

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Approved By:

Linston Terry

Prepared By:

Joy Wang

Report Highlights:

This monthly newsletter includes articles on: U.S. Agriculture Trade Update, Processed Seafood Certificate, China Livestock & Feed Market & Technology Forum, Imported Alcohol Products at Chongqing Expo Missing Labels, Ordered Removed; ATO Meets with FCS and AmCham Reps, ATO Attends Chengdu & New York 2012 International Fashion Week, Agrees to Future Cooperation; 9th China Food Expo; Authentic California Wine Tasting Seminar; Foot-and-Mouth Disease (FMD) Outbreak; Meetings with Nebraska, Cranberry Marketing Commission, North Carolina Wine; U.S. Cranberry Marketing Committee Seminar in Shanghai; Spring 2012 Reverse Trade Mission to California, Oregon and Washington; Taste of California; World Congress on Timber & Wood Products Trade; Shanghai Timber Association Projects Increased Wood Demand; ATO assists a U.S. cranberry trading company with on-line sales; DISCUS Whiskey Ambassador Seminar in Shanghai; 2011 Produce Marketing Association Show Results; ATO Shenyang Furthers Cooperation with Liaoning Furniture Association; Retail Training on California Table Grapes in Shenyang; Napa Valley Wine Tasting in Shenyang; USSEC Facilitates Partnership in China to Promote the Amino Acid Advantage of U. S. Soy; Alaska Seafood Marketing Institute Hosts Chef Seminar at Grand Hyatt Shanghai; AQSIQ and NOAA Agree in Principle to a New Fish and Fishery Product Health Certificate; General Rules for the Labeling of Prepackaged Foods - CH11030; "Discover California Wines" New Year Tasting Event; Wisconsin Governor's Delegation to China; Free Booth at China Xiaoshan Plant

& Flower Show in March 2013; United Tastes of America - Asian Chef Challenge. To use the newsletter with working links please use the URL: <http://www.icontact-archive.com/ax046v6l6BKR3bNhR6gW9foqz3LR5vy ?w=3>



USDA China e-Newsletter

January 2013, Volume 2, Issue 1

www.usdachina.org www.meiguomeishi.org

Happy New Year!



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USDACHina e-Newsletter

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Chief Editor:
Keith Schneller | Director |

ATO Shanghai
Keith.Schneller@fas.usda.gov

Main Coordinator:
Joy

Wang | Marketing Specialist | ATO Shanghai
Zhe.Wang@fas.usda.gov

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ATO China Map



 Regional Coverage
FAS maintains six offices in China

USDA China Contacts:

Beijing:

AAOBeijing@fas.usda.gov

ATOBeijing@fas.usda.gov

APHISBeijing@usda.gov

Chengdu:

ATOChengdu@fas.usda.gov

Guangzhou:
ATOGuangzhou@fas.usda.gov

Shanghai:
ATOShanghai@fas.usda.gov

Shenyang:
ATOShenyang@fas.usda.gov

Hongkong:
ATOHongKong@fas.usda.gov

ATOHongKong@fas.usda.gov

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U.S. Exports to China

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Please note due to technical registration issues in China, our www.USDAChina.org website is temporarily off-line. We hope to have the website up again by February 1.

- **Agricultural Affairs Office - US Embassy Beijing**

U.S. Agricultural Trade Update:

(1) Through November, China is the largest export destination for American agricultural and food products with \$23.2 billion in sales, a 40 percent increase compared to the same period a year ago. With one month remaining in the calendar year, this is already a record level of exports, the seventh consecutive year in which U.S. agricultural exports to China reached a new high. When final export numbers for 2012 are published, U.S. agricultural exports to China will have more than doubled in the past four years.

(2) This year, approximately 18 percent of global U.S. agricultural and food exports come to China and agriculture accounts for more than 20 percent of all U.S. exports to this market. Forest and fish products, both supported by USDA market development programs add another \$2.5 billion to the U.S. export figure. China's exports of agricultural products to the United States are also at a record-setting level (\$4.1 billion).

(3) U.S. agricultural exports to China range from bulk commodities, like soybeans, cotton and corn, that are essential inputs into China's own food, feed and textile sectors to high-value consumer products like pork, tree nuts, dairy products and wine. American agricultural and food exports to China not only support tens of thousands of U.S. jobs, they also help China meet its own food security needs, mitigate food price inflation, and create strong business partnerships between China and the United States.

(Scott S. Sindelar | Minister Counselor for Agricultural Affairs | USDA | American Embassy Beijing)

Processed Seafood Certificate: NOAA negotiations with AQSIQ have resulted in a new processed seafood certificate for U.S. seafood product imports. Any potential trade disruption is expected to be minimized by the agreement that any product arriving in China with the current certificate issued before Jan 1 will be permitted entry. All product exported after January 1 must be accompanied by the new certificate. Please see trade policy section below for more details...

- **ATO Chengdu**

China Livestock & Feed Market & Technology Forum

On December 17, the ATO Chengdu Director provided opening remarks for the American Soybean Association-International Marketing's first event in Southwest

Year-To-Date
Comparisons -
USD Million)

BULK

Coarse Grains

2007

8.97

2008

2.86

2009

48.06

2010

278.12

2011

842.77

Jan.-Nov.

Comparisons

2011

605.21

2012

1,201.43*

%Chg 98.51

Soybeans

2007

4,117.4

2008

7,259.7

2009

9,193.7

2010

10,816.6

2011 10,48

0.2

Jan.-Nov.

Comparisons

2011

9,155.97

2012

13,064.45

%Chg

42.69

Cotton

2007

1,461.2

2008

1,620.6

2009

861.8

2010

China in the past five years. The event included guest speaker Dr. Bob Thaller of South Dakota State University and was widely attended by approximately 30-40 leading feed manufactures, livestock producers, traders, and market analysts. Following presentations, the participants engaged in tempered discussion regarding both USDA PS&D estimates and the nearing December 20 deadline for biotech approvals. More on those two items will follow. If you are interested in a copy of the presentations (most all in Chinese), please feel free to contact either ATO/Chengdu or ASA-IM/China.

Imported Alcohol Products at Chongqing Expo Missing Labels, Ordered Removed:

According to wine-info.com on December 26, the Chongqing Administration of Industry and Commerce (AIC) discovered 50% of the wine exhibited at the 3rd China (Chongqing) International Wine and Spirits Exhibition were missing legal Chinese labels. The local authority ordered the concerned vinters to withdraw the concerned products from the expo. According to both ATO discussions and expo promotional material prior to the event, the ATO is unaware of any U.S. wine at the event.

ATO Meets with FCS and AmCham Reps: On December 18, the ATO Director attended an FCS-organized business lunch attended by local AmCham-Southwest China Chairman Benjamin Wong as well as visiting AmCham-Northeast China reps Preston Kuo and Ella Onn. Mr. Wong noted AmCham-Southwest China has approximately 20 agribusiness member companies, including his own, The Coffee Beanery. He imports roasted coffee beans from Michigan.

ATO Attends Chengdu & New York 2012 International Fashion Week, Agrees to Future Cooperation:

On December 18, the ATO attended the finale of Fashion Week in Chengdu, an FCS and AmCham-supported event, as well as met event organizer City Reader Club. On December 26, the ATO and City Reader Club agreed to feature U.S. wines at City Reader Club's next fashion event in April.

9th China Food Expo: On January 9, the ATO met with representatives of the 9th China Food Expo (CFE), scheduled to be held in Chengdu from September 25 to 28, 2013. The ATO secured a complimentary 9 sq-m booth for itself as well as discount pricing for U.S.-affiliated companies who wish to be a part of the U.S. pavilion. In return, the ATO agreed to speak at the event as well as be available for interviews. The organizers will be in Guangzhou (January 19), Shanghai (January 21), and Beijing (January 23) seeking participation from US-affiliated companies located in those areas. At the expo, exhibitors will be welcome to participate in seminars, promotional events, and match-making services. In the coming week, the ATO will be forwarding information on the expo to U.S. State and Regional Trade Groups as well as other cooperators to encourage more U.S. companies to join this show.

Authentic California Wine Tasting Seminar: On December 21, the ATO provided welcoming remarks at the "Authentic California Wine Tasting Seminar," organized by Sichuan Zhuling Group at Chengdu's S-HE Wine Bar. Sichuan Zhulin is in partnership with California Elite Winery Association and the Chengdu Haigui Club. Three different brands of U.S. wine were introduced during the seminar: Cartlidge & Browne, Napa Smith, and Santo Stefano.

Foot-and-Mouth Disease (FMD) Outbreak: On Monday, January 7, the Ministry of Agriculture announced type-O FMD was confirmed in swine in Sichuan

2,632.4
 Jan.-Nov.
 Comparisons
 2011
 2,403.07
 2012
 3,251.69*
 %Chg
 35.31

INTERMEDIATE
Vegetable
Oil (Ex Soybean)

2007
 13.99
 2008
 23.92
 2009
 30.86
 2010
 47.75
 2011
 68.87

Jan.-Nov.
 Comparisons
 2011
 66.07
 2012
 89.20*
 %Chg
 35.01

**Feeds &
 Fodders**

2007
 51.86
 2008
 71.84
 2009
 228.64
 2010
 735.95
 2011
 627.11

Jan.-Nov.
 Comparisons
 2011
 574.87
 2012
 900.45*
 %Chg

Province. The swine originated from Shanxi province.

- **ATO Beijing**

Nebraska: ATO and AAO met with Nebraska State’s Director of Agriculture Greg Ibach and with longtime contact Stan Garbacz. Discussion centered on the Agriculture Forum and next steps for the Dry Bean project. This project is being organized with various stakeholders in Nebraska, and funded on the ATO side as part of the Food Manufacturing EMP grant. Last year’s conference was a major success. Efforts for the upcoming year will focus on specific applications for dry beans in food manufacturing, with an emphasis on new product development and product sales.

North Dakota: Another outgrowth of the dry bean project has been a cooperative effort by ATOs in Guangzhou and Beijing with the state of North Dakota and the Northern Crops Institute on specialty whole grains in food manufacturing. Two conferences on whole grains are being organized, one in Beijing and one in Guangzhou. The Chinese counterpart in Beijing will be CFNA, a food import association, to emphasize the commercial/trader focus of this event, as compared to the manufacturer emphasis in the Nebraska event, which was supported by the China Institute for Food Science and Technology.

Cranberry Marketing Commission: ATO met with a team from the Cranberry Marketing Commission, which is kicking off a major drive to build markets and recognition for cranberries in China. ATO also participated in CMC’s product awareness activities while they were in town. The meeting discussed a wide range of options for promotion of cranberries, including health-focused activities, product development contests and media awareness events. The timing of CMC’s effort is excellent, as consumers interest in new products and in health-related foods is growing quickly.

North Caroline Wine: ATO met with ONS Winery and the local representative for the State of North Carolina. ONS has seen considerable success in China, and has booked initial shipments of their wines. With product now available in market, ATO’s support is now moving toward plugging them into ATO market promotion activities. ATO also provided contacts at ATO/Shanghai, as ONS has connection in both Shanghai and Ningbo (a major city near Shanghai). The ONS wine’s friendly flavor profile makes it a natural for emerging city markets, and ATO looks forward to including them in our outreach efforts.

- **ATO Shanghai**

Live Animals

2007

16.9

2008

37.7

2009

31.6

2010

33.7

2011

44.5

Jan.-Nov.

Comparisons

2011

38.8

2012

54.1 *

%Chg

39.5

Hides & Skins

2007

826.9

2008

859.0

2009

651.7

2010

951.6

2011

1,163.4

Jan.-Nov.

Comparisons

2011

1,068.48

2012

1,210.78*

%Chg

13.32

CONSUMER ORIENTED

Breakfast

Cereals

2007 4.1

2008 4.1

2009 3.7

2010 7.0

2011 8.5

Jan.-Nov.

Comparisons

U.S Cranberry Marketing Committee Seminar in Shanghai: The U.S Cranberry Marketing Committee (CMC) launched its first seminar series in China starting in Shanghai on Jan 14, followed by seminars in Beijing and Shenzhen later in the week. After ATO Director Keith Schneller's Mandarin, Scott Soares, the and the former Commissioner Department of Agricultural

opening remarks in CMC's Executive Director for the Massachusetts Resources, gave a comprehensive introduction to the U.S. cranberry industry, including industry dynamics, growing practices, and harvest methods. Professor Amy B. Howell, an associate scientist at the Marucci Center for Blueberry and Cranberry Research of Rutgers University in New Jersey, presented to audiences the health benefits of cranberry with a very succinct presentation including convincing statistics and research results. Mr. Josh Weiner from Bryant Christie Inc. (BCI) gave a comprehensive presentation on the CMC strategic marketing plan.



ATO Shanghai assisted in inviting some local traders and media contacts to attend the seminar. In total, about 100 traders participated in the seminar. The audience had several opportunities to ask questions of the speakers during the presentations and were very impressed with the great health benefits of eating cranberries. Please click [here](#) for more details. For more information, please contact the CMC China event office, Ms Mabel Zhuang, by email atinfo@mzmc.com.cn.

Spring 2012 Reverse Trade Mission to California, Oregon and Washington results in direct purchases of wine: In late March and early April 2012, ATO Shanghai led a team of Chinese buyers to California, Oregon, and Washington State that resulted in a large volume of direct wine purchases. A recent follow-up survey indicates that two of the buyers made large purchases of wine since the mission. The California Wine Institute, Washington State Wine Commission and Oregon Wine Board provided great support to the mission. One of China's largest on-line wine trade platforms based in Shanghai which previously bought American wine from local distributors, ordered a wide range of entry level, mid-range, and premium wines from all three states. The company plans to triple sales and double the number of new American wine labels for 2013. The other buyer in the mission picked up five new labels from Oregon and Washington State since the spring mission, in addition to eight California labels which they have already carried for several years.

Tmall American Food Pre-Sale Promotion: ATO Shanghai launched a very unique American Food "Pre-Sale" Promotion in December with China's largest eCommerce player, Tmall, which is the B to C component of Alibaba. Alibaba achieved a record sales volume of RMB19.1 billion (USD 3.04 billion) in 24 hours on "11-11 singles day in Chinese Pop Culture," November 11, 2012, which was three times more than when it ran the promotion last year. The American Food "Pre-Sale" Promotion kicked off right before Christmas and ended on January 15. The program was a great success resulting in nearly USD 500,000 sales of Alaskan seafood, natural pork, and a wide variety of American snack food products including Hawaiian macademia nuts that completely sold out. Since this was a "pre-sale" promotion,

%Chg 91.9

Dairy Products

2007 153.6
2008 179.4
2009 137.0
2010 236.7
2011 361.2

Jan.-Nov.

Comparisons

2011 325.8
2012 380.6*
%Chg 16.8

Fresh Fruits

2007 38.8
2008 45.5
2009 55.4
2010 80.0
2011 103.3*

Jan.-Nov.

Comparisons

2011 96.0
2012 108.0*
%Chg 12.5

Fruits

&Vegetable

Juices

2007 6.5
2008 10.9
2009 16.7
2010 15.6
2011 17.3*

Jan.-Nov.

Comparisons

2011 14.3
2012 29.4*
%Chg 105.4

Wine and Beer

2007 14.8
2008 20.1
2009 25.0
2010 35.0
2011 65.3*

Jan.-Nov.

Comparisons

2011 57.5

the more orders that were placed, resulted in lower prices. Now the suppliers have until the end of January to deliver the products right before the Chinese New Year Holiday. ATO Shanghai hopes to assist eCommerce companies do more and more of these types of promotions in the future. Please take a look at the Tmall American promotion, presale page [here](#). We will provide more information about the results of this event in next month's report. ATO Director already participated in a [China Daily USA](#) newspaper report on the Tmall promotion as well as a KTSF San Francisco, on-line interview.

Taste of California: ATO Shanghai recently confirmed that last November's Taste of California reverse trade mission which included several buyers from Chinese on-line retailers resulted in at least one direct purchase of packaged food products. The first mixed container included multiple SKUs with a total value of USD54,000. ATO Shanghai led a fourteen member, reverse trade mission to attend the Taste of California trade show and conference in Oakland, CA from November 5-10, 2012. ATO Shanghai believes this mission was very successful in connecting potential buyers from China to small and medium sized food and wine producers in California. The buyer for one of the on-line retailers confirmed this will be their first direct purchase from the United States. Among the products are several that will be exported to China for the first time and the retailer is confident the new products will be successful. Once they have a better idea about the sales of these products, more shipments are expected. ATO will follow up with the retailer on registration and labeling issues related to the consolidated container. This is the second year that ATO Shanghai has worked with this online retailer to promote U.S. food products. In 2011, ATO Shanghai introduced 16 American food and beverage suppliers and 260 SKUs of new products to the online retailer. After the initial new products introduction, ATO launched a month-long online marketing event to promote the products. Total sales reached RMB 1,518,300 or USD 241,000. Daily sales reached RMB 50,610, an increase of 615 percent. In November 2012, almost one year after the promotion, monthly sales of American products grew to USD 696,000, almost 200 percent increase over the same period last year.

World Congress on Timber & Wood Products Trade: ATO Shanghai staff met key stakeholders in China's wood industry at the 2nd World Congress on Timber & Wood Products Trade in Taicang on November 28. The Congress was organized by the China Timber & Wood Products Distribution Association and attracted around 400 industry representatives. Taicang is one of China's most important timber transportation ports with increasing volumes of timber from Russia, the United States, New Zealand and Canada. It is the only national level timber fumigation treatment zone in the Yangtze Delta and has a fumigation tank with an annual capacity of 2 million cubic meters. Production data and trade trends were released and analyzed by the participants to the Congress. Mr. John Chan, Regional Director of the American Hardwood Export Council gave a presentation on American hardwoods; Mr. Xu Fang, Director of the American Softwood Export Council in China moderated a discussion with panelists from leading Chinese importing companies, and representatives from Russia, Canada, the United States, and Chile.

Shanghai Timber Association Projects Increased Wood Demand: The association believes that continued urbanization with the target of 36 million units of "affordable apartments" to be built in urban China during the "12th Five-Year-Plan" and the "construct the new village" government initiative will create a large demand for building materials in the next few years. Reports from the Association show that China's timber market was rather weak in 2012. The reduction in construction

%Chg 15.0

Tree Nuts

2007

53.8

2008

86.5

2009

142.7

2010

144.7

2011

202.5

Jan.-Nov.

Comparisons

2011

178.8

2012

326.5*

%Chg

82.6

Forest Products

Hardwood

Lumber

2007

222.1

2008

187.4

2009

208.2

2010

359.1

2011

506.7

Jan.-Nov.

Comparisons

2011

480.9

2012

560.4*

%Chg

16.5

Seafood Products

*Roe & Urchin
(fish eggs)*

2007 16.1

2008 19.9

2009 13.1

activities in China during 2012 resulted in reduced demand for timber, and as a consequence, a sharper decline in the importation of softwood logs to the country. With the reduced demand for logs by the lumber industry, log prices have also fallen through most of 2012. The Association expects demand for timber in 2013 to increase steadily in the coming months.

ATO assists U.S. cranberry trading company with on-line sales: ATO Shanghai met recently with PICA MANUFACTURING SOLUTIONS (CHINA) COMPANY which packs American cranberries under the name MeiMei (beautiful berries). The company sources processed cranberries from the United States, exports to China in bulk and repacks them into retail packages locally in Shanghai. Currently, about 40% of their sales come from conventional retailers, 30% from on-line sales and 30% from HRI. The company sees great potential with on-line sales, especially with support from the U.S. Cranberry Marketing Council which recently hired a local representative. Since PICA's products are locally packed in China, the company must use a Chinese barcode and QS logo on its packages. As a result, one of the on-line retailers we work with forced PICA to move their products from the imported side of the website to the domestic side. This caused monthly sales to drop off drastically. However, shortly after the meeting, ATO staff convinced the on-line retailer to move the MeiMei brand cranberries back to the imported side of the website, since their cranberries are 100% U.S. origin. This action should result in a great rebound in on-line sales for the company.

DISCUS Seminar in Shanghai: DISCUS American Whiskey Brand Ambassador Adam Devermann organized a Seminar and Tasting Event held on December 18 in Shanghai. Nine brands of American whiskeys were featured and four of them were tasted at the event. About 40 bartenders and owners of the best bar/restaurant venues as well as a few local lifestyle media reporters attended the event. The presentation on the history and production of American Whiskey, tasting and hands-on cocktail demonstration activities generated lots of interest and positive response from the attendants of the event. Adam is hoping his contract will be extended into 2013. ATO Shanghai fully supports Adam's efforts to educate China's bar and restaurant leaders about American spirits.

Reverse Trade Mission to 2011 Produce Marketing Association Show Generated Sales: ATO Shanghai recently confirmed a reverse trade mission to the Produce Marketing Association's (PMA) 2011 Fresh Summit Trade Show and the State of Washington generated US\$1.7 million in sales from a new importer in a second tier city. This was the first trip for the importer to the United States who reported they would not have directly purchased fruit from the United States without support from this mission. The six Chinese members of the mission paid their own expenses and were supported by an ATO Shanghai staff member on the mission from Oct 8-16, 2011. Confidence about Chinese demand for U.S. fruit and the ability of U.S. producers to deliver high quality products led this mission's new Emerging City Market importer to purchase US\$900,000 of apples and US\$800,000 of cherries from Washington in 2012.

The reverse trade mission included field visits in Washington State and a visit to the PMA show in Atlanta. The Washington Apple Commission and Northwest Cherry Growers jointly hosted a luncheon meeting in Yakima, WA to welcome the Chinese buyers and introduced growers, packers and shippers to them. During the PMA show, the traders made new contacts, enhanced relationships with their current suppliers, and discussed future cooperation. The U.S.A. Pear Bureau also organized a workshop at the show to introduce U.S. pears to the Chinese buyers.

Jan.-Nov.
Comparisons
2011 33.1
2012
40.6*
%Chg 22.8

Crab & Meat
2007 14.1
2008 44.0
2009 41.7
2010 41.6
2011 67.0

Jan.-Nov.
Comparisons
2011 61.0
2012 98.5*
%Chg 61.5

FAS/BICO - U.S
Bureau of the
Census Trade
Data
* Denote Highest
Export Levels
since at least CY
1970

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Joint Commission
on Commerce
and Trade](#)
--[U.S. and China
Conclude 23rd](#)

- **ATO Shenyang**

ATO Shenyang Furthers Cooperation with Liaoning Furniture Association:

ATO Shenyang attended the annual meeting of Liaoning Furniture Association (LNFA) and delivered a speech, outlining the opportunity for deeper cooperation with furniture manufacturers in Liaoning Province. Liaoning furniture industry's gross revenue equaled almost USD 9 billion in 2012, one of the top five provinces in furniture production. While some furniture manufacturers in northeast China are already importing US wood - mainly hardwood - there is still large potential for increased imports as the demand for higher quality furniture grows rapidly along with this region's economy. ATO Shenyang also announced that it would be one of the co-sponsors for the China (Shenyang) Furniture Expo that will be held in August 2013, one of the largest furniture shows in China.



Retail Training on California Table Grapes in Shenyang:



On Dec 17th and 18th, Louis Ng, China Rep of California Table Grape Commission, accompanied by ATO Shenyang, conducted retail training on California table grapes for Carrefour and Wal-Mart in Shenyang, China. The training covered varieties, storage, display and selling skills. Many staff said they gained a lot of useful information about California table grapes which will help sell more California table grapes in their stores. Mr. Ng also conducted similar training in Dalian, as well as in other regions of China.

Napa Valley Wine Tasting in Shenyang:



Capitalizing on the newly arrived imports of US wine into Shenyang (see last month's newsletter), ATO Shenyang helped coordinate a wine tasting event to publicize the new US wines. Mr. Dong, the wine importer, featured five wines from two Napa Valley wineries at the event, which was covered by regional media. The Consul General and the ATO

[Session of the Joint Commission on Commerce and Trade](#)

China to explore increased rice imports from India

India's newfound position as the world's leading rice exporter has not escaped the attention of China, which may look to its western neighbour for increasingly greater rice supplies over the coming years.

(Source: FoodNavigator)

Subsidies to rise while pork production still falls short of demand

As the Chinese government boosts agriculture productivity in its drive to ensure national food security, a new report has suggested that government subsidies will continue to grow.

(Source: FoodNavigator)

[Single's Day](#)

Director both congratulated Mr. Dong and explained to the audience the high quality and competitiveness of U.S. wines. While French wines dominate the northeast imported wine market, these direct imports of U.S. wines have cracked open the market for further imports of U.S. wine.

- **U.S. Cooperators in China**

USSEC Facilitates Partnership in China to Promote the Amino Acid Advantage of U. S. Soy



A U. S. soy industry team led by ASA Director and former Chairman Rob Joslin visited Beijing Resource Group, a long time cooperator for USSEC swine and feed programs. The group has shown great interests in working with USSEC to promote the benefits of essential amino acids in U.S. soybean meal to the animal performance. [Read more.](#)

Alaska Seafood Marketing Institute Hosts Chef Seminar at Grand Hyatt Shanghai

On December 19th, 2012, Alaska Seafood Marketing Institute partnered with the five-star Grand Hyatt Shanghai to host the ASMI Chef Seminar at the Jin Mao Tower. With the opportunity to increase exposure and educate local traders and HRI sector on the versatile use of Alaska Seafood.



野生 • 天然 • 持续



[shopping triggers e-commerce, traditional retail battle](#) (Source: XinHua Net)

[China sees increasing corn, soy imports](#)
In order to satisfy rising domestic demand in the next few decades, China will continue to see increasing imports of corn and soy from international markets. (Source: eFeedlink)

[China affected by FMD in south west region](#)
Foot-and-Mouth Disease (FMD) has been reported in Guangyuan, south west China, according to the country's Ministry of Agriculture. (Source: eFeedlink)

[China's Yashili to invest US\\$210 million milk plant in New Zealand](#)
China's Yashili International Holdings plans to invest CNY1.1 billion (US\$210



Mr. Alan Hallman, Deputy Director of ATO Shanghai expressed his full support of this event. 50 local traders and top hotel chefs were invited to the seminar, where the chefs of Grand Hyatt demonstrated the making of numerous dishes made with popular Alaska Seafood products such as Pacific Cod, King Crab, Pollock roe, Pink Salmon and more. Most importantly, this seminar served as a platform for local traders to directly communicate and build bridges with some of China's biggest Alaska Seafood suppliers in attendance. Around 50 chefs attended this event.



+ Trade Policy:

AQSIQ and NOAA Agree in Principle to a New Fish and Fishery Product Health Certificate: Officials from NOAA and AQSIQ China's food safety authority met on the evening of December 20, 2012 to discuss issues related to the new fish and fishery products certificate that will be in force on January 1, 2013. After a productive session the issues were resolved to both side's satisfaction and an agreement in principle was made. NOAA will be following up with details on the certificate format and a letter confirming our understanding of the agreement. As a result of this cooperative session, trade in fish and fishery products should continue past January 1, 2013 without disruption. The current certificate format can be used through December 31, 2012, so any planned shipments can proceed. The Seafood Inspection Program and NOAA Fisheries wish to thank the seafood industry for your support and patience. Source: NOAA Seafood Inspection Program [nmfs.seafood.services@noaa.gov]

General Rules for the Labeling of Prepackaged Foods - CH11030
<http://gain.fas.usda.gov/Recent%20GAIN%20Publications/General%20Rules%20for%20the%20Labeling%20of%20Prepackaged%20Foods%20Beijing%20China%20-%20Peoples%20Republic%20of%205-25-2011.pdf>
Translated version: May 13, 2011
On May 13, China's Ministry of Health published on its web site National Food Safety Standard on General Rules for the Labeling of Prepackaged Foods to be adopted on April 20, 2012. These Rules prescribe the basic requirements for the labeling of pre-

million) to build a milk processing plant in New Zealand. (Source: eFeedlink)

Cold weather kills about 180,000 cattle in China

About 180,000 cattle have died in Northern China due to the coldest winter experienced in decades while also threatening electric power supplies in the south, where the government is not used to dealing with such freezing temperatures. (Source: eFeedlink)

Report says sick chickens sold

A major chicken supplier is suspected of selling sick birds to popular food chains including KFC, in the latest crisis to hit the nation's poultry industry. (Source: Chinadaily.com.cn)

CMC Seminar in ..

packaged foods. They apply to the labeling of all pre-packaged foods directly or indirectly offered to consumers. A draft version of these rules was notified to the WTO on April 20, 2010 as TBT/N/CHN/733.

+ Upcoming Events:

"Discover California Wines" New Year Tasting Event

Time: 7:30 p.m.-10:00 p.m. Thursday, Jan 24, 2013

Location: The House of Roosevelt, Rooftop Terrace, Shanghai, China

赛玛西餐厅 Kathleen's 5 Rooftop Restaurant (By invitation)

Contact: Shirley Qin | Public Relations & Marketing Manager

Email: sqin@aviareps.com

Tel: (8621) 63591535-135

California Wine Institute, China Office

www.discovercaliforniawines.com.cn



Wisconsin Governor's Delegation to China

MADISON, January 3, 2013 - Governor Scott Walker today announced a trade mission to China scheduled for April 12-21, 2013, to build trade ties between Wisconsin firms and Chinese businesses and investors. Learn more about the China mission trip, please click [here](#). Individuals and companies in China interested in knowing more can contact *Michael Stewart* from Wisconsin Center China at michaelstewart@mccusa.org



Get a Free Booth at the China Xiaoshan Plant & Flower Show in March 2013:

Dates: March 22-24, 2013

Venue: Xiaoshan Plant & Flower Center, Hangzhou, Zhejiang

The Xiaoshan Plant & Flower Trade Show, the largest of its kind in East China, is an annual event held in Xiaoshan District, Hangzhou, Zhejiang Province jointly sponsored by the China State Forestry Ministry, Hangzhou Government and the Shanghai Landscaping Industry Association. To celebrate its 10th anniversary in 2013, the organizer offered preferential terms to U.S. exhibitors, including free exhibition booth, free ground transportation between Shanghai and Hangzhou, and free hotel accommodation and meals during the trade show. ATO Shanghai and the show organizer will also organize a seminar, depending on the size of the U.S. delegation, to help U.S. exhibitors & visitors network with local brokers of ornamental horticultural products, and improve understanding of the process of exporting plant materials to China. Xiaoshan is the biggest nursery products production base and distribution center in east China. In 2012, over 150 enterprises exhibited at the trade show, which attracted over 50,000 visitors from all parts of China. The sales volume in intention reached RMB 590 million (approx \$ 94.4 million), representing a 13% growth year on year.

For more details, Please click [here](#).

Please contact Susan Zhang, ATO Shanghai Marketing Specialist, at Hongyu.zhang@fas.usda.gov



Scott Soares
& Josh Weiner



**+Event
Calendar:**

**2013 United
States Trade
Show
Calendar**

Jan 7 Sichuan

United Tastes of America - Asian Chef Challenge

美國之味- 亞洲廚藝競賽 | March 6-8, 2013



The first annual "United Tastes of America - Asian Chef Challenge" will be launched in Shanghai from March 6-8, 2013 at the [ZhongHua Culinary Center](#) in Puxi Shanghai. Please note that this competition was postponed from early December due to a technical, contracting issue. 18 teams from across China will be invited to participate in this competition. This competition will be a joint effort by the [U.S. Department of Agriculture](#) and more than 18 U.S. agricultural producer associations to launch an annual series of chef competitions in East Asia that will feature healthy, American food ingredients and highlight creative skills demonstrated by experienced Asian chefs. The initial target markets are Shanghai, Hong Kong, Tokyo and Taipei. [The Sichuan Provincial Hospitality Industrial Association](#) & [Industrial Food Association of Chongqing](#) recently offered their support for the project. Metro Cash & Carry and City Shop will both be cosponsors of the event. The winning team of the regional Shanghai competition will participate in an East Asian Final Competition in June 2013 at the Food Taipei International Trade Show. The final winning team will be invited to an all expenses paid, week-long Continuing Education Professional Development Course at the [Culinary Institute of America, Napa Valley, California](#).

+ GAIN Reports ([Global Agricultural Information Network](#))

- [China EMP HRI - Qingdao Chef Training, Beijing ATO, China - Peoples Republic of 12-17-2012](#)
- [ATO, China - Peoples Republic of 12-21-2012](#)
- [Online Retailer Makes First Direct Purchase of US Food Products, Shanghai ATO, China - Peoples Republic of 12-21-2012](#)
- [Successful Initial Tranche of Taiwan's 2013 Rice CSQ SBS Tender - Taipei, Taiwan 12-20-2012](#)
- [Exporter Guide, Taipei ATO, Taiwan 12-20-2012](#)

Chamber of
Commerce for
Import & Export
of Furniture:
Annual
Conference

Jan

12 California
Wine Tasting in
Chengdu,
sponsored by Via
Pacifica
Selections

Jan 14

Cranberry
Marketing
Council
Seminar/Dinner
Reception for
Trade Contacts -
Shanghai

Jan 24

California Wine
Institute tasting
event - Shanghai

Jan 30

California Walnut
Commission
Media Luncheon
- Shanghai

Jan 30

Making Online
Marketing Pay
Seminar -
Shanghai - ATO
Staff

Feb 4

Visit to ATO
Shanghai by
Keith Hu from
Northwest
Cherries
Association

Feb 9-13

Chinese Lunar
New Year
Holiday - US

-
- [Tree Nuts Annual Beijing China - Peoples Republic of 12-20-2012](#)
 - [Potatoes and Potato Products Annual Beijing China - Peoples Republic of 12-20-2012](#)
 - [Food and Agricultural Import Regulations and Standards - Narrative Taipei Taiwan 12-18-2012](#)
 - [2013 Tariff Rates for Agricultural Commodities Beijing China - Peoples Republic of 12-19-2012](#)
 - [Pecan Roaster Mission Results in 4.7 million USD in Direct Sales Shanghai ATO China - Peoples Republic of 12-21-2012](#)
 - [Potatoes Annual Beijing China - Peoples Republic of 12-18-2012](#)
 - [Strawberries Beijing China - Peoples Republic of 12-17-2012](#)
 - [Sea Cucumber Market Brief Beijing ATO China - Peoples Republic of 12-10-2012](#)
 - [Feed Ingredient Catalogue \(Final\) Beijing China - Peoples Republic of 12-17-2012](#)
 - [Citrus Annual Beijing China - Peoples Republic of 12-17-2012](#)
 - [ATO-Supported Buying Mission Leads to Export Growth Hong Kong Hong Kong 12-14-2012](#)
 - [Major Food and Beverage Trade Shows in Hong Kong 2013 Hong Kong Hong Kong 12-12-2012](#)
 - ["Yes! America" All-China ATOs 1st National Supermarket Promotion wit Guangzhou China - Peoples Republic of 12-12-2012](#)
 - [ATO helped US Exporters Achieve Great Successes at Trade Shows 2012 Hong Kong Hong Kong 12-12-2012](#)

Embassy/Consulates Closed
Gong Xi Fa Cai!!!

Mar 6-8

Shanghai Round of United Tastes of America -
Asian Chef Challenge -
Zhonghua Culinary Center

Mar 7-10

Natural Products Expo West 2013,
Anaheim

Mar 10-12

Boston International Seafood Show

Mar 13-16

Supply Chain and Logistics Showcase 2013,
Shanghai

Mar 22-24

Xiaoshan Plant & Flower Trade Show, Zhejiang Province - Susan Zhang

Mar 26-28

Food Ingredients China, Shanghai

Apr 1-3

HotelEx Shanghai 2013 - Mini-USA Pavilion - ATO SH

Apr 14-16

China International Catering, Food and Beverages Exposition - ATO Beijing

April 12-21

Taste Napa
Valley - China



Napa
Valley/California
Wine Trade
Missions to China
2013

May 7-9
SIAL China,
Shanghai

May 18-21
National
Restaurant
Association
(NRA)/ American
Food Fair,
Chicago

May 21-23
Sweets & Snacks
ExpoRTM

June 1-3
World Dairy Expo
and
Summit/China -
Nanchang,
Jiangxi Province
- ATO SH

2013 China
Forage
Conference -
New
Technology,
New Concept

Date: 2013.2.28-
3.1

Location:
Beijing, China
Inf. provided by:
Yao Feng 姚锋
Chief
Representative
(Great China,
Southeast Asia)
Anderson Hay &

Grain Co., Inc.
www.Anderson-Hay.com

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