

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## **China - Peoples Republic of**

### **Exporter Guide Annual**

#### **2017 Exporter Guide to China**

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**Report Highlights:**

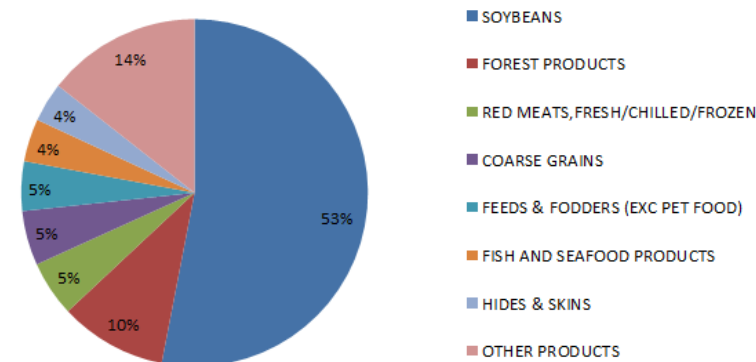
This report is meant to provide practical tips to U.S. agricultural, forestry and fishery product companies on how to conduct business in China. The report includes local business practices and a general review of consumer preferences, food standards and regulations, and import and inspection procedures. The report also provides best prospects, with a focus on high-value, consumer-oriented goods.

## I. Market Overview

China's expanding economy, rising disposable incomes and urbanization are driving robust demand for imported food and beverage products. In fact, China Customs data indicates that domestic demand for imported consumer-oriented agricultural products in 2017 is set to reach a record high with imports through November already at \$34 billion.

Chinese Customs year-to-date data (through November) indicates the United States will likely again be China's top supplier of total agricultural, fishery, and forestry products in 2017, ahead of Brazil and Australia respectively. In terms of consumer-oriented agricultural products, the United States is in second place (behind New Zealand) with Chinese 2017 imports of U.S. products on track to surpass 2016's record, with trade (through November) up nearly eleven percent compared to the same time the previous year at \$3.26 billion. With U.S. beef regaining market access in June 2017, U.S. consumer-oriented food and beverage product sales to China are expected to continue to be strong in 2018. Additionally, the Chinese government announced on December 1, 2017, a tariff reduction on several food and beverage categories (please see [GAIN Report CH 17064](#) for more information).

**China's Imports of Agricultural, Fishery & Forestry Products from the United States, 2016**



**China's Imports of Agricultural, Fishery & Forestry Products**

Year	Imports from the World (\$ Million)	Imports from the USA (\$ Million)	U.S. Market Share
2013	140,835.00	28,991.30	20.6%
2014	147,096.01	31,530.51	21.4%
2015	135,976.02	26,816.00	19.7%
2016	130,919.61	25,925.02	19.8%
2016(Jan-Nov)	114,188.21	21,263.22	18.6%
2017(Jan-Nov)	134,116.32	23,449.09	17.5%

**China's Imports of Consumer-oriented Agricultural Products**

Year	Imports from the World (\$ Million)	Imports from the USA (\$ Million)	U.S. Market Share
2013	25,378.32	3,158.00	12.4%
2014	28,902.87	2,977.14	10.3%
2015	29,928.32	2,472.65	8.3%
2016	34,243.47	3,342.91	9.8%
2016(Jan-Nov)	30,930.20	2,944.49	9.5%
2017(Jan-Nov)	34,114.09	3,264.26	9.6%

Source: China Customs data

In 2018 and beyond, Chinese consumer demand for safe, high quality imported products will continue to be driven by China's rising disposable incomes and an increasingly urban population.

- Despite a slowdown in growth in recent years, China still has one of the fastest growing economies in the world with GDP expansion in 2016 reaching 6.7 percent.
- According to Chinese government data, China currently urbanizes roughly 20 million residents per year and the total urban population has jumped from 48 percent in 2009 to 57 percent in 2017. This dramatic change in living environment has caused the traditional preference for fresh food and wet markets to give way to a preference for more convenient foods and supermarkets.
- As more and more 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> tier cities throughout China develop and become more connected with the rest of the country and internationally, imported food and agricultural products have increasingly strong growth potential.

## **1. Current Trends**

- After numerous national food safety scandals in recent years, the expanding Chinese middle class is highly concerned about food safety issues and is willing to spend more on products they know offer the highest quality. As such, there is strong demand for well-branded products throughout the country.
- Younger Chinese consumers are highly attracted to international brands and are increasingly visiting western-style coffee shops, cafes, and pubs. Once a rarity outside the 1<sup>st</sup> tier cities, such retail outlets can now be found with ease in just about any Chinese city.
- On-line shopping has changed consumption dynamics in China and now represents a crucial part of the country's retail market. Due to improvements in logistics and infrastructure, previously unreachable potential customers in more remote Chinese regions can now order imported products via online retail venues.
- According to market analysts, as of January 2017, there are now over 890 million active monthly users of the multi-purpose social media mobile app "WeChat" in China. Amongst a broad range of uses, "WeChat" is commonly used to review retail information and make purchases.
- Meal ordering/delivery apps are also becoming highly popular, especially among white collar workers and students.
- According to market analysts, the percentage of pet owners in China is rising rapidly, especially in 1<sup>st</sup> tier city markets. As this consumer sector is less price-sensitive, there is excellent market potential for imported pet foods.

## 2. Advantages and Challenges for American Products in the Chinese Market

Advantages	Challenges
Extensive USDA resources in China, including five U.S. Agricultural Trade Offices and more than 30 USDA Cooperators with local representation.	Aspiring U.S. exporters frequently lack an understanding of how to enter the Chinese market and do business under Chinese business culture.
China's increasing purchasing power allows a growing number of urban consumers, including those outside 1 <sup>st</sup> tier cities, to afford imported goods.	China's decelerating economic growth could restrain future food and agricultural import demand.
Logistics and infrastructure development in emerging market cities connects more consumers with international products.	
Continued urbanization will increase the number of consumers with access to imported food and beverage products.	
China's food safety scandals in recent years allow imported foods to carry a premium price tag.	Many Chinese consumers remain price sensitive. Note: China's 80 <sup>th</sup> percentile of annual per capita urban disposable income is still <\$10,000.
Market analysts report that products made in the United States are trusted and deemed higher quality by Chinese consumers.	Trade agreements between China and other exporting countries put many U.S. products at a disadvantage in the Chinese market and draw Chinese buyer attention away from the United States.
Chinese consumers, especially the younger generation, actively seek out international experiences and products.	Current market access barriers preclude some U.S. products from gaining entry.
China's online retail sector has opened channels for imported products to further penetrate emerging market regions of the country where many international products are not available in brick-and-mortar stores.	
China's pilot "cross-border" e-commerce platforms offer market access, lower taxes and import duties for several U.S. products.	China's "One Belt, One Road" initiative prioritizes closer trade with Europe and Asia.
China's cold storage capacity and logistics have grown significantly in recent years.	Retail contacts indicate China's cold chain infrastructure still has a number of breaks and geographic limitations.

## II. Exporter Business Tips

### 1. Market Preferences

## A. Consumer Preferences

Food consumption patterns in China have changed significantly due to rising living standards, urbanization and improved logistics and infrastructure. Consumers are exposed to an increasingly diverse choice of both locally produced and imported products. As a result, they are becoming more discerning and are seeking the following qualities when making purchases:

- **Food safety:** Consumer skepticism regarding domestic food safety standards remains high as the food industry struggles to recover from several recent scandals. Retail contacts report that imported food, especially from the United States, is highly regarded and trusted.
- **Nutritional value:** Chinese consumers, especially in first and second tier cities, are paying more attention to the nutritional value of the foods they purchase and labels on the packaging.
- **Attractive packaging:** Chinese consumers are attracted to smart packaging and will often pay a premium for it.
- **Gift packaging:** Chinese consumers often purchase products for gifting; any food or beverage item can be a potential choice if it is well packaged in gift presentation boxes.
- **Small packaging:** In China, consumers tend to shop more frequently and purchase in smaller quantities than in the United States. As a result, small packaging is in demand.
- **Branding:** National and provincial policies are prioritizing branding. The goal is to create a positive reputation nationally and internationally for a broad range of new Chinese branded products that strictly adhere to internationally accepted food safety standards.
- **International:** Consumers equate imported products and experiences with a better lifestyle.
- **Convenience:** Sales of ready-to-eat snacks, beverages, noodles, and dumplings are exploding. Thirty years ago, stores only carried a limited variety of locally produced snack options such as pumpkin and watermelon seeds; now they frequently carry a broad range of products such as international brand potato chips, roasted peanuts, pork jerky, etc.

## B. Cultural Preferences

Although dynamics are rapidly changing, the majority of Chinese still prefer word of mouth before trying a new product, dish or restaurant as opposed to relying on the internet or other media sources. Also, to the Chinese, food is culture and not just entrees. Thus, to select a new dish at a restaurant or for preparation at home, it must fit with the rest of the meal.

Additionally, the Chinese prefer to entertain in large groups. The common seating setting in a middle- to high-end restaurant is four, eight, and even twelve. As the Chinese care strongly about “face,” a concept

which involves giving and receiving honor, they want to feel confident that the meal they are hosting is satisfying and premium.

Gifting imported products, especially elaborately packaged products that contain individually wrapped portions, is a popular and often-used way for Chinese to “give face.” Many gifts are given with the expectation that their contents will be re-gifted, such as to office staff, colleagues, or important contacts. Presenting expensive or high-quality gifts shows the giver’s respect to the recipient and his/her willingness to help contacts gain face with other business partners.

The two months prior to major Chinese holidays, such as Lonely Hearts Day on November 11 and Lunar New Year (sometime in late January or early February) are a good times to promote imported food products as gifts.

## **2. Tips to Deal with Chinese Buyers and Traders**

- If at all possible, be introduced by a common party. Cold calls from unknown persons can be extremely difficult and it will take a long time to establish trust and respect.
- Carry your business card (*míng piàn*) with your name and company information in Chinese and English wherever you go. Even casual meetings begin with an exchange of business cards. Failure to provide your business card can create awkwardness. Remember to offer your business card with both hands. Also, take a moment to read the card given to you by your Chinese contact. This shows respect and gives both parties more time to recognize and connect with one another.
- Chinese traffic patterns are often unpredictable due to construction and congestion, so budget ample travel time in order to be punctual at meetings. A three-mile drive may often take 30 minutes. Check with your hotel or local staff before committing to appointment times.
- The Chinese are keenly aware that standards, preferences, logistics, and regulations are quite different between countries. In China, business professionals are often a little skeptical when meeting another company for the first time. Thus, the basic expectation of the first meeting is not to make a sale but to determine reliability and a good fit. They are looking to build a long-term relationship. Since U.S. and Chinese consumer preferences are so different, taking this extra time to get to know your buyer can reap rich rewards.
- Chinese firms, especially ones new to importing, sometimes request initial price quotes for unrealistically large orders. This is asked in the belief that if a company can execute a large first order, then it must be reliable.
- Take the time to meet with your buyer and potential business partner outside of trade shows. Share meals or an evening out. This will help to warm the relationship and help you get better acquainted with other key players in the firm.

- Learn some simple phrases of Chinese, such as *nǐ hǎo* (hello), *zǎo shàng hǎo* (good morning), *fei chang hǎo* (wonderful) etc.
- Hold back frustration if a business negotiation is not running smoothly. Losing one's temper causes both parties to "lose face."
- Be aware of the timing of Chinese holidays. Many of these days follow the cycle of the lunar calendar and hence their dates may vary. Major holidays include: Chinese Lunar New Year (varies each year from between mid-January to mid-February); Qing Ming or Tomb Sweeping Day (usually one day in early April); May Day (May 1); Moon Festival (at some point in September); and Golden Week (the first week of October). During those time periods, business usually slows down as people take vacations and visit family.
- Have a local interpreter available to assist with business meetings. Try to find a locally-recommended interpreter who speaks the local dialect. China has many local dialects and not everyone speaks Mandarin well.
- Be prepared that many Chinese buyers will ask for exclusivity deals or marketing support.
- Set up a WeChat account on your smart phone and know how to use it. Promising contacts can often prefer to connect via WeChat than by email. Have your phone ready to scan your contact's QR code which is his/her WeChat account's unique logo. Many Chinese business professionals use WeChat as their primary method of communication.

### 3. Market Entry Tips

- Conduct market research. First, consider what your company's objectives are and carefully research the target market before developing a formal business plan. It may be more effective to market just one or two commodities rather than an entire range. Discuss the strategy with a local representative who understands the local market and economic conditions. Take advantage of free market research reports, intelligence e-newsletters and periodic FAS China reports to stay current on the latest commodity and regional trends.
- Visit the market. Travel to China is highly recommended to evaluate partnerships, build up connections with industry professionals, and identify new opportunities and potential obstacles. This will also help you better realize what consumer preferences are and the style and pace of establishing connections. For example, Chinese prefer meat still attached to the bone and do not have the custom of eating sweets after the meal. Similarly, meetings may include entire teams rather than just one sales representative.
- Participate in a trade show: Time your trip during a professional trade show, of which there are several to choose from. Contact FAS China Agricultural Trade Offices (ATOs) for a full list of

upcoming shows and events in the region you are focusing on. You may also choose to exhibit in the USA Pavilion of the two USDA-endorsed annual international food and beverage shows in China, including Food & Hospitality China (FHC) in Shanghai in November and SIAL-China in Shanghai in May.

- Find a local partner or distributor. For smaller companies without the resources to directly market their products in China, a good distributor is critical to success. It is essential to find those who have established wholesale/retail outlets and relationships in the targeted market. They should not only be able to make orders for a product but also make sure the product is penetrating the market. The best distributors have marketing specialist on staff and have experience working with other exporters.
- Understand the basic Chinese regulations which govern your industry or investment. Trade contacts report that Chinese regulations can sometimes be inconsistently interpreted from port to port. Thus, do not assume the same rules apply to all imports and all ports equally. Your business partner or distributor is often the best resource to help you navigate the special circumstances of your product.
- Find your market niche and focus on it. As the Chinese market is enormous it is important to prioritize your market opportunities, both geographically and by market segment. Be prepared to make repeat visits to the country as your sales begin to take hold.
- Adapt your products. Chinese consumers often have their own preferences including flavors, packaging, and labeling. Be prepared to adapt your products to Chinese demands.
- Invest in market promotion. The imported food market in China has strong competition. Market campaigns are critical for new-to-market products and are usually costly. Supporting your distributor in these endeavors is important and can inspire them to continue to expand into the market. Exporters are strongly advised to explore joint marketing opportunities with ATOs or with State and Regional Trade Groups: Food Export USA, SUSTA, and WUSATA. These activities tend to be cost effective and draw more attention than stand-alone promotions. Please check out the following websites to learn more about SRTG generic and branded programs: [www.foodexport.org](http://www.foodexport.org), [www.wusata.org](http://www.wusata.org), [www.susta.org](http://www.susta.org).
- Protect your brand. For U.S. manufacturers seeking to distribute their products in China, especially consumer retail goods, registering the trademark in the China Trade Mark Office (CTMO) as early as possible is highly recommended. This prevents infringement and builds long-term brand reputation. Here are some tips to understand trademark policy in China.
  - China implements a “first-to-file” policy for trademark registration. The first-to-file system, unlike the first-to-invent rule which the U.S. follows, grants patents or trademarks to those who file for them first, whether or not they are the inventors of the product. Therefore, it is essential for U.S. exporters to register trademarks in China before entering the market to diminish the risk of someone else registering for a trademark for your product. U.S exporters



are also recommended to start the registration process as early as possible since it may take up to two years.

- The China Trade Mark Office (CTMO) is the official agent managing all trademark-related issues in China. The official website is <http://www.saic.gov.cn/sbj/sbjEnglish/> where U.S. exporters can find a database of current trademarks and trademark regulations and policies. All foreign applicants without residency or place of business in China need to start the application through designated agencies. For qualified trademark agencies, please refer to <http://sbj.saic.gov.cn/sbdl/>. This list is only available in Chinese currently.
- For more China trademark and Intellectual Property Rights information, please see <https://www.stopfakes.gov/China-IPR-Webinar-Series>.

#### **4. Export Information Guide**

China and the United States use vastly different legal, commercial, reporting, and enforcement systems for food, forestry and agricultural products. The language barrier can make acquiring and navigating the appropriate regulations and procedures difficult. To facilitate the acquisition of relevant information, we present below some useful guidelines and links.

##### A. Regulations and Policy

U.S. Resources on China's Regulation & Policy:

USDA provides updated information to help U.S. exporters understand trade regulation and policies related to China. The following are a few useful links to look for relevant information:

- 1) FAS has a strong presence in China and each regional office's American and local staff can help resolve problems and work to advance opportunities for U.S exporters. At the URL <http://www.fas.usda.gov/about-fas>, click [FAS Overseas Office Directory](#) to locate the regional FAS office in your customer region.
- 2) USDA's Global Agriculture Information Network (GAIN) reports provide timely information on the agricultural economy, products, and issues in China. There are two ways to review GAIN reports:
  - At the URL, <http://www.fas.usda.gov/regions/china>, in the Data & Analysis section, click a title to open an article. On the next page, the GAIN report hyperlink will be below the article summary. Using this method, exporters can see the latest published reports.
  - At the URL, <http://gain.fas.usda.gov/Pages/Default.aspx>, click Search Reports, set your search to "Country: China", "Custom Date ", "All Posts "and "All Categories." Using this method, exporters can search all reports in the database.

Some must-read GAIN reports:

- Read the “**FAIRS Export Certificate Report - Food and Agricultural Import Regulations and Standards**” report. This report lists major export certificates required by the Chinese government for imports of food and agricultural products.
  - Read the “**FAIRS Country Report - Food and Agricultural Import Regulations and Standards**” report. This report is an index of all agricultural product import regulations and standards.
- 3) FAS provides easy access to existing trade agreements and those undergoing negotiations. At the URL, <http://www.fas.usda.gov/topics>, click Trade Policy.
  - 4) FAS/China publishes a monthly e-newsletter highlighting recent and upcoming activities and events. Sign up for it by sending an email to [atoshanghai@fas.usda.gov](mailto:atoshanghai@fas.usda.gov).
  - 5) The USDA Animal and Plant Health Inspection Service (APHIS) plays a vital role in ensuring that the millions of U.S. agricultural and food products shipped to markets abroad meet the importing countries' entry requirements. U.S exporters can find very detailed information about the standards required to export live animals, animal products, plants, and plant products to China in the APHIS link below:
    - <https://www.aphis.usda.gov/wps/portal/aphis/ourfocus/importexport>
  - 6) The USDA Food Safety Inspection Service (FSIS) also provides detailed guidelines on eligible and ineligible food products for export to China at the following link:
    - <http://www.fsis.usda.gov/wps/portal/fsis/topics/international-affairs/exporting-products/export-library-requirements-by-country/peoples-republic-of-china>

Chinese Resources on Regulations:

China has strict documentation requirements for the majority of imported food and agricultural products regarding quality, quarantine, origin, and import control. Products may also need to meet other criteria such as packaging requirements, pre-clearance (if applicable), treatment options, labeling requirements, and container conditions. In most cases, Chinese importers can provide enough information for U.S exporters to assess trade feasibility. It is also important and helpful for U.S. exporters to know some general information about the most involved government bodies, such as China’s Ministry of Agriculture and the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China.

Chinese Ministry Websites:

- 1) China’s Ministry of Agriculture (MOA) determines the standards and requirements for imported agricultural products. MOA issues the import permit which is the most important precondition for Chinese traders to start the importation procedure.

- At the URL, <http://english.agri.gov.cn/>, U.S. exporters should browse the site’s general content and use the search engine to look for news and standards for the relevant products. Be aware that sometimes MOA does not publish the most up-to-date changes on regulations and policies on the English version of its website. U.S. exporters will be alerted to these changes by their partners in China and U.S. resources such as USDA, industrial associations, etc.

2) The General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (AQSIQ) is a ministerial-level department under the State Council of the People's Republic of China. AQSIQ is in charge of national quality, entry-exit commodity inspection, entry-exit health quarantine, entry-exit animal and plant quarantine, import-export food safety, certification and accreditation, standardization, and administrative law enforcement. AQSIQ is also responsible for inspection and supervision of all agricultural imports. Two sections of their website are highly valuable for U.S. exporters:

- At the URL, <http://english.aqsic.gov.cn/LawsandRegulations/EntryExitAnimalandPlantQuarantine/>, click “Animal and plant quarantine and supervision (动植物检验检疫).” In this section, U.S. exporters can find quarantine regulations for animals and animal products, plants and plant products, feed and feed additive products, and GMO products.
- At the URL, <http://www.aqsic.gov.cn/ywpc/>, click “Import and Export Food Safety Bureau (进出口食品安全局).” In this section, U.S. exporters will find registered importer lists for food products including processed food product, nuts, dairy and meat.

3) China’s National Certification and Accreditation Administration (CNCA) is an institution directly under the AQSIQ; however, in practice it has a very separate mission. CNCA supervises and coordinates all certification and accreditation activities. Certification and accreditation work may include company and product registrations and covers either quality or safety criteria. CNCA is responsible for the registration of foreign food producing facilities (AQSIQ Decree 145) that export products to China, and the administration of the compulsory product certification system and its implementation. CNCA’s website is <http://english.cnca.gov.cn/>

4) The China Food and Drug Administration (CFDA) is the food safety overseer in China; its responsibilities include:

- Develops draft laws/regulations/ policies/plans for oversight of food, drugs, medical devices and cosmetics
- Recalls and disposes of problematic products
- Prevents regional food and drug safety risks caused by system defects
- Conducts food inspection, and investigates into severe law violations activities
- Establishes a unified food safety information system, which discloses information regarding severe food safety issues

- Responds/investigates into food and drug safety incidents; CFDA makes sure the investigation results are followed by rectification measures and/or punishment
- Guides local authorities' food and drug supervision/enforcement work
- Serves as the coordinator when several ministries are involved in food safety incident

5) The Food Safety Commission Office (FSCO) rests within the CFDA and serves as the coordinator when several ministries are involved in responding to food safety issues. However, the FSCO does not have enforcement authority.

6) National Health and Family Planning Commission (NHFPC) is responsible for food safety risk assessment and food safety standard development; it conducts food risk surveillances, and notifies the CFDA of risks detected after risk assessment. This includes setting the scientific safety standards, food identity standards, controlling the use of food additives and food-related products (disinfectants). NHFPC is also responsible for hygienic requirements for food production/operations, and testing regulations and methodologies for contaminants, mycotoxins, and pathogens. Once food safety standards are scientifically determined, NHFPC codifies them. NHFPC also conducts food risk surveillance and is responsible for notifying the CFDA of any detected risks. NHFPC's website is at <http://en.nhfpc.gov.cn/>

## B. Procedures for Exporting to China

The points outlined below provide specific information for handling agricultural trade and business with Chinese customers.

- After receiving a trade request from Chinese importers, make sure that you can export that type of product and that your local customer can import it legitimately.
- Check online to see if this product is already traded between the two countries and learn as much as possible about the current trade situation.
- If it is the first time for a specific agricultural product exported to China, the U.S. exporter must go through USDA to complete the "First time exporting ag products to China" application at [http://dzwjyjgs.aqsiq.gov.cn/zwgk/slaq/jjsljtjj/zrmd/201109/t20110922\\_198927.htm](http://dzwjyjgs.aqsiq.gov.cn/zwgk/slaq/jjsljtjj/zrmd/201109/t20110922_198927.htm)
- For many types of imported products, China implements registration policies requiring the importer, exporter, and sometimes even the processing facilities to register with the relevant Chinese authorities such as AQSIQ or MOA. Chinese importers can generally inform U.S. exporters whether or not the requested product requires registration. U.S. exporters must complete registration the first time they wish to export one of these products to China. There are many registration agencies available online to help exporters go through the whole process. Exporters can also consult with USDA FAS and industry associations.

- When sending samples to China, be aware that some items such as animals, plants, wood, seeds, and soil cannot ship via international express services. Check with major forwarders in advance for feasibility and freight cost, which may vary considerably from forwarder to forwarder.
- Recognize that quarantine regulations may be interpreted differently between levels of government and from one port to another. Check with your local customer or in-country agent representative when preparing export documents. Be sure to complete all documentation thoroughly and accurately.
- Send copies of documentation in advance, especially for first-time shipments. This can assist your importer in getting timely release of your cargo from customs and clarifying matters with quarantine officials.
- After the cargo arrives, be active with your customer and provide timely responses for any issues during the Customs and Quarantine inspection process. With the Bill of Lading number, the exporter can track customs clearing status at <http://english.customs.gov.cn/service/query>.

### C. More Supporting Resources

- 1) There are many U.S industry associations, state agricultural offices, and international trading marketing companies in China now promoting U.S. agricultural products and providing market intelligence to U.S exporters. Most of them are listed in the Key Contacts section. For a complete list of USDA Cooperator Market Development Program Participants, please refer to <http://apps.fas.usda.gov/pcd/PartnersSearch.aspx>
- 2) USDA FAS provides many programs to help U.S. exporters explore the China market:
  - [Market Access Program \(MAP\)](#) - Through MAP, FAS partners with U.S. agricultural trade associations, cooperatives, state and regional trade groups, and small businesses to share the costs of overseas marketing and promotional activities that help build commercial export markets for U.S. agricultural products and commodities.
  - [Branded Program](#) - Under the Branded Program, eligible companies can be reimbursed up to 50% of their approved promotional expenditures in a foreign market including advertising and freight cost of samples. This program is generally administered by the four [State Regional Trade Groups \(SRTGs\)](#) with support from USDA FAS.
  - [Quality Samples Program \(QSP\)](#) - The QSP enables potential customers around the world to discover the quality and benefits of U.S. agricultural products. The program focuses on processors and manufacturers rather than consumers, and QSP projects should benefit an entire industry or commodity rather than a specific company or product. Projects should focus on developing a new market or promoting a new use for the U.S. product.

- [Emerging Markets Program \(EMP\)](#) – The EMP helps U.S. organizations promote exports of U.S. agricultural products to countries that have, or are developing, market-oriented economies and that have the potential to be viable commercial markets. The EMP supports exports of generic U.S. agricultural commodities and products.
  - For more information about each program, please refer to <http://www.fas.usda.gov/programs>.
- 3) USDA recommended trade shows and Trade Missions are listed at [Trade Shows | USDA Foreign Agricultural Service](#). At these events, U.S. exporters have opportunities to meet with many qualified Chinese importers and learn about the latest market developments.
  - 4) Visit the FAS GAIN system for the most recent reports on China’s market structure and demand developments. FAS China also publishes periodic special reports on new market trends, translations of new entry requirements or specialized regional reports.
  - 5) ATOs can also recommend a number of free industry newsletters, online news feeds, and social media accounts for you to receive instantaneous updates specific to your product.

### III. Best High-Value Product Prospects

#### Best Product Prospects 2017

Product Categories (with Harmonized System codes)	2012 Imports from All Origins (\$ million)	2017 Imports from All Origins (\$ million)	5 Yr. Growth	Import Tariff (IT) and VAT Rates	Remarks
Beef, Fresh, Chilled or Frozen (0202, 0201)	154	2881	1874%	IT=12% or 25%, depending on specific product  VAT=13%	<ul style="list-style-type: none"> <li>• Chinese consumer demand for beef continues to rapidly expand with import values doubling over the past two years.</li> <li>• China lifted the longstanding BSE-based ban on U.S. beef imports in September 2016.</li> </ul>
Milk and Cream, Not Concentrated nor Sweetened (0401)	105	795	754%	IT=15%  VAT=17%	<ul style="list-style-type: none"> <li>• Low international prices in recent years have depressed Chinese dairy production and increased imports.</li> <li>• Domestic food safety scandals and consumer preference for imported milk have also boosted dairy imports.</li> </ul>
Berries, Fresh and Processed (081040, 081020,	34	190	559%	IT=Varies from 7% to 30%  VAT=13% or 17%, depending	<ul style="list-style-type: none"> <li>• Demand for foods with health benefits, such as cranberries and blueberries, is surging.</li> <li>• The rapidly growing baking sector increasingly uses berries</li> </ul>

081010, 081110, 081120, 200893)				on specific product	<ul style="list-style-type: none"> <li>as a key ingredient.</li> <li>U.S. strawberries were granted Chinese market access in June 2016.</li> </ul>
Pork, Fresh, Chilled or Frozen (0203)	1167	2251	193%	IT=12% or 20%, depending on specific product VAT=13%	<ul style="list-style-type: none"> <li>Pork imports have dramatically increased in recent years.</li> <li>Tightening environmental regulations have caused a reduction in domestic pork production.</li> </ul>
Food Prep. For Infant Use (190110)	994	3901	392%	IT=2% VAT=17%	<ul style="list-style-type: none"> <li>With the One Child Policy ending in 2015, birth rates are rising.</li> <li>Recent domestic food safety scandals will continue to drive consumer preference for imported infant food ingredients.</li> </ul>
Stone Fruits, Fresh and Processed (0809, 200870, 081320, 200860)	407	954	234%	IT=Varies from 10% to 25% VAT=13% or 17%, depending on specific product	<ul style="list-style-type: none"> <li>Demand for fresh and processed high quality stone fruits, such as cherries, peaches and plums, continues to rapidly expand.</li> <li>Imports of U.S. cherries have doubled in the past two years.</li> <li>Demand for stone fruit around Chinese holidays is especially strong.</li> </ul>
Cheese and Curd (0406)	181	507	280%	IT=8% or 15%, depending on specific product VAT=17%	<ul style="list-style-type: none"> <li>Middle to high-income earners are increasingly developing a taste for products that contain cheese.</li> <li>Domestic cheese production in China is extremely low.</li> </ul>
Hops (1210)	13	38	291%	IT=10% or 20%, depending on specific product VAT=17%	<ul style="list-style-type: none"> <li>The craft beer industry is beginning to take off in China, with a resulting increase in hops imports.</li> </ul>
Crustaceans (0306,1605)	1186	2537	214%	IT=Varies from 2% to 16% VAT=13% or 17%, depending on specific product	<ul style="list-style-type: none"> <li>Although overall seafood imports have been flat for the past 4 years, demand for high-end products such as lobster continues to strengthen.</li> <li>As of January 1, 2017, tariffs for King Crab and Lobster imports are reduced from 14% to 7% and 15% to 10%, respectively.</li> </ul>
Baking Related (19,	911	1593	175%	IT=Varies from 2% to 30%	<ul style="list-style-type: none"> <li>The Chinese baking industry continues to rapidly expand.</li> </ul>

ex. 190110)				VAT=13%	<ul style="list-style-type: none"> <li>Imports of cookies and other snack foods have increased rapidly in recent years.</li> </ul>
Butter (0405)	206	468	227%	IT=10% VAT=17%	<ul style="list-style-type: none"> <li>As a key ingredient in various processed products, demand for imported, high-quality butter continues to steadily grow.</li> </ul>
Tree nuts (0801,0802)	515	883	172%	IT=Varies from 7% to 25% VAT=13%	<ul style="list-style-type: none"> <li>Demand for foods with health benefits, such as almonds, pistachios and walnuts, is rapidly expanding.</li> <li>Tree nuts, such as almonds, pistachios, pecans and walnuts, are key ingredients in the growing baking and snack food industries.</li> </ul>
Poultry (0207)	896	1041	116%	IT=Varies from 10% to 20%, chicken paws at 1 Chinese RMB/kg VAT=13%	<ul style="list-style-type: none"> <li>Chinese consumer demand for poultry products is currently outpacing domestic production capabilities.</li> <li>China has restricted U.S.-origin poultry and poultry products (excluding poultry meal and feather meal) since January 2015 in response to December 2014 HPAI outbreaks in the United States.</li> <li>China has also imposed countervailing duties on U.S. poultry.</li> </ul>

Sources: Global Trade Atlas, China Customs data and USDA GAIN reports

#### IV. Key Contacts & Further Information

**Table 1: United States Department of Agriculture in China**

Organization	Address	Telephone/Fax E-mail /URL
Foreign Agricultural Service, Office Of Agricultural Affairs, Beijing	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Chaoyang District, Beijing, China, 100600	Tel: (86-10) 8531-3600 Fax: (86-10) 8531-3636 Email: <a href="mailto:AgBeijing@fas.usda.gov">AgBeijing@fas.usda.gov</a> Website: <a href="http://www.usdachina.com">www.usdachina.com</a>
Agricultural Trade Office, Beijing	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Chaoyang District, Beijing, China, 100600	Tel: (86-10) 8531-3950 Fax: (86-10) 8531-3974 Email: <a href="mailto:ATOBeijing@fas.usda.gov">ATOBeijing@fas.usda.gov</a> Website: <a href="http://www.usdachina.com">www.usdachina.com</a>



Agricultural Trade Office, Shanghai	U.S. Consulate General Shanghai, Shanghai Centre, Suite 331, 1376 Nanjing West Road, Shanghai, China, 200040	Tel: (86-21) 6279-8622 Email: <a href="mailto:ATOShanghai@fas.usda.gov">ATOShanghai@fas.usda.gov</a> Website: <a href="http://www.usdachina.com">www.usdachina.com</a>
Agricultural Trade Office, Guangzhou	43 Hua Jiu Road, Zhujiang New Town, Tianhe District, Guangzhou, Guangdong, China, 510623	Tel: (86-20) 3814-5000 Fax: (86-20) 3814-5310 Email: <a href="mailto:ATOGuangzhou@fas.usda.gov">ATOGuangzhou@fas.usda.gov</a> Website: <a href="http://www.usdachina.com">www.usdachina.com</a>
Agricultural Trade Office, Chengdu	Suite 1222, Western Tower No.19, 4th Section, South Renmin Road, Wu Hou District, Chengdu, China, 610041	Tel: (86-28)8526-8668 Fax: (86-28)8526-8118 Email: <a href="mailto:ATOChengdu@fas.usda.gov">ATOChengdu@fas.usda.gov</a> Website: <a href="http://www.usdachina.com">www.usdachina.com</a>
Agricultural Trade Office, Shenyang	Suite 1903, North Media Building, No.167 Qingnian Street, Shenhe District, Shenyang, Liaoning China, 110014	Tel: (86-24)2318-1380 2318-1338 Fax: (86-24)2318-1332 Email: <a href="mailto:ATOShenyang@fas.usda.gov">ATOShenyang@fas.usda.gov</a> Website: <a href="http://www.usdachina.com">www.usdachina.com</a>
Animal And Plant Health Inspection Service, Beijing (USDA/APHIS)	U.S. Embassy, Beijing, No. 55 An Jia Lou Rd., Chaoyang District, Beijing, China, 100600	Telephone: (86-10) 8531-3030 Fax: (86-10) 8531-3033

**Table 2: U.S. State/City Representative Offices in China (by Location)**

State/Port/City, Location	Address	Telephone/Fax Email/URL
<b>BEIJING</b>		
State of Alaska	Room 610, Building A, Huaye International Center, No.39, Dong Si Huan Zhong Road, Chaoyang District, Beijing, 100025	Wang Ying Di Representative Tel: (86-10) 85912130/2131 Fax: (86-10) 8591 2132 Email: <a href="mailto:ywang54@263.net.cn">ywang54@263.net.cn</a>
Iowa Economic Development Authority China Office	Unit 1746, 17/F Hyundai Motor Tower No.38 Xiaoyunlu Street, Chao Yang District Beijing China 100027	Mr. John E. Clarke Chief Representative (86) 139 1043 4441 Wendy Zhang Trade Representative (86) 139 1007 9321  Tel: (86-10) 6410 8430 Fax: (86-10) 6410 8581 Email: <a href="mailto:john@repiowachina.com">john@repiowachina.com</a> ;

		<a href="mailto:wendy@repiowachina.com">wendy@repiowachina.com</a> Website: <a href="http://iowaeconomicdevelopment.com">iowaeconomicdevelopment.com</a>
State of Kansas, China Office	2 <sup>nd</sup> Floor, Bldg. 8, Cuiweinanli, Haidian District Beijing China 100036	Mr. Yi (Karl) Zhao Chief Representative Tel: (86-10) 6816-3006 Fax: (86-10) 6816-3006 Cell: +86 139 1074 3456 Email: <a href="mailto:karlyz168@yahoo.com">karlyz168@yahoo.com</a>  Website: <a href="http://www.kansascommerce.com">www.kansascommerce.com</a>
Los Angeles Tourism & Convention Board China Office	Room 983, Swissotel Beijing Hong Kong Macau Center, No. 2, Chaoyangmen N St, Dongcheng Qu, Beijing, China, 100027	Chang Hong (Kate) Director Tel: (86-10) 6410 6055/6056 Email: <a href="mailto:China@LATourism.org">China@LATourism.org</a> <a href="mailto:Kchang@latourism.org">Kchang@latourism.org</a>  Website: <a href="http://www.discoverlosangeles.com/">www.discoverlosangeles.com/</a> <a href="http://www.hellola.cn/">http://www.hellola.cn/</a>
Tennessee China Development Center	Room 337, No.7 Building, Jiu Du Hui Bei Qu, Courtyard 6, Xiao Liang Ma Qiao West Road, Chaoyang District, Beijing, China 100125	Ms. Li Chen Weaver Chief Representative Tel: (86-10) 6410-7318 Fax: (86-10) 6410-7318 Email: <a href="mailto:info@tn-china.cn">info@tn-china.cn</a>  Website: <a href="http://www.tn-china.cn">www.tn-china.cn</a>
State of Hawaii, China Office	Room 606, Tower A, COFCO PLAZA, No. 8 Jianguomen Nei Dajie, Beijing 100005	Gordon Zhang Executive Director Tel: (8610) 6527 7530 Fax: (86-10) 6527 7531 Email: <a href="mailto:gordon@optimy.co">gordon@optimy.co</a>
Missouri Department of Economic Development China Office	Suite 903, Tower C, Office Park, No. 5 Jinghua South Street, Chaoyang District, Beijing	Ryan Morgan Director Mobile: +86 13261459881 Email: <a href="mailto:rmorgan@apcoworldwide.com">rmorgan@apcoworldwide.com</a>
North Carolina China Office	East Wing, 5th Floor, Building A, The Place Mansion, No.9 Guanghai Road, Chaoyang District, Beijing	Daniel Ding Director Tel: (86-10) 8472 1382 Mobile: +86 13901063393 Email: <a href="mailto:daniel.ding@ncagr.gov">daniel.ding@ncagr.gov</a>

		Website: <a href="http://www.ncagexports.com">www.ncagexports.com</a>
Utah Trade Development Office China Office	1-5-32 DRC, No.1 Xiushui Street, Chaoyang District, Beijing	Cynthia Chen Chief Representative Tel: (8610) 8532 5470 Fax: (86-10) 8532 5867  Website: <a href="http://www.international.utah.gov">www.international.utah.gov</a>
State of Ohio-China Office	15/F Regus NCI, No. 12A Jianguomenwai Ave. Chaoyang District, Beijing 100022	Michelle Wang Tel: (86-10) 8523 3006 Fax: (86-10) 8523 3001 Mobile:+86 138 1069 6039 Email: <a href="mailto:zichuwang@hotmail.com">zichuwang@hotmail.com</a>
<b>SHANG HAI</b>		
Florida Tourism	Room 18B , Jing An Xin Shidai Building, No.188 Wu Jiang Road, Shanghai, China 200041	Mr. Derek Yang Marketing Manager Tel: (86-21)6359-7178 Fax: (86-21)6359-1571 Email: <a href="mailto:dyang@aviareps.com">dyang@aviareps.com</a> Website: <a href="http://www.visitflorida.com.cn/">http://www.visitflorida.com.cn/</a>
Georgia Ports Authority	Room 801, Weibaixing Mansion, 1688 Kongjiang Road, Shanghai 200092, China	Capt. Charles You Chief Representative Tel: (86-21) 5508-3967 Fax: (86-21) 5521-0877 Mobile: (86) 137 0176 5868 Email: <a href="mailto:cyou@gaports.com">cyou@gaports.com</a> Website: <a href="http://www.gaports.com">www.gaports.com</a>
State of Georgia State of Mississippi State of Oregon	Suite 1003, Holiday Inn Office Tower 899 Dong Fang Road Shanghai China 200122	Mr. Paul Swenson Chief Representative  Ms. Jane Zheng  Tel: (86-21) 6867-1005 Fax: (86-21) 6867-6006 Cell: (86) 13764600110 (Jane) Email: <a href="mailto:jane.zheng@thechinahand.com">jane.zheng@thechinahand.com</a> <a href="mailto:paul.swenson@thechinahand.com">paul.swenson@thechinahand.com</a> <a href="mailto:pswenson@georgia.org">pswenson@georgia.org</a> <a href="mailto:jzheng@georgia.org">jzheng@georgia.org</a> Website: <a href="http://www.thechinahand.com">www.thechinahand.com</a>
Hawaii Tourism China, Shanghai	Room 2503, ShangHai Square, No.138, Huaihai Zhong Lu, Huangpu District, Shanghai,200021	Jackie Wang Tel: (86-21)6355 8033 Fax: (86-21)6375 6255 Email: <a href="mailto:jackie.wang@brandstory.asia">jackie.wang@brandstory.asia</a>  Website: <a href="http://int.gohawaii.com/cn/">http://int.gohawaii.com/cn/</a>

State of Idaho-China Office	Suite 2106, No.500 Xiangyang South Road, Shanghai, China 200031	Ms. Tara Qu Chief Representative Tel: (86-21) 6473 0881 Cell: (86) 13801793612 Email: <a href="mailto:taraqu@idahochina.org">taraqu@idahochina.org</a>  Website: <a href="http://www.idahochina.org">www.idahochina.org</a>
Maryland Center China, Shanghai	Suite 807-811, Tomorrow Square 399 W. Nanjing Road Shanghai China 200003	Tel: (86-21)2308-1128 Fax: (86-21)2308-1199 Email: <a href="mailto:Vickywang@mccusa.org">Vickywang@mccusa.org</a> Website: <a href="http://www.mccusa.org">www.mccusa.org</a>
Pennsylvania Center China, Shanghai	Suite 807-811, Tomorrow Square 399 W. Nanjing Road Shanghai China 200003	Tel: (86-21)2308-1128 Fax: (86-21)2308-1199 Email: <a href="mailto:Tinazhang@mccusa.org">Tinazhang@mccusa.org</a>
Wisconsin Center China, Shanghai Michigan Center China, Shanghai	Suite 807-811, Tomorrow Square 399 W. Nanjing Road Shanghai China 200003	Tel: (86-21)2308-1128 Fax: (86-21)2308-1199 Email: <a href="mailto:crystalli@mccusa.org">crystalli@mccusa.org</a>
Greater Washington. DC, China Center	Suite 807-811, Tomorrow Square 399 W. Nanjing Road Shanghai China 200003	Tel: (86-21)2308-1128 Fax: (86-21)2308-1199 Email: <a href="mailto:weiwang@mccusa.org">weiwang@mccusa.org</a> <a href="mailto:dccc@dcenterchina.org">dccc@dcenterchina.org</a> Website: <a href="http://www.dcenterchina.org">www.dcenterchina.org</a>
South Carolina Department of Commerce China office	Suite 2007, Ascendas Plaza 333 Tianyaoqiao Road, Shanghai, China 200030	Zhao Le Managing Director Mobile: (86) 1379 5318 566 Email: <a href="mailto:zle@sccommerce.com">zle@sccommerce.com</a>  Website: <a href="http://www.sccommerce.com">www.sccommerce.com</a>
State of Virginia China Office	Room 3005/3012, 3/F Silver Court Tower No. 85 Tao Yuan Road, Huangpu District, Shanghai China, 200021	Ms. Joyce Hua Director, Trade Devel. Tel: (86-21) 6157- 7331 Fax: (86-21) 6157- 7333 Cell: (86)186 2157 2930 Email: <a href="mailto:JHua@YesVirginia.org">JHua@YesVirginia.org</a>  Website: <a href="http://www.ExportVirginia.org">www.ExportVirginia.org</a>
Arkansas Economic Development Commission (only cover foreign direct investment)	Room 403-58, 4F Kirin Plaza, No. 666 Gubei Road, Shanghai 200336	Ms. Lindsay Liu Director Tel: (86-21 )-2216-6558 Fax: (86-21) -2216-6443 Email: <a href="mailto:LLiu@ArkansasEDC.com">LLiu@ArkansasEDC.com</a>  Website: <a href="http://www.Arkansasedc.com">www.Arkansasedc.com</a>

**Table 3: U.S Trade Association and Cooperator Groups in China**

Organization	Address	Telephone/Fax/Email
<ul style="list-style-type: none"> <li>• Alaska Seafood Marketing Institute</li> <li>• American Pistachio Growers</li> <li>• California Prune Board</li> <li>• Sunkist Growers</li> <li>• California Milk Advisory Board</li> <li>• Food Export Association of The Mid-west USA</li> <li>• Food Export Northeast USA</li> <li>• Southern United States Trade Association</li> <li>• Western United States Agricultural Trade Association</li> <li>• California Fig Advisory Board</li> <li>• Wild Blueberry Association</li> </ul>	<p><b>SMH International</b>  Unit 1606-1608, 16/F  Shanghai ICC Phase II  288 South Shaanxi Road,  Xuhui District  Shanghai 200031  P.R. China  (Cover Mainland China)</p>	<p>Tel: 86 21 5466 9608  Fax: 86 21 5466 9609  (86) 139-0184-6680 Robin Wang  (86) 136-0187-3080 Roger Zhang  Email: <a href="mailto:Smh-shanghai@163.com">Smh-shanghai@163.com</a></p>
<ul style="list-style-type: none"> <li>• American Legend Cooperative</li> <li>• California Walnut Commission</li> <li>• National Association of State Department of Agriculture</li> <li>• Pet Food Institute</li> <li>• U.S. Apple Export Council</li> </ul>	<p>Lee's Market Makers, Inc.  Room 1507, Flat B No.  311, Siping road Shanghai  P.R. China 200086</p>	<p>Tel: 86 21-6509 0192  Fax: 86 21-6521 6949  Email: <a href="mailto:barbara@leesmarket.net.cn">barbara@leesmarket.net.cn</a></p>
<ul style="list-style-type: none"> <li>• Brewers Association</li> <li>• Food &amp; Agriculture Export Alliance</li> <li>• U.S. Pecan Growers Council</li> <li>• Produce Marketing Association</li> <li>• U.S. Cranberry Marketing Committee</li> </ul>	<p>M.Z. Marketing  Communications  Suite 1406, Building B,  311 Siping Road, Hanson  Mansion, Shanghai, P.R.  China 200081</p>	<p>Tel: (+86) 21-6521 6751  Fax: (+86) 21-6521 3459  Email: <a href="mailto:info@mzmc.com.cn">info@mzmc.com.cn</a></p>
<ul style="list-style-type: none"> <li>• Ginseng Board of Wisconsin</li> <li>• Raisin Administrative Committee</li> <li>• U.S. Dairy Export Council</li> <li>• U.S. Potato Board</li> <li>• USA Rice Federation</li> </ul>	<p>PR Consultants Ltd.  Suite 1010, Jingan China  Tower, 1701 Beijing West  Road, Shanghai 200040,  China  (Cover Mainland China)</p>	<p>Tel: 021-6319 0668  Fax: 021-6319 0338  Email: <a href="mailto:Admin@prcon.com">Admin@prcon.com</a></p>
<ul style="list-style-type: none"> <li>• California Cherry Advisory Board</li> <li>• Northwest Cherry Growers</li> <li>• Washington Apple Commission</li> </ul>	<p>Room 1804, Silver  Center, 1388 North Shanxi  Road, Shanghai  200060, China</p>	<p>Tel: 8621-61498591  Fax: 8621-61498591  Email:  <a href="mailto:Roger_apple@163.com">Roger_apple@163.com</a>  <a href="mailto:victorwongsh@163.net">victorwongsh@163.net</a></p>

<ul style="list-style-type: none"> <li>• California Table Grape Commission</li> <li>• Pear Bureau Northwest</li> </ul>	Louis Ng & Association Ltd. Suite 1-4, Floor 13 Wah Fu Commercial Building, No. 111 Queen Avenue (West) Hong Kong (Cover Greater China)	Tel: (852) 2858 2230 Fax: (852) 2559 5896 Email: <a href="mailto:admin@lnahk.com.hk">admin@lnahk.com.hk</a>
Almond Board of California	Edelman Shanghai 3F, Want Want Plaza, 211 Shimen Yi Lu, Shanghai 200041	Tel: (86-21) 6193 7588 ext. 7467 Fax: (86-21) 6193 7566 Cell: (86)1520-214-7391 Email: <a href="mailto:tony.lin@edelman.com">tony.lin@edelman.com</a> <a href="mailto:shanghai@edelman.com">shanghai@edelman.com</a>
American Softwoods	Room 805, Tower 3, Wellington Garden, 183 Huai Hai Xi Road, Shanghai 200030	Tel: (86-21) 6448-4401 Fax: (86-21) 6448-4404 Cell: (86) 139-0187-9678 Mr. Xu Fang Email: <a href="mailto:xu_fang@amso-china.org">xu_fang@amso-china.org</a>
American Hardwood Export Council	Suite 1305, Bank of America Tower, 12 Harcourt Road, Hong Kong (Cover Greater China)	Tel: (852) 2724 0228 Fax: (852) 2366 8931 Email: <a href="mailto:info@ahec-china.org">info@ahec-china.org</a> <a href="mailto:John.chan@ahec-china.org">John.chan@ahec-china.org</a> <a href="mailto:sharon.shek@ahec-china.org">sharon.shek@ahec-china.org</a>
American Wool Council	Suite 401, 156 Tongji Xincun, Shanghai 200081	Tel: (86-21) 6502-3824 Cell: (86) 136-0196-7796 Email: <a href="mailto:kittygushyers@hotmail.com">kittygushyers@hotmail.com</a> <a href="mailto:kitty.shanghai@gmail.com">kitty.shanghai@gmail.com</a>
APA – The Engineered Wood Association	<i>Shanghai Office</i> Room 605, No. 333 South Suzhou Road, Huangpu District, Shanghai, China	Tel: (86-21)-6329-2558 Fax: (86-21)-6329-7375

	<i>Chongqing Office</i> B-22-3, Gangtian Building, No 192, Zhongshan 2nd Road, Yuzhong District, Chongqing City, China	Tel: (86-23)-6321-4200 Fax: (86-23)-6353-0958 Cell: 86-136-3792-5198 Mr. Mark Chen Email: <a href="mailto:chenxiaofeng@vip.163.com">chenxiaofeng@vip.163.com</a>
Blue Diamond Almonds	PO Box, No. 11747, General Post Office, Hong Kong (Cover Greater China)	Tel: (852) 9091-4184 Fax: (852) 2661-7282 Email: <a href="mailto:klui@klconsultants.com.hk">klui@klconsultants.com.hk</a>
California Wine Institute	Mr. Christopher Beros, Asia Director Pineapple Room, No.11, Third Floor TaiXing Road No 89, JingAn District, Shanghai, China 200041	Tel: (86-21)5237 9820 Fax: (86-21) 5237 9821 Mobile: (86) 1381-689-0072 Email: <a href="mailto:Cberos@calchinawine.com">Cberos@calchinawine.com</a>
Cotton Council International	Cotton Council International 20/F Zoroastrian Building 101 Leighton Road Causeway Bay, Hong Kong (Cover Greater China)	Tel: (852) 2890 2755 Fax: (852) 2882 5463 Mobile: (852) 6299 6339 China mobile: (86) 13601250297 Email: <a href="mailto:kmalmstrom@cotton.org">kmalmstrom@cotton.org</a> ; <a href="mailto:cci-hongkong@cotton.org">cci-hongkong@cotton.org</a>
Cotton Incorporated	Suite 2309-2310, Plaza 66, 1266 West of Nanjing Road, Shanghai, China 200040	Tel: (86-21) 6288 1666 Fax: (86-21) 6288 3666 Cell: (86) 13661549576 Jerry Lin Email: <a href="mailto:JLin@cottoninc.com">JLin@cottoninc.com</a>
Distilled Spirits Council of the United States		Cell: (86) 186 1230 0293 Email: <a href="mailto:silu1900@gmail.com">silu1900@gmail.com</a>

Hazelnut Growers of Oregon		Tel: (86) 186-0218-0915 (86) 180-1267-8915 Email: <a href="mailto:Robert_c@foxmail.com">Robert_c@foxmail.com</a>
National Renderers Association, Inc.	Dr. Peng Li, Asia Regional Director 21st Floor, Causeway Bay Commercial Building 1-5 Sugar Street, Causeway Bay Hong Kong	Tel: (852) 2890-2529 Fax: (852) 2576-8045 (86) 138-0288-5352 Email: <a href="mailto:li@nrahongkong.com.hk">li@nrahongkong.com.hk</a> <a href="mailto:nrahkg@nrahongkong.com.hk">nrahkg@nrahongkong.com.hk</a>
USA Poultry & Egg Export Council	Ms. Sarah Li. Director, Greater China Region Room 1310, 13th Floor, Olympia Plaza, 243-255 King's Road, North Point, Hong Kong	Tel: (852) 2890 2908 Fax: (852) 2895 5546 E mail: <a href="mailto:hkoffice@usapeec.com.hk">hkoffice@usapeec.com.hk</a>
U.S. Dry Pea And Lentil Council	Vaan Marketing Service Co. Ltd. Room 1318, Fortune Times Building, No. 1438, Shanxi North Road, Shanghai, China, 200060	Tel: (86-21) 5299-1808 Cell: (86) 139 0182 5794 Email: <a href="mailto:lucy.dai@vaanmarketing.com">lucy.dai@vaanmarketing.com</a>
U.S. Grains Council	Room 1010C, China World Tower 1, No. 1, Jianguomenwai Avenue, Beijing, China 100004	Mr. Bryan Lohmar, Country Director Tel: (86-10) 6505 1314 Fax:(86-10) 6505 0236 Email: <a href="mailto:grainsbj@grains.org.cn">grainsbj@grains.org.cn</a>
U.S. Highbush Blueberry Council	Room#810, Bldg.18, North Office Area of Ministry of Agriculture, Chaoyang District, Beijing, China, 100125	Tel: (86) 186-0113-1712 Email: <a href="mailto:Julia@blueberrytech.org">Julia@blueberrytech.org</a>



U.S. Meat Export Federation	Room 1010, Shanghai Central Plaza, No. 227 Huangpi Bei Lu, Huangpu District, Shanghai, China, 200003	Tel: (86-21) 6249-4640 Fax: ((86-21) 6375-8041 Cell: (86) 186-0303-9038 Mr. Liang Ming Email: <a href="mailto:info@usmef.org">info@usmef.org</a> <a href="mailto:Shanghai@usmef.com">Shanghai@usmef.com</a> <a href="mailto:mliang@usmef.org">mliang@usmef.org</a>
U.S. Soybean Export Council	Room 1016, China World Tower 1, No. 1 Jianguomenwai Avenue, Beijing, China, 100004	Tel: (86-10) 6505 1830 Fax:(86-10) 6505 2201 Email: <a href="mailto:china@ussec.org">china@ussec.org</a>
U.S. Wheat Associates	Room 1009, China World Tower 1, No. 1 Jianguomenwai Avenue, Beijing, China, 100004	Tel: (86-10) 6505 3866 Fax: (86-10) 6505 5138 Email: <a href="mailto:infobeijing@uswheat.org">infobeijing@uswheat.org</a>

**Table 4: Chinese Government Agriculture Related Organizations**

Organization	Address	Telephone/Fax Email/URL
Ministry of Agriculture of the People's Republic of China (MOA)	No.11 Nongzhanguan Nanli,Chaoyang District,Beijing 100125 China	Tel: (8610) 5919 3366 Fax: (8610) 59191428  <a href="http://english.agri.gov.cn/">http://english.agri.gov.cn/</a>
General Administration of Quality Supervision, Inspection and Quarantine of P.R.C. (AQSIQ)	No. 9, Madian East Road, Haidian District, Beijing100088, People's Republic of China	Tel: (8610) 8226 0001  <a href="http://english.aqsiq.gov.cn/">http://english.aqsiq.gov.cn/</a>
China Food and Drug Administration	26 Xuanwumen Xidajie, Beijing, 100053, P.R. China	Tel: (8610) 6831 3344 Fax: (8610) 6831 0909 Email: <a href="mailto:inquires@sda.gov.cn">inquires@sda.gov.cn</a>  <a href="http://eng.sfda.gov.cn/WS03/CL0755/">http://eng.sfda.gov.cn/WS03/CL0755/</a>
Certification and Accreditation Administration of the People's Republic of China (CNCA)	9 Madian East Road, Haidian District, Beijing 100088 China	Tel: (8610) 8226 0777 Fax: (8610) 8226 0799 E-mail: <a href="mailto:infocnca@cnca.gov.cn">infocnca@cnca.gov.cn</a>  <a href="http://english.cnca.gov.cn/">http://english.cnca.gov.cn/</a>
National Health and Family Planning Commission of the PRC	No 1 Xizhimen Outer South Road, Xicheng District, Beijing 100044 China	Tel: (8610) 6879 2114 Email: <a href="mailto:chinahealthgov@163.com">chinahealthgov@163.com</a>  <a href="http://en.nhfpc.gov.cn/">http://en.nhfpc.gov.cn/</a>

**Table 5: Chinese Industry Associations**

<b>Organization</b>	<b>Address</b>	<b>Telephone /Fax</b>
China National Food Industry Association	No.5, Taipingqiao Dongli, Fengtai District, Beijing, 100073 China	Tel: (86-10) 6326 5394 <a href="http://www.cnfia.cn/html/main/index.html">http://www.cnfia.cn/html/main/index.html</a>
Chinese Nutrition Society	16th Floor, Unit 5, Fenghua Haojing Block A, No. 6, Guang An Men Nei Street, Xicheng District, Beijing, China,100053	Tel: (86-10) 8355 4781 Fax: (86-10) 8355 4780 Email: <a href="mailto:cns@cnsoc.org">cns@cnsoc.org</a> <a href="http://www.cnsoc.org/en/index.html">http://www.cnsoc.org/en/index.html</a>
China Condiment Industry Association	Room 605, Tian Xing Jian Business Building, No. 47, Fuxing Road, Haidian District, Beijing, China,100036	Tel: (86-10) 5192 1726 Fax: (86-10) 5192 1087 (86-10) 5192 1960 Email: <a href="mailto:bangongshi@chinacondiment.com.cn">bangongshi@chinacondiment.com.cn</a> <a href="http://www.chinacondiment.com">www.chinacondiment.com</a>
China Food Additives & Ingredients Association	Rm. 1402, Tower C Vantone, No. 6A, Chaowai Street, Beijing 100020, China	Tel: (86-10) 5979-5833 Fax: (86-10) 5907-1335 (86-10) 5907-1336 <a href="http://www.cfaa.cn/">http://www.cfaa.cn/</a>
China Green Food Association	No.59, Xueyuan South Road, Haidian District, Beijing 100081, China	Tel: (86-10) 6212 2266 Fax: (86-10) 6213 2976 Email: <a href="mailto:cgfdc@greenfood.org">cgfdc@greenfood.org</a> <a href="http://www.greenfood.org.cn/">http://www.greenfood.org.cn/</a>
China Beverage Industry Association	Room 1701/1702, Tianyuan Gang Center B block, No.2C, Dongsanhuanbeilu, Chaoyang District, Beijing, China,100027	Tel: (86-10) 8446-4668 Fax: (86-10) 8446-4236 Email: <a href="mailto:zyx@chinabeverage.org">zyx@chinabeverage.org</a> <a href="http://www.chinabeverage.org">www.chinabeverage.org</a>
China Dairy Industry Association	No. B 22, Fu Wai Avenue , Xicheng District, Beijing, China	Tel: (86-10) 6839 6513 Fax: (86-10) 6839 6665 Email: <a href="mailto:ruzhipin@163.com">ruzhipin@163.com</a> <a href="http://www.cdia.org.cn">www.cdia.org.cn</a>

China Meat Association	Room 704, 7th floor, Block C of Yihe Yangguang, No.12 East Tucheng Road, Chaoyang District, Beijing 100081	Tel: (86-10) 5166-1768 (86-10) 8411-9709 Fax: (86-10) 5166-1769 Email: <a href="mailto:chinameat@sina.com">chinameat@sina.com</a>  <a href="http://www.chinameat.org">www.chinameat.org</a>
China Cotton Textile Association	Room1903 China Garments Mansion, No.99 JianGuo Road, ChaoYang District, Beijing, China 100020	Tel: (86-10) 8069 9537 (86-10) 8069 8853 Fax: (86-10) 8069 9537 Email: <a href="mailto:ccta_bgs@126.com">ccta_bgs@126.com</a>  <a href="http://www.ccta.org.cn">www.ccta.org.cn</a>
China Baked Food Industry Association	3rd floor of Block 2 in the Buxin Industrial zone, Dong Chang Road, Luo Hu District, Shenzhen, China	Tel: (86-755) 2580-7955 (86-755) 2501-0632 Fax: (86-755) 2565-2490 Email: <a href="mailto:baking_zg@126.com">baking_zg@126.com</a>  <a href="http://www.baking-zg.com">www.baking-zg.com</a>
China Organic Products Association	No. 2 Yuan Ming Yun West Road, Haidian District, Beijing, China, 100094	Tel: (86-10) 6623-1545 Fax: (86-10) 6623-1546 Email: <a href="mailto:yjcpXH@163.com">yjcpXH@163.com</a>  <a href="http://www.yjSPXH.org">www.yjSPXH.org</a>
China Vegetable Association	12 South Zhongguancun Street, Chinese Academy of Agricultural Sciences, Beijing, China, 100081	Tel: (86-10) 8210-5018 Email: <a href="mailto:cva_bj@163.com">cva_bj@163.com</a>  <a href="http://www.cva128.org">www.cva128.org</a>
China Chamber of Commerce of Foodstuffs and Native Produce	4 <sup>th</sup> floor, Tongzheng International Building, No. 80 Guang Qu Men Nei Avenue, Dong Cheng District, Beijing 100062	Tel: (86-10) 8710 9819 (86-10) 8710 9821 Fax: (86-10) 8710 9814 Email: <a href="mailto:cfna2012@163.com">cfna2012@163.com</a>  <a href="http://www.cccfna.org.cn">www.cccfna.org.cn</a>

## V. Appendix

### 1. Key Socio-Economic Indicators (1 US\$ = 6.63 RMB as of December 08, 2017).

#### Population in China

	2015	2016	Change (%)
Total	1,374,620	1,382,710	0.6%
Urban	771,160	792,980	2.8%

Source: China Statistical Yearbook 2016 \*2-1

#### Per Capita Income & Expenditures of Urban Households

	2015 (RMB)	2016 (RMB)	Change (%)
<b>Per Capita Disposable Income of Urban Households</b>	<b>31,194.80</b>	<b>33,616.20</b>	<b>7.8%</b>
-Low Income Quintile (20%)	12230.9	13,004.10	6.3%
-Low Middle Income Quintile (20%)	21446.2	23,054.90	7.5%
-Middle Income Quintile (20%)	29105.2	31,521.80	8.3%
-Middle High Income Quintile (20%)	38572.4	41,805.60	8.4%
-High Income Quintile (20%)	65082.2	70,347.80	8.1%
<b>Per Capita Expenditure of Urban Households</b>			
<b>Consumption Expenditure</b>	<b>21392.4</b>	<b>23078.9</b>	<b>7.9%</b>
-Food, Tobacco and Liquor	6,359.70	6,762.40	6.3%
<b>Cash Consumption Expenditure</b>	<b>17,887.00</b>	<b>19,284.10</b>	<b>7.8%</b>
-Food, Tobacco and Liquor	6,224.80	6,627.70	6.5%

Source: China Statistical Yearbook 2016\*6-6 \*6-7

#### Per Capita Consumption of Major Foods of Urban Households

	2015 (kg)	2016 (kg)	Change (%)
Grain (unprocessed)	112.6	111.9	-0.6%
-Cereal	101.6	100.5	-1.1%
-Tuber	2.1	2.3	9.5%
-Beans and Bean Products	8.9	9.1	2.3%
Oil or Fat	11.1	11	-0.9%
-Edible Vegetable Oil	10.7	10.6	-0.9%
Vegetable and Mushroom	104.4	107.5	3%
-Fresh Vegetables	100.2	103.2	3%
Products of Meat	28.9	29	0.35%
-Pork	20.7	20.4	-1.45%
-Beef	2.4	2.5	4.2%
-Mutton	1.5	1.8	20%
Poultry	9.4	10.2	8.5%
Aquatic Products	14.7	14.8	0.7%
Eggs	10.5	10.7	1.9%
Milk and Dairy Products	17.1	16.5	-3.5%
Dried and Fresh Melons and Fruits	55.1	58.1	5.4%
-Fresh Melons and Fruits	49.9	52.6	5.4%
-Nuts and Processed Products	4	4.2	5%
Sugar	1.3	1.3	0.00%

Source: China Statistical Yearbook 2016\*6-9

*Consumer Price Indices by Category, 2016(2015=100)*

	<b>National Indices</b>	<b>Urban Indices</b>
<b>Consumer Price Index</b>	<b>102</b>	<b>102.1</b>
<b>Food, Tobacco and Liquor</b>	<b>103.8</b>	<b>103.7</b>
Food	104.6	104.5
Grain	100.5	100.6
Tubers	111.4	111.3
Beans	100.9	100.9
Edible Oil and Fats	101.7	101.2
Vegetables	110.9	110.9
Fresh Vegetables	111.7	111.7
Meat of Livestock	111	110.5
Meat of Poultry	101.5	101.6
Aquatic Products	104.6	104.9
Eggs	96.8	96.8
Milk	99.9	99.8
Dired and Fresh Melons and Fruits	98.2	98.2
Fresh Melons and Fruits	97.4	97.5
Candy and Cake	101	101
Flavoring	102.1	102.4
Other Foods	101.5	101.7
Tea and Beverages	100.4	100.5
Tobacco and Liquor	101.5	101.5
Dining Out	102.6	102.6

Source: China Statistical Yearbook 2016 \*5-3

## 2. Import Statistics

CHINA IMPORTS OF AGRICULTURAL, FISH & FORESTRY PRODUCTS FROM UNITED STATES								
CY 2012 - 2016 AND YEAR-TO-DATE COMPARISON								
(IN THOUSANDS OF DOLLARS)								
IMPORTS MARKET: UNITED STATES								
PRODUCT	CALENDAR YEARS (JAN-DEC)					JANUARY - NOVEMBER		
	2012	2013	2014	2015	2016	COMPARISONS		%
						2016	2017	CHANGE
BULK AGRICULTURAL TOTAL	21,129,673	18,207,278	19,961,498	16,489,902	16,166,247	12,470,530	14,020,907	12.43
WHEAT	233,493	1,263,626	283,961	185,045	208,021	196,717	390,223	98.37
COARSE GRAINS	1,658,107	938,884	1,811,189	2,592,686	1,318,007	1,276,915	1,082,037	-15.26
RICE	7	0	176	0	0	0	9	35,704.17
SOYBEANS	15,374,305	13,332,639	16,326,440	12,460,696	13,754,089	10,211,475	11,377,179	11.42
OTHER OILSEEDS	35,287	22,211	13,222	14,846	5,480	4,258	11,364	166.9
COTTON	3,697,948	2,444,357	1,266,735	989,527	513,705	424,371	914,622	115.52
TOBACCO	117,332	171,325	223,148	196,055	179,477	179,477	167,584	-6.63
RUBBER & ALLIED GUMS	641	662	1,014	662	660	654	681	4.21
RAW COFFEE	27	123	314	115	74	10	97	843.99
COCOA BEANS	0	0	0	0	0	0	2	n/a
TEA (INCL. HERB TEA)	800	278	304	386	484	426	321	-24.61
RAW BEET & CANE SUGARS	88	77	96	21	33	31	191	509.56
PULSES	11,488	30,450	21,884	33,042	27,817	20,546	23,537	14.55
PEANUTS	1	2,425	12,811	16,618	158,251	155,553	52,882	-66
OTHER BULK COMMODITIES	149	220	205	203	149	97	180	85.75
INTERMEDIATE AGRICULTURAL TOTAL	3,228,829	4,098,521	4,458,932	4,407,756	2,794,320	2,579,394	2,094,172	-18.81
WHEAT FLOUR	47	54	32	24	9	5	12	135.71
SOYBEAN MEAL	719	0	31	0	0	0	135	n/a
SOYBEAN OIL	261,934	116,406	182,587	442	88,800	65,897	70,242	6.59
VEGETABLE OILS EXC SOYBEAN OIL	99,568	52,339	47,409	56,251	43,099	39,414	39,475	0.16
FEEDS & FODDERS (EXC PET FOOD)	1,021,798	1,763,192	2,176,571	2,498,975	1,193,647	1,134,329	546,558	-51.82
LIVE ANIMALS	69,588	67,700	49,441	7,822	3,816	3,651	10,543	188.8
HIDES & SKINS	1,294,088	1,572,562	1,508,589	1,317,510	952,957	866,782	879,845	1.51
ANIMAL FATS	1,208	296	329	846	6,846	5,912	1,809	-69.4
PLANTING SEEDS	93,842	89,863	107,824	115,305	66,558	60,148	118,447	96.92
SUGAR/SWEETENER/BEVERAGE BASES	4,045	8,069	7,496	6,803	5,055	4,709	6,198	31.62
ESSENTIAL OILS	112,709	130,187	123,904	130,864	120,322	109,967	119,133	8.34

OTHER INTERMEDIATE PRODUCTS	269,283	297,853	254,720	272,914	313,211	288,580	301,776	4.57
CONSUMER-ORIENTED AGRICULTURAL TOTAL	3,067,672	3,158,002	2,977,141	2,472,655	3,342,910	2,944,485	3,264,262	10.86
SNACK FOODS (EXCLUD. NUTS)	23,616	26,926	33,377	42,561	42,006	37,848	34,169	-9.72
BREAKFAST CEREALS/PANCAKE MIX	14,391	17,494	21,684	21,775	20,175	18,664	16,512	-11.53
RED MEATS,FRESH/CHILLED/FROZEN	1,068,661	759,097	760,787	481,628	1,344,676	1,252,786	1,047,698	-16.37
RED MEATS, PREPARED/PRESERVED	4,748	4,546	1,589	1,278	50	44	690	1,456.19
POULTRY MEAT	271,343	417,785	222,554	36,982	0	0	24	n/a
DAIRY PRODUCTS (EXCL. CHEESE)	297,773	549,791	588,268	299,910	270,363	237,283	397,317	67.44
CHEESE	38,808	43,005	55,644	53,413	40,976	37,292	55,450	48.69
EGGS & PRODUCTS	862	1,211	1,422	2,462	357	321	381	18.58
FRESH FRUIT	288,128	253,818	253,064	299,613	331,179	306,953	374,633	22.05
FRESH VEGETABLES	178	148	12	67	101	75	414	448.28
PROCESSED FRUIT & VEGETABLES	257,949	248,047	247,974	296,232	314,341	285,298	295,700	3.65
FRUIT & VEGETABLE JUICES	16,836	20,372	32,414	14,690	20,584	17,731	16,832	-5.07
TREE NUTS	205,049	167,876	124,864	189,069	214,036	161,678	269,496	66.69
WINE & BEER	76,377	88,126	82,952	65,840	68,576	57,184	72,217	26.29
NURSERY PRODUCTS & CUT FLOWERS	4,550	4,803	6,204	7,333	4,937	4,813	3,896	-19.05
PET FOODS (DOG & CAT FOOD)	722	808	59	495	6,327	1,418	24,513	1,629.08
OTHER CONSUMER ORIENTED PRODUC	497,682	554,148	544,271	659,307	664,227	525,095	654,319	24.61
FOREST PRODUCTS AGRICULTURAL TOTAL	1,748,368	2,465,456	2,951,818	2,358,280	2,589,947	2,323,918	2,862,690	23.18
FISH AND SEAFOOD PRODUCTS AGRICULTURAL TOTAL	1,114,940	1,062,040	1,181,119	1,087,404	1,031,591	944,888	1,207,057	27.75
AGRICULTURAL PRODUCT TOTAL	27,426,174	25,463,801	27,397,571	23,370,313	22,303,477	17,994,409	19,379,341	7.70
AGRICULTURAL, FISH & FORESTRY TOTAL	30,289,482	28,991,297	31,530,508	26,815,997	25,925,015	21,263,215	23,449,088	10.28

CHINA IMPORTS OF AGRICULTURAL, FISH & FORESTRY PRODUCTS FROM WORLD								
CY 2012 - 2016 AND YEAR-TO-DATE COMPARISON								
(IN THOUSANDS OF DOLLARS)								
IMPORTS MARKET: WORLD								
PRODUCT	CALENDAR YEARS (JAN-DEC)					JANUARY - NOVEMBER		
	2012	2013	2014	2015	2016	COMPARISONS		%
						2016	2017	CHANG E
BULK AGRICULTURAL TOTAL	65,807,371	66,240,574	65,246,655	58,748,495	51,328,990	45,579,932	54,576,177	19.74
WHEAT	1,101,467	1,865,841	962,546	886,433	800,986	753,555	979,852	30.03



COARSE GRAINS	2,518,052	2,129,393	3,974,228	6,984,229	3,269,436	3,091,662	3,250,311	5.13
RICE	1,125,022	1,052,042	1,228,906	1,473,169	1,586,323	1,386,727	1,612,879	16.31
SOYBEANS	34,927,474	38,033,976	40,329,891	34,942,136	34,018,028	30,090,791	35,743,709	18.79
OTHER OILSEEDS	781,089	988,764	1,422,477	1,410,491	1,261,441	1,178,445	975,429	-17.23
COTTON	11,894,078	8,511,025	5,049,411	2,630,568	1,668,771	1,401,214	2,048,907	46.22
TOBACCO	1,196,468	1,334,286	1,566,489	1,293,446	1,133,681	985,817	1,115,531	13.16
RUBBER & ALLIED GUMS	6,823,467	6,409,485	4,971,091	3,940,547	3,379,260	2,796,549	4,390,646	57
RAW COFFEE	127,752	97,693	134,021	119,096	111,979	101,445	121,221	19.49
COCOA BEANS	86,736	113,337	106,408	91,533	87,016	85,985	62,571	-27.23
TEA (INCL. HERB TEA)	71,211	75,742	92,852	106,427	112,028	98,236	137,199	39.66
RAW BEET & CANE SUGARS	2,024,127	1,869,158	1,311,821	1,458,598	951,069	868,681	803,467	-7.51
PULSES	582,000	681,784	426,871	458,280	422,449	388,121	466,312	20.15
PEANUTS	25,634	17,093	28,930	118,551	315,205	309,986	174,395	-43.74
OTHER BULK COMMODITIES	2,522,793	3,060,954	3,640,713	2,834,993	2,211,316	2,042,718	2,693,748	31.87
INTERMEDIATE AGRICULTURAL TOTAL	24,487,992	24,072,891	23,133,816	21,813,275	18,478,851	16,499,376	18,074,804	9.55
WHEAT FLOUR	7,193	14,660	15,978	15,160	14,760	12,698	40,613	219.83
SOYBEAN MEAL	21,252	14,038	17,565	41,681	13,494	11,483	34,436	199.88
SOYBEAN OIL	2,275,811	1,275,355	1,092,192	645,685	452,065	421,929	507,424	20.26
VEGETABLE OILS EXC SOYBEAN OIL	10,348,348	9,126,084	7,546,941	6,897,180	6,299,481	5,421,399	6,540,664	20.65
FEEDS & FODDERS (EXC PET FOOD)	1,218,381	1,968,183	2,453,516	2,871,148	1,571,399	1,473,846	910,548	-38.22
LIVE ANIMALS	494,744	397,855	770,862	514,620	357,611	292,651	290,022	-0.9
HIDES & SKINS	3,649,571	4,387,052	4,271,813	4,000,026	3,014,578	2,806,804	2,708,951	-3.49
ANIMAL FATS	220,366	121,442	129,881	132,978	200,364	188,901	111,529	-40.96
PLANTING SEEDS	241,704	260,974	314,508	350,681	286,283	251,431	359,638	43.04
SUGAR/SWEETENER/BEVERAGE BASES	291,224	278,590	280,265	433,752	332,246	290,540	341,857	17.66
ESSENTIAL OILS	429,256	505,935	466,082	489,871	438,983	409,863	435,850	6.34
OTHER INTERMEDIATE PRODUCTS	5,290,140	5,722,722	5,774,212	5,420,493	5,497,590	4,917,830	5,793,273	17.8
CONSUMER-ORIENTED AGRICULTURAL TOTAL	20,014,010	25,378,321	28,902,870	29,928,323	34,243,474	30,930,196	34,114,089	10.29
SNACK FOODS (EXCLUD. NUTS)	536,235	709,379	905,064	1,078,338	977,074	850,125	862,743	1.48
BREAKFAST CEREALS/PANCAKE MIX	52,726	73,172	92,420	131,788	165,784	150,718	173,082	14.84
RED MEATS,FRESH/CHILLED/FROZEN	3,142,059	4,914,496	4,952,016	5,833,040	8,827,643	8,101,352	7,511,883	-7.28
RED MEATS, PREPARED/PRESERVED	11,032	11,789	9,554	13,657	16,171	14,717	16,600	12.79
POULTRY MEAT	955,563	1,005,352	878,194	930,105	1,284,074	1,177,078	930,700	-20.93
DAIRY PRODUCTS (EXCL. CHEESE)	3,322,426	5,341,291	6,512,927	3,221,035	3,274,526	2,996,813	4,395,616	46.68
CHEESE	186,713	231,062	342,428	347,963	419,406	385,172	466,826	21.2
EGGS & PRODUCTS	5,242	6,794	6,872	6,385	2,600	2,360	2,660	12.72
FRESH FRUIT	3,020,069	3,420,519	4,318,172	5,011,017	4,886,482	4,476,903	4,565,534	1.98

FRESH VEGETABLES	4,256	1,579	2,928	3,517	6,294	6,144	4,293	-30.13
PROCESSED FRUIT & VEGETABLES	2,523,404	2,582,676	2,936,710	3,116,948	2,483,433	2,255,210	2,354,313	4.39
FRUIT & VEGETABLE JUICES	218,141	230,523	252,244	208,936	226,097	203,714	257,533	26.42
TREE NUTS	509,478	409,854	588,503	757,193	690,970	582,251	834,684	43.35
WINE & BEER	1,726,061	1,788,802	1,924,199	2,617,730	3,034,179	2,736,401	3,182,411	16.3
NURSERY PRODUCTS & CUT FLOWERS	136,752	173,776	191,282	217,648	226,286	210,549	254,612	20.93
PET FOODS (DOG & CAT FOOD)	10,233	9,230	8,973	15,919	31,565	22,656	77,666	242.8
OTHER CONSUMER ORIENTED PRODUC	3,653,618	4,468,026	4,980,384	6,417,103	7,690,890	6,758,032	8,222,931	21.68
FOREST PRODUCTS AGRICULTURAL TOTAL	15,132,109	18,959,425	22,970,944	18,921,153	19,803,784	15,161,878	20,306,743	33.93
FISH AND SEAFOOD PRODUCTS AGRICULTURAL TOTAL	5,665,785	6,183,785	6,841,726	6,564,770	7,064,515	6,016,830	7,044,511	17.08
AGRICULTURAL PRODUCT TOTAL	110,309,373	115,691,786	117,283,341	110,490,093	104,051,315	93,009,504	106,765,070	14.79
AGRICULTURAL, FISH & FORESTRY TOTAL	131,107,267	140,834,996	147,096,011	135,976,016	130,919,614	114,188,212	134,116,324	17.45

CHINA IMPORTS OF Consumer Oriented Agric. Total									
CY 2012 - 2016 AND YEAR-TO-DATE COMPARISON									
(IN THOUSANDS OF DOLLARS)									
PRODUCT IMPORTED: Consumer Oriented Agric. Total									
	2016	CALENDAR YEARS (JAN-DEC)					JANUARY - NOVEMBER		
							COMPARISONS		%
IMPORT MARKETS	RANK	2012	2013	2014	2015	2016	2016	2017	CHANGE
LEADING REGIONAL MARKETS									
ALL COUNTRIES	-	20,014,010	25,378,321	28,902,870	29,928,323	34,243,474	30,930,196	34,114,089	10.29
WORLD EXCL. EU-25	1	15,358,565	19,480,529	22,124,695	21,763,646	23,994,959	21,589,142	24,420,657	13.12
EUROPEAN UNION-25	2	4,655,445	5,897,792	6,778,175	8,164,678	10,248,515	9,341,054	9,693,433	3.77
SOUTHEAST ASIA	3	4,752,617	5,376,308	6,059,218	6,542,744	5,930,387	5,389,469	5,702,051	5.8
OCEANIA/PACIFIC IS	4	3,833,554	6,538,279	7,606,728	5,577,271	5,837,353	5,356,871	7,423,599	38.58
SOUTH AMERICA	5	1,969,761	2,319,647	2,940,642	3,909,298	5,193,101	4,594,459	4,521,523	-1.59
NORTH AMERICA	6	3,398,190	3,661,146	3,408,072	3,056,388	4,190,189	3,706,185	4,040,472	9.02
CHINA & HONG KONG	7	141,354	153,570	219,874	276,429	327,978	301,210	301,295	0.03
JAPAN	8	160,838	156,898	184,697	262,441	309,766	276,759	290,480	4.96
SUB-SAHARAN AFRICA	9	113,392	148,599	221,965	264,094	235,451	223,531	300,990	34.65
OTHER EUROPE	10	74,817	102,775	138,971	145,438	188,864	169,233	195,814	15.71
MIDDLE EAST	11	118,793	116,900	108,733	145,563	152,916	136,309	160,356	17.64
FORMER USSR - 12	12	105,820	54,291	123,851	177,626	133,060	114,436	139,506	21.91

SOUTH ASIA	13	75,104	84,432	96,254	129,275	95,689	84,247	90,143	7
NORTH AFRICA	14	9,622	8,284	12,563	29,923	36,704	35,751	93,148	160.55
CENTRAL AMERICA	15	21,017	18,428	31,922	23,129	13,420	12,236	36,743	200.28
LEADING 35 COUNTRY MARKETS									
NEW ZEALAND	1	2,832,114	4,592,960	5,579,922	3,324,670	3,515,404	3,250,046	4,657,943	43.32
UNITED STATES	2	3,067,672	3,158,002	2,977,141	2,472,655	3,342,910	2,944,485	3,264,262	10.86
THAILAND	3	2,575,744	3,095,526	3,230,543	3,295,740	2,763,744	2,584,039	2,687,035	3.99
AUSTRALIA	4	1,001,163	1,944,854	2,026,172	2,251,009	2,318,642	2,103,947	2,762,919	31.32
GERMANY	5	731,965	1,054,734	1,217,081	1,671,183	2,131,507	1,961,256	1,771,428	-9.68
BRAZIL	6	749,847	624,801	675,797	1,123,276	2,130,203	1,918,647	1,782,490	-7.1
NETHERLANDS	7	686,856	857,840	1,043,699	1,539,222	1,914,657	1,734,578	1,856,574	7.03
FRANCE	8	1,392,225	1,543,601	1,549,853	1,647,353	1,912,845	1,745,346	2,141,709	22.71
CHILE	9	837,734	916,676	1,105,839	1,396,028	1,741,524	1,465,590	1,302,387	-11.14
VIETNAM	10	1,086,727	993,834	1,171,780	1,487,019	1,484,059	1,296,330	1,593,075	22.89
SPAIN	11	340,370	393,585	496,417	660,223	1,043,706	971,784	953,800	-1.85
DENMARK	12	558,896	687,657	712,930	711,875	1,043,258	949,733	776,812	-18.21
IRELAND	13	202,047	267,094	458,515	573,805	755,148	676,021	769,955	13.9
CANADA	14	312,246	463,161	373,695	491,899	752,433	682,862	633,881	-7.17
KOREA, SOUTH	15	242,624	327,766	433,439	535,374	647,250	556,361	473,923	-14.82
URUGUAY	16	78,792	397,292	456,658	556,718	588,695	531,320	634,928	19.5
PHILIPPINES	17	368,092	379,132	668,825	628,680	542,594	504,383	528,810	4.84
TAIWAN	18	229,191	303,211	336,682	517,284	493,826	455,564	379,125	-16.78
ITALY	19	282,616	332,198	401,434	487,158	453,211	395,306	428,177	8.32
MALAYSIA	20	213,658	374,313	394,229	428,543	431,547	389,086	348,481	-10.44
ARGENTINA	21	195,245	251,361	286,888	371,356	403,062	365,691	482,268	31.88
INDONESIA	22	187,156	171,577	265,650	330,829	353,057	306,327	349,429	14.07
JAPAN	23	160,838	156,898	184,697	262,441	309,766	276,759	290,480	4.96
UNITED KINGDOM	24	76,189	131,842	171,809	208,063	267,003	242,902	268,472	10.53
SINGAPORE	25	304,573	333,701	278,711	322,052	264,296	235,010	164,036	-30.2
SOUTH AFRICA	26	103,379	134,082	209,167	245,853	225,566	214,380	277,702	29.54
BELGIUM	27	93,421	126,836	164,589	175,119	219,184	201,904	234,398	16.09
HONG KONG	28	110,111	113,334	153,909	197,208	199,185	182,438	209,322	14.74
PERU	29	70,052	101,266	216,738	223,579	178,475	169,727	195,825	15.38
SWITZERLAND	30	61,292	90,829	117,232	124,608	152,192	136,162	157,413	15.61
ECUADOR	31	32,330	22,138	190,612	229,139	139,854	133,475	112,423	-15.77
CHINA	32	31,243	40,236	65,965	79,221	128,793	118,772	91,972	-22.56
POLAND	33	58,827	197,305	236,641	162,951	114,895	104,715	91,138	-12.97
MEXICO	34	18,272	39,984	57,237	91,834	94,579	78,838	142,329	80.53

MONGOLIA	35	4,418	2,580	4,583	41,359	90,158	71,549	131,465	83.74
REST OF WORLD	-	716,084	756,115	987,788	1,062,997	1,096,245	974,861	1,167,703	19.78

Source: Global Trade Atlas

### 3. 2017 FAIRS Subject Reports (as of December 2017)

**Hygiene Requirements for Livestock and Poultry (GB12694)|FAIRS Subject Report Livestock and Products|Beijing|China - Peoples Republic of|3/1/2017**

[Hygiene Requirements for Livestock and Poultry \(GB12694\) Beijing China - Peoples Republic of 2-23-2017](#)

**General Safety Requirements of Food-Contact Materials and Articles|FAIRS Subject Report|Beijing|China - Peoples Republic of|3/31/2017**

[General Safety Requirements of Food-Contact Materials and Articles Beijing China - Peoples Republic of 3-31-2017](#)

**Maximum Residue Limits for Pesticides in Food|FAIRS Subject Report|Beijing|China - Peoples Republic of|4/10/2017**

[Maximum Residue Limits for Pesticides in Food Beijing China - Peoples Republic of 4-5-2017](#)

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[Technical Requirements for Genetic Resources Imports Beijing China - Peoples Republic of 2-23-2017](#)

**China Releases New Maximum Residue Limits for Pesticides in Food|FAIRS Subject Report|Beijing|China - Peoples Republic of|4/29/2017**

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**Procedures for Exporting U.S. Beef to China|FAIRS Subject Report|Beijing|China - Peoples Republic of|7/13/2017**

[Procedures for Exporting U.S. Beef to China Beijing China - Peoples Republic of 7-13-2017](#)

**Update to AQSIQ's Implementation Catalogue for Facility Registration|FAIRS Subject Report|Beijing|China - Peoples Republic of|7/16/2017**

[Update to AQSIQ's Implementation Catalogue for Facility Registration Beijing China - Peoples Republic of 7-13-2017](#)

**China Releases New Draft Standards on Maximum Residue Limits|FAIRS Subject Report|Beijing|China - Peoples Republic of|8/18/2017**

[China Releases New Draft Standards on Maximum Residue Limits Beijing China - Peoples Republic of 8-14-2017](#)

**China Releases New Maximum Residue Limits for Pesticides in Food|FAIRS Subject Report|Beijing|China - Peoples Republic of|12/5/2017**

[China Releases New Maximum Residue Limits for Pesticides in Food Beijing China - Peoples Republic of 11-30-2017](#)