

China's strawberry production value exceeds RMB 60 billion

"China has, for some time, been the largest strawberry producer in the world," said Zhu Baocheng, president of China Good Agri-products Development & Service Association, at the first International Strawberry Brand Conference held in China on March 24th. According to statistics, China's strawberry planting area is more than 150 thousand hectares and the production volume was over 4 million tons. The total production value reached more than RMB 60 billion. China intends to work hard on strawberry brand building.

Representatives of industry organizations, associations, and international marketing and sales companies from United States, Australia, Japan, South Korea, Colombia, Ghana and other major global producers and traders attended the conference.

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