

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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China - Peoples Republic of

Exporter Guide

2018 Exporter Guide to China

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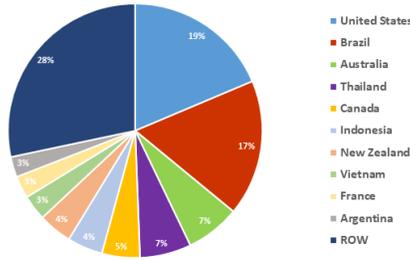
Report Highlights:

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.

Executive Summary

In 2017, the United States exported approximately US\$24.1 billion of U.S. agricultural products to China, a more than ten-fold increase since China's accession to the World Trade Organization (WTO) in 2001. China is a net importer of U.S. agricultural products.

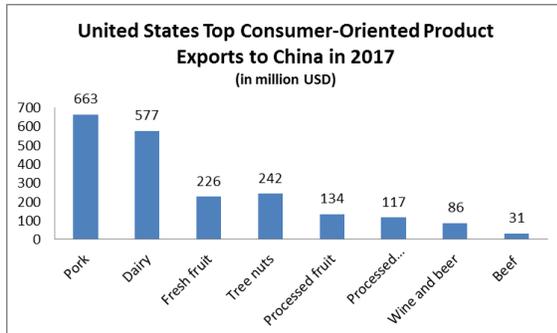
United States is China's Top Agricultural Supplier (2017)



Source: Global Trade Information System (GTIS)

China's Import of Consumer-Oriented Products

The United States was China's second largest consumer-oriented product exporting country in 2017. According to the USDA's Global Agricultural Trade System (GATS), the United States exported US\$2.4 billion in consumer-oriented products to in 2017.



Source: Global Trade Information System (GTIS)

China Overview

China's expanding economy, rising disposable incomes and urbanization are driving strong demand for imported food and beverage products. In fact, China Customs data indicate that domestic demand for imported consumer-oriented agricultural products in 2018 reached a record high with imports at \$44.9 billion. In 2018, import of such products increased nearly 18 percent over 2017. Meat and dairy products, tree nuts, and fruits were the major consumer-oriented products imported from the United States.

China Macroeconomics

Population: 1.38 billion and growing; largest in the world (Source: World Factbook)

GDP (in PPP terms): \$12.24 trillion (in 2017); second largest in the world; largest in Asia (Source: World Bank)

Gross National Income (GNI), per capita: \$8,690 (in 2017), with a growing middle class (Source: World Bank)

Agriculture:

- Accounts for 8.2 percent of China's GDP
- Accounts for 27.7 percent of workforce
- World leader (by value) of agricultural output for rice, wheat, potatoes, corn, tobacco, peanuts, tea, apples, cotton, pork, mutton, eggs, fish and shrimp

(Source: World Factbook)

Quick Takeaways for Exporters

Tailor to the market: Local cuisines and taste preferences dominate. To improve the applicability of your product, consider adapting to local cuisines and preferences.

Be consistent: Importers often complain that imported food products from the United States will have inconsistent supply. Once you establish a relationship with partners you should be in constant contact to understand sale trends and to make sure the supply of your product is adequate.

Product education is important: Be prepared to work with your partners to make sure the product is delivered to consumers properly and in the most effective manner.

Strengths/Weaknesses/Opportunities/Challenges SWOT Analysis	
Strengths <ul style="list-style-type: none"> - U.S. food products are perceived as high quality, safe, and consistent 	Weaknesses <ul style="list-style-type: none"> - China's food product supply chain continues to be fragmented and underdeveloped - International cuisines are not as widely accepted as local cuisines - Regulations and Tariffs
Opportunities <ul style="list-style-type: none"> - Rising disposable incomes - Growing familiarity and demand for imported food products 	Threats <ul style="list-style-type: none"> - Over 12 countries have free trade agreements with China - Domestic food supply is strong and developing

SECTION I. MARKET OVERVIEW

According to Chinese Customs data, the United States dropped to become China's second largest supplier of total agricultural, fishery, and forestry products in 2018, behind Brazil and slightly ahead of Australia. Before 2018, the United States was China's largest supplier of such products for 18 consecutive years¹. In terms of consumer-oriented agricultural products, the United States was China's fourth largest supplier, behind New Zealand, Australia, and Thailand. China's 2018 imports of U.S. consumer oriented products was at \$3.3 billion², which is down over 8 percent compared to 2017. While the first quarter in 2017 showed a positive import trend, in the latter half of 2018 (i.e., the second, third, and fourth quarter) imports of U.S. consumer-oriented products were likely negatively impacted by increased tariffs on U.S. agricultural products as a result of trade tensions between the United States and China. For more information on China's additional tariffs on U.S. agricultural products please see GAIN reports [CH18040](#), [CH18052](#), [CH18047](#), [CH18034](#), [CH18012](#), [CH18061](#), [CH18043](#), and [CH18018](#).

SECTION I.A. Recent Trends for Food and Agricultural Products

In 2018 and beyond, Chinese consumer's demand for safe, high quality imported products will continue to be driven by China's rising disposable incomes and an increasingly urban population (see Appendix 1 for population and other key demographic data). As China's urban populations grow and the living environments of China's major 'tier-1' cities³ develop, more high-end convenient stores and supermarkets have increasingly replaced China's traditional wet markets. Furthermore, because China's supply chain and distribution channels have greatly advanced over the past decade, imported food product is finding its way into 'tier-2' and 'tier-3' cities that are found in China's southwestern, central, and northern provinces. It is wise for exporters to recognize the regional differences of China, both in terms of consumer preferences and government regulation, because the success of a certain food and agricultural product in one region often differs greatly from the success of that same product in another region of China. Exporters should see the many market opportunities within China, rather than seeing China as one big market.

¹ China Customs data before CY 2000 were not considered.

² Global Trade Atlas: Annual Data for 2017 for Commodity "Consumer-Oriented Agricultural Total (2017)

³Tier-1: Shanghai, Beijing, Guangzhou, Shenzhen; Tier-2: Chongqing, Hangzhou; etc Tier-3: Suzhou, Ningbo, etc

Table 1: Recent Trends for Food and Agricultural Products

General Trends in China
As a result of food safety scandals in China in previous years, Chinese consumers have increasingly demanded more information about the safety of their food products. On average, consumers are willing to pay a premium for products that are perceived as safe and high quality. Food products from the United States are considered as safe and high quality.
eCommerce is highly advanced in China, especially for the sale of food products. Consumers in China will often order pre-made meals, daily groceries, and products online for direct delivery.
China's large domestic food producers are starting to develop a stronger reputation for producing safe and consistent food products. While some consumers in China still have issues with trusting locally produced food, it has been evident over recent years that some domestically produced food is capable of competing with international brands in terms of quality and safety.
Food products that are quick and convenient to eat (e.g., ready-to-eat products rather than raw ingredients) are becoming increasingly popular. Recent changes in China's average household structure and size has led to individuals having less time to prepare full meals at home. Therefore, consumers are demanding food products that can be prepared quickly and in some cases, eaten on the go.
The average household kitchen in China is slowly becoming similar to kitchens found in major cities around the world. In previous decades, Chinese families would often prepare meals in a shared kitchen with other families. However, over the past 20 years, as China's cities have developed, apartments and the kitchens in them have also developed. It is now common to find an oven in many Chinese homes.

Table 2: Advantages and Challenges for U.S. Products in the Chinese Market

Advantages	Challenges
Extensive USDA resources in China, including five U.S. Agricultural Trade Offices and more than 40 USDA Cooperators with local representation.	New-to-market 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 tier-1 cities, to afford imported food products.	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.	Many Chinese consumers remain price sensitive. Note: China's 80 th percentile of annual per capita urban disposable income is still <\$10,000.
Continued urbanization will increase the number of consumers with access to imported food and beverage products.	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.
Market analysts report that products made in the United States are trusted and deemed higher quality by Chinese consumers.	Current market access barriers preclude some U.S. products from gaining entry.
Chinese consumers, especially the younger generation, actively seek out international experiences and products.	Logistics and supply chain, while improving, is still a concern that can create issues for some U.S. products (e.g., perishable food products)
International culture and norms are becoming widely accepted across China (e.g., holidays, cuisine, etc)	
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 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.

SECTION II. EXPORTER BUSINESS TIPS

The Chinese market is complex, diverse, and constantly changing. Exporters should be aware that the China market often requires a company to invest a considerable amount of resources (e.g., time, financing, and other) in order to be successful. Market research studies, whether on consumer preferences or certain sectors, are highly recommended. Exporters should familiarize themselves with the resources available to them and determine the best way to use those resources (please see Section VI. Trade Assistance for Exporters for more information). For example, the Foreign Agricultural Service has consumer studies, emerging city market reports, and other industry reports available to the public on the Global Agricultural Information Network ([GAIN](#)).

SECTION II.A. Best Practices for Exporters Interested in the China Market

- **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 a range of products. Discuss the strategy with a local representative who understands the local market and economic conditions. Take advantage of free market research reports, e-newsletters and periodic FAS China reports to stay current on the latest commodity and regional trends.
- **Visit the market.** Traveling to China is highly recommended to evaluate partnerships, build 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.
- **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 five 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 properly promoted in the market.
- **Understand the basic Chinese regulations which govern your industry/product.** 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, www.wusata.org, 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.
 - NOTE: 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. For more information, please watch an IPR video prepared by the Foreign Agricultural Service [here](#).

SECTION II.B. Cultural Considerations

In general, consumers in China are becoming familiar with imported food and international food culture. While some international brands have had success in China with only minor adaptations to their U.S. products, it is strongly recommended that U.S. food and agriculture exporters carefully study the local Chinese market they wish to enter and for them to appropriately tailor their products to meet the demands of local consumers. Below are some general business tips based on culture and local business practices:

- **Networking.** 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.
- **Business cards.** 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.

- **Arrive on time.** 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.
- **Think long-term.** 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 be beneficial.
- **Appreciate the business relationship.** 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 the culture and language.** Learn some simple phrases of Chinese, such as *nǐ hǎo* (hello), *zǎo shàng hǎo* (good morning), *fei chang hǎo* (wonderful) etc.
- **Be patient.** Hold back frustration if a business negotiation is not running smoothly. Losing one's temper causes both parties to "lose face."
- **Plan accordingly.** 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: 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 (short holiday September); and Golden Week (the first week of October). During those time periods, business usually slows down as people take vacations and visit family.
- **Find quality local partners.** 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.
- **Negotiate an agreement that works for you.** Be prepared that many Chinese buyers will ask for exclusivity deals or marketing support. Exclusivity agreements can be beneficial for some companies, but often, reaching a regional or limited exclusivity agreement is preferred over an all-China exclusivity agreement.
- **Understand local means of communication.** Set up a WeChat account on your smart phone and know how to use it. Contacts often prefer to connect via WeChat rather 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.

SECTION III. IMPORT PROCEDURES

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.

SECTION III.A. USDA Support with China's Regulations and 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:

- 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. Please also see section VI of this report for more information.
- 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 this APHIS link:
<https://www.aphis.usda.gov/wps/portal/aphis/ourfocus/importexport>
- 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>
- 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.
- FAS provides easy access to existing trade agreements and those undergoing negotiations. At the URL, <http://www.fas.usda.gov/topics>, click Trade Policy.

- FAS/China manages a USDA China website and a bi-weekly e-Newsletter. Sign up for it by sending an email to atoshanghai@fas.usda.gov.

SECTION III.A.I. 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.

SECTION III.B. China’s Government Structure and Ministries

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 General Administration of China Customs (GACC), State Administration of Market Regulations (SAMR), and Ministry of Agriculture and Rural Affairs. China’s government bodies underwent a reorganization in the early part of 2018, which led to a shift in responsibilities and jurisdiction amongst China’s Ministries. For more information on the reorganization, please see the following reports on USDA’s GAIN system:

- General Administration of Customs Reorganization (November 14, 2018);
- China Announces Revamped Market Regulation Administration (October 23, 2018);

SECTION III.C. Procedures for Exporting to China

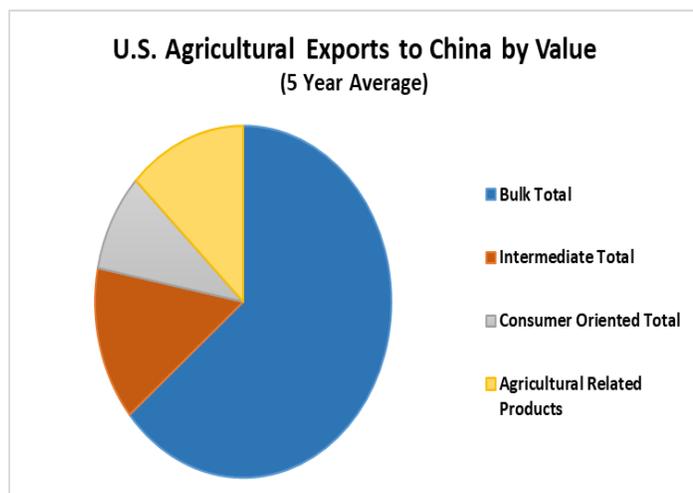
The points outlined below provide specific information for handling agricultural trade and business with Chinese customers.

- 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://dzwjyjs.aqsiq.gov.cn/zwgk/slaq/jjsljtj/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 GACC or MARA. 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>.

SECTION IV. MARKET SECTOR STRUCTURE AND GROWTH SECTORS

China is the world's largest agricultural producer (by volume) and the world's second largest agricultural importer (by value). China has consistently been a top-2 market for U.S. agricultural, fishery, and forestry product exports over the last 5 years. Of the U.S. agricultural products being exported to China (by value), approximately 65 percent are considered 'bulk' products (e.g., coarse grains, soybeans, etc.); 15 percent are 'intermediate' products (e.g., hides and skins, soybean meal, etc.); 10 percent are 'consumer oriented' goods (e.g., beef, fresh fruit, alcohol, etc.); and 10 percent are 'agricultural related' products (e.g., ethanol, forestry products, fish products).



Since China joined the World Trade Organization (WTO) in December 2001, thereby boosting its GDP growth, direct foreign investment, and exports, U.S. agricultural exports to China have increased tenfold. Over the past 5 years, there has been sustained high demand for traditional exports such as soybeans and cotton and a strong surging demand for high value products such as meat and consumer-oriented products. Major growth sectors in China's agricultural markets include:

- **Dairy.** As living standards rise and disposable incomes increase, there will be a great demand for proteins in the Chinese diet, including dairy protein. Market analysis shows that imported infant formula, whey protein, protein concentrate, cheese, and milk products are perceived favorably by consumers in China because they are considered safe and high quality.
- **Pet food.** Pet ownership in China has consistently grown in recent years. According to a Euromonitor report, in 2017, 5.6 percent of households owned a dog and 1.5 percent owned a cat. The market for pet food grew 34.5 percent in value to reach CNY 9.9 billion (USD \$1.58 billion)⁴. Increasing pet ownership – combined with rising household income levels and a general health and wellness trend – encourages the purchase of high-quality and nutritional pet food.
- **Baking Industry.** The rapid growth of China's baking sector offers great potential for exporters of dairy, tree nuts, edible oil, dried fruit, and fresh fruit. Bakers, including those at stand-alone bakeries, large corporations, and at home, tend to be less price sensitive and more focused on premium, high quality, and consistent ingredients, for which the United States is known for providing.

SECTION V. TRADE ASSISTANCE FOR EXPORTERS

SECTION V.A. Foreign Agricultural Service in China

In addition to its Washington, D.C. staff, the Foreign Agricultural Service (FAS) has 6 in-country offices. These offices are staffed by agricultural attachés and locally hired agricultural experts. FAS staff identify problems, provide practical solutions, and work to advance opportunities for U.S. agriculture and support U.S. foreign policy around the globe. For more information on the types of programs and support available to U.S. exporters, please see Appendix 2. For the contact information for the FAS China Office, please see Appendix 3.

SECTION V.B. USDA Trade Associations in China

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. For a complete list of USDA Cooperator Market Development Program Participants, please refer to <http://apps.fas.usda.gov/pcd/PartnersSearch.aspx>. For the contact information for the U.S. Trade Associations and for the state agricultural offices in China, please see Appendix 4 and Appendix 5.

⁴ Euromonitor International. Cat/Dog Food in China (May 2017).

SECTION VII. APPENDIX

Appendix 1: Population and other demographic trend data Population in China

	2016	2017	Change (%)
Total	1,382,710	1,390,080	0.5%
Urban	792,980	813,470	2.6%

Source: China Statistical Yearbook 2018 *2-1

Per Capita Income & Expenditures of Urban Households

	2016 (RMB)	2017 (RMB)	Change (%)
Per Capita Disposable Income of Urban Households	33,616.20	36,396.20	8.3%
-Low Income Quintile (20%)	13,004.10	13723.1	5.5%
-Low Middle Income Quintile (20%)	23,054.90	24550.1	6.5%
-Middle Income Quintile (20%)	31,521.80	33781.3	7.2%
-Middle High Income Quintile (20%)	41,805.60	45163.4	8%
-High Income Quintile (20%)	70,347.80	77097.2	9.6%
Per Capita Expenditure of Urban Households			
Consumption Expenditure	23078.9	24445	5.9%
-Food, Tobacco and Liquor	6,762.40	7001	3.5%
Cash Consumption Expenditure	19,284.10	20329.4	5.4%
-Food, Tobacco and Liquor	6,627.70	6861.2	3.5%

Source: China Statistical Yearbook 2018*6-6 *6-7

Per Capita Consumption of Major Foods of Urban Households

	2016 (kg)	2017 (kg)	Change (%)
Grain (unprocessed)	111.9	109.7	-2%
-Cereal	100.5	98.6	-1.9%
-Tuber	2.3	2.3	0.00%
-Beans and Bean Products	9.1	8.8	-3.3%
Oil or Fat	11	10.7	-2.7%
-Edible Vegetable Oil	10.6	10.3	-2.8%
Vegetable and Mushroom	107.5	106.7	-0.7%
-Fresh Vegetables	103.2	102.5	-0.7%
Products of Meat	29	29.2	0.69%
-Pork	20.4	20.6	1%
-Beef	2.5	2.6	4%
-Mutton	1.8	1.6	-11.1%
Poultry	10.2	9.7	-4.9%
Aquatic Products	14.8	14.8	0.00%
Eggs	10.7	10.9	1.9%
Milk and Dairy Products	16.5	16.5	0.00%
Dried and Fresh Melons and Fruits	58.1	59.9	3.1%
-Fresh Melons and Fruits	52.6	54.3	3.2%
-Nuts and Processed Products	4.2	4.3	2.4%
Sugar	1.3	1.3	0.00%

Appendix 2: USDA FAS Support Programs

- [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>.
- [USDA Endorsed Trade Shows](#) - USDA has multiple endorsed trade shows in China every year. At these events, U.S. exporters have opportunities to meet with many qualified Chinese importers and learn about the latest market developments. FAS highly encourages exporters to plan a market visit around the time of major trade shows.

Appendix 3: 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: AgBeijing@fas.usda.gov Website: www.usdachina.com
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: ATOBeijing@fas.usda.gov
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: ATOShanghai@fas.usda.gov Website: www.usdachina.com
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: ATOGuangzhou@fas.usda.gov Website: www.usdachina.com
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: ATOChengdu@fas.usda.gov Website: www.usdachina.com
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: ATOShenyang@fas.usda.gov Website: www.usdachina.com
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

Appendix 4: U.S Trade Association and Cooperator Groups in China

Organization	Address	Telephone/Fax/Email
1) Alaska Seafood Marketing Institute 2) American Pistachio Growers 3) California Prune Board 4) Sunkist Growers 5) California Milk Advisory Board 6) Food Export Association of The Mid-west USA 7) Food Export Northeast USA 8) Southern United States Trade Association 9) Western United States Agricultural Trade Association 10) California Fig Advisory Board 11) Wild Blueberry Association 12) Cherry Marketing Institute 13) California Strawberry Commission	SMH International Unit 1606-1608, 16/F Shanghai ICC Phase II 288 South Shaanxi Road, Xuhui District Shanghai 200031 P.R. China (Cover Mainland China)	Tel: 86 21 5466 9608 Fax: 86 21 5466 9609 (86) 139-0184-6680 Robin Wang (86) 136-0187-3080 Roger Zhang Email: Smh-shanghai@163.com
1) American Legend Cooperative 2) California Walnut Commission 3) National Association of State Department of Agriculture 4) Pet Food Institute	Lee's Market Makers, Inc. Room 1507, Flat B No. 311, Siping road Shanghai P.R. China 200086	Tel: 86 21-6509 0192 Fax: 86 21-6521 6949 Email: barbara@leesmarket.net.cn
1) Brewers Association 2) U.S. Pecan Growers Council 3) Produce Marketing Association 4) U.S. Cranberry Marketing Committee	M.Z. Marketing Communications Suite 1406, Building B, 311 Siping Road, Hanson Mansion, Shanghai, P.R. China 200081	Tel: (+86) 21-6521 6751 Fax: (+86) 21-6521 3459 Email: info@mzmc.com.cn
1) Ginseng Board of Wisconsin 2) Raisin Administrative Committee 3) U.S. Dairy Export Council 4) U.S. Potato Board 5) USA Rice Federation	PR Consultants Ltd. Suite 1010, Jingan China Tower, 1701 Beijing West Road, Shanghai 200040, China (Cover Mainland China)	Tel: 021-6319 0668 Fax: 021-6319 0338 Email: Admin@prcon.com

<p>1) California Cherry Advisory Board 2) Northwest Cherry Growers 3) Washington Apple Commission 4) California Table Grape Commission 5) Pear Bureau Northwest</p>	<p>Room 1804, Silver Center,1388 North Shanxi Road, Shanghai 200060,China</p>	<p>Tel: 8621-61498591 Fax: 8621-61498591 Email: Roger_apple@163.com victorwongsh@163.net</p>
<p>Almond Board of California</p>	<p>Rm 2530 Wheelock Square, 1717 Nan Jing Road (West), Jing An District, Shanghai, China</p>	<p>Tel: (86-21) 6157-5138 Cell: (86) 1350-184-3034 Email: Mr. Patrick Xiao pxiao@almondboard.com</p>
<p>American Softwoods</p>	<p>Room 805, Tower 3, Wellington Garden, 183 Huai Hai Xi Road, Shanghai 200030</p>	<p>Tel: (86-21) 6448-4401 Fax: (86-21) 6448-4404 Cell: (86) 139-0187-9678 Mr. Xu Fang Email: xu_fang@amso-china.org</p>
<p>American Hardwood Export Council</p>	<p>Suite 1305, Bank of America Tower, 12 Harcourt Road, Hong Kong (Cover Greater China)</p>	<p>Tel: (852) 2724 0228 Fax: (852) 2366 8931 Email: info@ahec-china.org John.chan@ahec-china.org sharon.shek@ahec-china.org</p>
<p>American Wool Council</p>	<p>Suite 401, 156 Tongji Xincun, Shanghai 200081</p>	<p>Tel: (86-21) 6502-3824 Cell: (86) 136-0196-7796 Email: kittygushyers@hotmail.com kitty.shanghai@gmail.com</p>
<p>APA – The Engineered Wood Association</p>	<p><i>Shanghai Office</i> Room 605, No. 333 South Suzhou Road, Huangpu District, Shanghai, China</p>	<p>Tel: (86-21)-6329-2558 Fax: (86-21)-6329-7375</p>

	<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: chenxiaofeng@vip.163.com
Blue Diamond Almonds	PO Box, No. 11747, General Post Office, Hong Kong (Cover Greater China)	Tel: (852) 9091-4184 Fax: (852) 2661-7282 Email: klui@klconsultants.com.hk
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 U.S. Mobile: 415-317- 1509 Mobile: (86) 1381-689- 0072 Email:
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: kmalmstrom@cotton.org ;
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: JLin@cottoninc.com
Distilled Spirits Council of the United States	Rm 303a, 3rd Floor, Nali Patio, No.81 North SanLiTun Street, ChaoYang District, Beijing, China, 100027	Cell: (86) 186 1230 0293 Email: silu1900@gmail.com

Hazelnut Growers of Oregon		Tel: (86) 186-0218-0915 (86) 180-1267-8915 Email: Robert_c@foxmail.com
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: li@nrahongkong.com.hk nrahkg@nrahongkong.com.hk
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: hkoffice@usapeec.com.hk ; bjoffice@usapeec.org.cn
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: lucy.dai@vaanmarketing.com
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: grainsbj@grains.org.cn
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: Julia@blueberrytech.org

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: info@usmef.org
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: china@ussec.org
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: infobeijing@uswheat.org

Appendix 5: U.S. State/City Representative Offices in China (by Location)

State/Port/City, Location	Address	Telephone/Fax Email/URL
BEIJING		
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: ywang54@263.net.cn
Iowa Economic Development Authority China Office	Unit 1746, 17/F Hyundai Motor Tower No.38 Xiaoyunlu Street, Chaoyang 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: john@repiowachina.com ; wendy@repiowachina.com Website: iowaeconomicdevelopment.com
State of Kansas, China Office	2 nd 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: karlyz168@yahoo.com Website: www.kansascommerce.com
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: China@LATourism.org Kchang@latourism.org Website: www.discoverlosangeles.com/ http://www.hellola.cn/
Tennessee China	Room 337, No.7 Building, Jiu	Ms. Li Chen Weaver

Development Center	Du Hui Bei Qu, Courtyard 6, Xiao Liang Ma Qiao West Road, Chaoyang District, Beijing, China 100125	Chief Representative Tel: (86-10) 6410-7318 Fax: (86-10) 6410-7318 Email: info@tn-china.cn Website: www.tn-china.cn
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: gordon@optimy.co
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: rmorgan@apcoworldwide.com
North Carolina China Office	East Wing, 5th Floor, Building A, The Place Mansion, No.9 Guanghua Road, Chaoyang District, Beijing	Daniel Ding Director Tel: (86-10) 8472 1382 Mobile: +86 13901063393 Email: daniel.ding@ncagr.gov Website: www.ncagexports.com
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: www.international.utah.gov
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: zichuwang@hotmail.com
SHANG HAI		
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: dyang@aviareps.com Website: http://www.visitflorida.com.cn/
Georgia Ports Authority	Room 801, Weibaixing Mansion, 1688 Kongjiang	Capt. Charles You Chief Representative

	Road, Shanghai 200092, China	Tel: (86-21) 5508-3967 Fax: (86-21) 5521-0877 Mobile: (86) 137 0176 5868 Email: cyou@gaports.com Website: www.gaports.com
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: jane.zheng@thechinahand.com paul.swenson@thechinahand.com pswenson@georgia.org jzheng@georgia.org Website: www.thechinahand.com
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: jackie.wang@brandstory.asia Website: http://int.gohawaii.com/cn/
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: taraqu@idahochina.org Website: www.idahochina.org
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: Vickywang@mccusa.org Website: www.mccusa.org
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: Tinazhang@mccusa.org

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: crystalli@mccusa.org
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: weiwang@mccusa.org dccc@dccenterchina.org Website: www.dccenterchina.org
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: zle@sccommerce.com Website: www.sccommerce.com
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: JHua@YesVirginia.org Website: www.ExportVirginia.org
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: LLiu@ArkansasEDC.com Website: www.Arkansasedc.com