: gourmet popcorn, natural tortilla chips, and natural baby food. From these meetings, four solid leads were produced, and contract negotiations are currently ongoing.

- **ATO Guangzhou**

Nature, the Largest Wood Flooring Manufacturer in China to Engage More US Wood Exporters

With over 3,000 retail outlets in Mainland China, Nature is the single largest wood flooring manufacturer in China. Its retail chains can be found in Beijing, Shanghai, Shenzhen, Guangzhou and most other second and third tier cities as well. A public listed company in Hong

China is expected to face a higher level of inflation in 2013, due to rising pork prices amid declining domestic supply.

[China crushers compelled to accept costly US soy due to declining supply](#)

China's crushers are compelled into receiving costly US soy cargoes, due to fears of declining US soy supplies. (Source: eFeedlink)

[China's pork production rise 116% for first half of 2012](#)

China's fresh and frozen pork imports reach 272,700 tonnes during the first half of 2012, a 116% increase on-year. (Source: eFeedlink)

USHSLA Exhibits at All China Leather Exhibition in Shanghai



Bank Brothers & Son Ltd.



Boston Hides & Furs Ltd.,

Kong, Nature expanded its product lines to include wood wardrobe and wood kitchen cabinets in 2010. Each year, Nature imports millions of dollars of US hardwoods from Pennsylvania, New York, Georgia and Mississippi. To help promote US hardwood products to Chinese home owners, and with support from the CSSF, FAS China partnered up with Nature to organize the second US hardwood retail promotions in 16 cities across China. Opening ceremonies for these promotions are featured in modern home furnishing malls with the marketing tagline "US Woods, Your Home's Legacy". We look forward to engaging more US wood exporters with sophisticated China home owners. ATO colleagues will participate in several opening ceremony events in their respective regions in September.

- [ATO Shanghai](#)

American Food Festival-Menu Promotion in Zhejiang & Jiangsu



In collaboration with [Suzhou Crowne Plaza](#) , [New City Garden Hotel](#) , [Hangzhou Landison Plaza Hotel](#) and [Xinchang Landison Greentown Hotel](#) , ATO Shanghai launched a series of Great American Food Festivals with four 5-star hotels in Jiangsu and Zhejiang starting from August 23 till September 27. These hotels are promoting U.S. pork, Alaskan snow crab, oysters, yellow sole fin, potato products, cheese, almonds, raisins and other food ingredients as well as California wine provided by Dragon Trading. Mr. Jeffery Powell, a celebrity guest chef from the United States who currently resides in Beijing and speaks fluent Mandarin, hosted cooking demonstrations and seminar events with local chefs in Jiangsu and Zhejiang. Executive chefs in each hotel and other invited local chefs interactively communicated with chef Jeffrey who also provided an informative and entertaining demonstration to all the guests,



Mohawk Trading Company



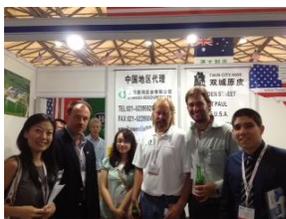
National Beef Packing Co.



Quaker City Hide



Southwest Hide Company



Twin City Hide Company

[bloggers](#), and lifestyle media contacts who attended the press conference events to launch the promotions.



Mr. Keith Schneller and Mr. Alan Hallman traveled to each city to launch the reception dinners, where our US product sponsors, local traders and hotel chefs made many new contacts consistent with ATO's distributor development strategies. Euro Foods (Suzhou) Trading Company and [Meilong United \(Ningbo\) Trading Company](#) were the main sponsors of the events. Both successfully reached further collaboration agreements with each of the four hotels respectively. For more information, please click [here](#).

World Liquor Forum in Wenzhou



ATO Deputy Director Alan Hallman and Marketing Specialist Susan Zhang visited Wenzhou during Aug 26- 28 to attend the World Liquor Forum, which was sponsored by the Wenzhou Liquor Association and Shanghai Grand Echo International Trade Company, a leading wine importer that imported over 400 containers of wines in 2011. Alan Hallman gave a presentation on wines from the United States to over 1,000 wine importers/distributors, wine cellar owners, HRI professionals, media reporters, and local Wenzhou government officials. Representatives from South Africa, France, Romania, Chile, and Moldova were also present. For the full story, please click [here](#).

Market Research of Yiwu and Jinhua in Zhejiang

ATO Shanghai conducted a two-day market research tour of the dynamic economies of Yiwu and Jin Hua City. The Foreign Affairs Office in Yiwu municipality took ATO staff on tour of its famous, commodity market -Yiwu International Trade Mart, which covers a business area of more than 4,700,000 square meters and leases out 70,000 booths, among which 65% are focused on foreign trade. ATO staff visited District Five inside the huge trade mart, where the



Union Hide Company



+Event Calendar:

2013 United States Trade Show Calendar

Aug. 23- Sept. 27
American Food Festival in Suzhou, Hangzhou and Xinchang

Sept. 4-7
All China Leather Show in Shanghai

Sept. 5-7
Fruit Logistica HK

Sept. 7-9
HORFA Shanghai - US Livestock Genetics Export Council

Sept. 9-15
WUSATA trade mission to China

Sept. 9-13
Guiyang Alcohol and Spirits Fair -ATO Chengdu

Sept.9-15
Media blogger tour of U.S. (ATOs

imported commodities mall is located. During the tour, ATO staff met with the only five-star local hotel's food and beverage manager and executive chef to learn about local dining trends and the penetration of American wines and other food products onto the local peoples' banquet tables. ATO also visited the largest food distributor to hotels and restaurants in Yiwu called Qianweihang Distribution Company. The company also manages more than 20 fast food restaurants in Yiwu. ATO staff visited the Tesco Yiwu store and had a good conversation with the store manager to learn more about Yiwu consumption habits and the performance of imported products in their stores. The contacts we met with are quite eager to expand their inventories of imported food and beverage products and to jointly support American Food Promotion activities.

- **ATO Shenyang**

Opening ceremony of a Great American Food Festival at the Grand Metro Hotel Shenyang

From Aug 8-31, jointly with Grand Metro Hotel, ATO Shenyang conducted a Great American Food Festival at the hotel's restaurant. Being one of the five-star hotels in Shenyang, Grand Metro Hotel was newly opened last year. This event featured many American foods, including pork, seafood, cheese, nuts, fruits, dried fruits, wine, frozen potato products, burgers, etc.



The US Consul General in Shenyang, the Chairman of the Board of the Grand Metro, and the new director of ATO Shenyang, attended the opening ceremony on Aug 8th. Mr. Li, the F & B manager was optimistic this American Foods Festival would help boost the awareness of American cuisine. Many major local media were also invited, including Liaonshen Evening News, one of the most influential media in Liaoning Province.



BJ, CD, SH)

Sept. 10-15
Chinese Chef Training Program
@ CIA Napa Valley

Sept. 10-12
USDA All-China Cooperator
Meeting in Xian

Sept. 10-15
GFurniture Manufacturing and
Supply China Shanghai - SEC &
AHEC

Sept. 11-13
Asian Seafood Expo in Hong
Kong

Sept. 12-14
Maine Governor Paul LePage
Delegation Visit

Sept. 14-15
Whiskey Live Shanghai

Sept. 15
Opening Ceremony of American
Food Festival at Changchun
Eurasia Shopping Mall

Sept. 17
ATO Shenyang Welcome
Reception

Sept. 17-21
Texas Agr Dept Pecan Team visit
to China

Sept. 18-20
Natural Products Expo East
Buyers Mission
Baltimore, Maryland

Sept. 20
Kansas Ag Delegation's visit to
China

Sept. 20-22
Sweets & Snacks China
INTEX, Shanghai

China Furniture Expo 2012 held in Shenyang

Invited by Liaoning Furniture Association, ATO Shenyang attended the Opening Ceremony of the China (Shenyang) Furniture Expo on Aug 17th in Shenyang, which is reportedly one of the biggest furniture shows in north China. Due to a domestic logging ban which was implemented in 1999 in China, many furniture and flooring manufacturers were forced to use imported lumber. Major exporters in addition to the United States include Russia, Indonesia and Burma. With the growth of wealth and the appreciation of Renminbi, US hardwood products are getting increasingly popular among high-end Chinese furniture and flooring consumers.



Opening Ceremony of Nature Flooring Promotion in Shenyang

On Aug 19th, ATO Shenyang attended the Opening Ceremony of the Nature Flooring Promotion at Shenyang Hongxingmeikailong, one of the most popular furniture shopping mall in Shenyang. Mr. Jarrell, Director of ATO Shenyang, delivered a speech to launch the promotion event. Similar promotions will be launched across China in 14 other Nature stores during September promoting US hardwood flooring products.



U.S. Cooperators in China

USSEC Hosts World Soy Customers in September

USSEC and the United Soybean Board (USB) will host soy customers from more than 20 countries in September. Teams from Europe, Asia, and Central and South America will visit a variety of stops in multiple states. The trade teams will learn more about U.S. agriculture and U.S. soy through tours of farms, export facilities, modern livestock and poultry facilities, and the Chicago Board of Trade.

“This year, especially, it’s important to get our customers out in the field to alleviate fears of not having a crop and also highlights our sustainability,” says Marc Curtis, a soybean farmer from Leland, Miss., and a member of USB’s international marketing program. “You increase demand by making foreign buyers more comfortable with the United States, the reliable supply we have and the quality of our product.”

By focusing on the needs of the individual teams, USSEC and USB hope to continue to grow the personal relationships needed to sell U.S. soy

Sept. 20-21

Nevada Governor Brian Sandoval

Sept. 20-21

Michigan Governor Richard Snyder visits China

Sept. 20-25

Western Fair, Chengdu

Sept. 23- Oct. 5 Parkshop
Chengdu in-store promotion -
Chengdu ATO

Oct. 2-3

Food Export Marketing Forum
Chicago, Illinois

Oct. 2-6

Value-Added Feed Ingredients
Buyers Mission at World Dairy
Expo
Madison, Wisconsin

Oct. 2-3



Food

Export Marketing Forum
Chicago, Illinois

Oct. 25-27

2nd Intl Eco and LOHAS
Exhibition & Conference in
Shanghai

Oct. 26-28

PMA Fresh Summit
Anaheim, California, USA.

Oct. 26-28

China Food Expo
Chengdu, China.

Nov. 5-7

Taste of California Oakland

Nov. 5-9

globally and maintain soy's rank as one of the top U.S. agricultural exports.

Evergreen Building Products Association-China Sales Mission - Beijing, Tianjin & Qingdao

The Evergreen Building Products Association's (EBPA) US-China Build Program (USCB), with the Foreign Agricultural Service, and the Department of Commerce, is organizing its seventeenth sales mission and seminar series for US building materials suppliers, architects and designers.

The three seminar series has consistently attracted between 300-530 attendees and resulted in over \$230 million in reported sales and numerous distributorships since 2008.

Each seminar includes an introductory presentation, followed by presentations by US company representatives about product applications, cost and performance benefits, and case studies. Presentations also include information about design techniques and services. US design firms and suppliers are featured in the seminars and table top displays.

The seminars are focused on informing Chinese wholesale-distributors, manufacturers, builders, interior designers, government contacts, and architects about US design techniques and building materials-and how these techniques and materials can be utilized to improve construction performance and aesthetics. Ample time is included during two table top mini-trade shows for attendees to display product samples and meet with Chinese attendees. For more information, please click [here](#).

+ Trade Policy Updates

As China develops and publishes additional implementing regulations for its Food Safety Law, U.S. exporters are likely to face new constraints or even import challenges. The environment is likely to be confusing as the specific standards, guidelines and other documents are released, perhaps without advance notice. FAS/Beijing is attempting to monitor and track all the different announcements, publications, and notifications, and to make sure the USG and industry have an opportunity to comment when appropriate and adjust to the new situation. Following is a bit more detail on three GAIN reports regarding Public Notice No. 55 and AQSIQ Decree 145, which have attracted attention:

GAIN report 12040 (June 27, 2012) conveys AQSIQ Public Notice [2012] No. 55. This Public Notice requires foreign food exporters and Chinese food importers to register with AQSIQ using an electronic

Supply Side West Las Vegas

Nov. 11-13

Retail Buyers Mission at the
PLMA Show
Rosemont, Illinois

Nov. 14-16

Food & Hospitality China 2012
USDA Endorsed Show Shanghai

Dec. 12-14

PLMA show Shanghai

**American Food Festival Menu
Promotion in Zhejiang & Jiangsu**

Suzhou Crowne Plaza



platform it has developed. This registration does not require or involve any certification from the competent authorities in the exporting country. It seems to be an attempt to create a database of exporters and importers of food products. For those who do not already have the report: please click [here](#).

GAIN report 20020 (April 6, 2012) was the initial report to convey AQSIQ Decree 145. This Decree outlines the administrative measures and other requirements for the registration of food manufacturers whose products are exported to China. In this case, competent authorities in the exporting country must provide specified certifications. For those who do not already have the report: please click [here](#).

An update of the Decree with revisions and a bit more explanation was published on June 27 as GAIN 12020: please click [here](#).

The AQSIQ Decree is of more concern to USDA and to FDA than the Public Notice and the USG will no doubt continue to have discussions with China on its provisions. The registration requirement is being phased in by sector. At present, the Decree covers only meat and seafood. AQSIQ is granting a grace period to May 1, 2013 for this initial set of products under Decree 145. Due to the provisions of a 1999 MOU between USDA and AQSIQ, U.S. meat establishments are not subject to the Decree, although we have different views on whether or not processed meats are exempt. We understand the next sector will be dairy. Wine might also be included, but not in the short term. Other products or product sectors will be announced in the future.

The sound bite answer is that Public Notice 55 applies to traders (exporters/importers) with no official verification/certification required, while Decree 145 applies to food manufacturers and requires an official government verification/certification. According to Public Notice 55, all exporters and importers dealing with food products in China market will need to register with AQSIQ by October 1, 2012.

+ Upcoming Events:

PMA Buyer Mission to the U.S.

ATO Shanghai will lead a PMA buyer mission to visit California and Oregon State and PMA Fresh Summit trade show in Anaheim from Oct 24-31. In California, the trip includes visits to orchards and packing house around Fresno and Bakersfield, and meetings with trading companies. The team will include fruit importers and representatives from retailers, online retailers and wholesale markets. ATO Shanghai



Hangzhou Landison Plaza Hotel



will be reaching out to relevant cooperators and State Departments of Agriculture to help with trip logistics.

For more information, please contact Ms. Freddie Xu (Zhen.Xu@fas.usda.gov) at [ATO Shanghai](#).

WUSATA Trade Mission to China

WUSATA is sending its first out-bound trade mission this year to China. The mission is scheduled for September 9 - 12, 2012 with visits to Shanghai and Beijing. Currently, 12 companies from WUSATA region have confirmed to participate in the trade mission under the lead of activity manager, Ms. Amanda J Welker from Oregon. Here below is the list of participating companies:

- Crown Nut Co.
- Dundee Brandied Fruit Company
- Honey Ridge Farms LLC
- Koos Foods Inc.
- Knomad Wine Group
- Maxim Manufacturing and Marketing
- NW Commodities Marketing
- Nargo Industries USA Inc.
- Redwood Trading Group
- Supply Source
- S'Better Farms
- Timothy Kreder Farms

During September 9 - 10, the group will stay in Shanghai and join in a retail tour, trader meetings and a reception.

2012 WUSATA Trade Mission to China (By invitation only)

Time: 12:00 - 14:30 September 10, 2012 Monday

Venue: Zurich I Room, 3/F Swissotel Grand Shanghai
No. 1 Yu Yuan Road, Jing An District, Shanghai

Coordinator: SMH International Shanghai | Shengming@sh163.net

The 14th China Chain Store Expo

From Nov 1-3, ATO Shanghai will cooperate with the China Chain Store and Franchise Association to organize a delegation of east China based importers, distributors and U.S. companies to exhibit at the "14th China Chain Store Expo" in Tianjin. The CCSFA will provide FAS China with a free information booth at the show. Last year 103 retailers from all over China participated in the expo which included Walmart, Carrefour, Auchan, Tesco, Ito Yokado, etc. Through this Expo, ATO would like to introduce U.S. companies, importers, and distributors to retailers all over China; to create match-making opportunities between U.S. products suppliers and Chinese retailers and to identify opportunities for outreach and collaboration with

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retailers in and outside of Shanghai in support of the development strategy. For more details about the Expo, please refer to the link <http://www.chinaretailexpo.com/cn/default.asp> For more information about joining this activity, please contact Ms. Leanne Wang (Li.Wang@fas.usda.gov)

Reserve your booth at FHC China's expanded USA Wine & Spirits Pavilion in November 2012!



FHC China 2012 will host the largest USA Pavilion to date covering 1100+sqm with over 70 companies. The USA Pavilion will join over 40+ National Groups (up from 27 in 2011) and 1500+ exhibiting companies from over 70 countries, the largest FHC to date. Additionally, US Wine & Spirits companies can participate in the renowned China Wine Sommelier Challenge and the USA Wine & Spirits Pavilion located in the newly FHC Wine & Spirits hall; devoted uniquely to international wines & spirits where renowned [ProWein has just announced the 'ProWein Tasting Zone' offering over 300 international wines alone for tasting.](#) FHC China offers buyer drawing events such as: China Sommeliers Challenge, Ultimate Barista Challenge, Ice Cream University, China Culinary Arts Competition, Chinese Pizza Championship, Olive Oil China and more! FHC China is the largest international food, drink, hospitality, food service, bakery and retail event in China.

Date and Location: November 14-16, 2012, Shanghai New International Expo Centre (SNIEC)

FHC China 2012 will feature an expanded USA Wine & Spirits Pavilion! For more information on the Pavilion how and how to reserve your booth, please [Click Here](#)



RESERVE YOUR BOOTH NOW

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*Products exhibited in the USA Wine & Spirits Pavilion must promote and display a majority of products (greater than 51% by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin content if it is comprised of at least 51% U.S. origin content by volume or by value, exclusive of added water.

For more information on FHC China 2012, please visit
<http://www.fhcchina.com/en/index.asp>

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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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