

# China

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## Foreign Trade

China is the largest international market for U.S. food and agricultural products, accounting for 20 percent of all U.S. farm exports. Since China joined the World Trade Organization in late 2001, U.S. agricultural exports to the country have grown exponentially – and FAS projects that long-term growth will continue. U.S. farm exports to China (including Hong Kong) reached a record \$29.9 billion in fiscal year 2014, with top products including soybeans, distillers' grains, hides and skins, tree nuts, coarse grains, cotton and beef.

*Food consumption patterns in China have changed significantly as living standards have risen and more consumers are exposed to a greater diversity of choice, both locally and in travel abroad.*

In 2014, Nebraska exported 610 million dollars worth of exports to China.

## Best Prospects:

Consumer oriented foods with the highest potential in the Chinese market include nuts, dried fruit, seafood, poultry meat, frozen vegetables (especially sweet corn), baby food, dairy products, baking ingredients, bread bases, cereals, frozen potato products, fresh fruit, and premium ice cream. Products not present in significant quantities which have good sales potential include processed dried fruit (blueberries and cranberries), Mexican and Indian food, ready to cook and ready to eat foods, natural and organic foods (niche market) and functional foods.

- ◆ Consumers have increasing demand for nutritional, healthy, safe, convenient, and new food experiences.
- ◆ China's online retail sector has opened channels for imported products to reach remote locations where such products are not available in brick-and-mortar stores.
- ◆ Attractive packaging: Chinese consumers are easily attracted by exquisite packaging and will often pay for it regardless of the contents.
- ◆ International: Consumers equate international products and experiences with a better lifestyle.



## ***We Are Here to Help***

*<http://www.foodexport.org>*

Exporting is an excellent way to increase sales. Without help, exporting is a complex business. Under the Food Export Association of the USA, a variety of programs and personal assistance with exporting is available. Everything is designed to help an interested company gain exporting knowledge and make it a smoother process. Thank you for expressing interest in exporting your Nebraska product.



### **Export Education**

Export Essentials Online: An educational introduction to the fundamentals and logistics of exporting. Through ten different modules, you will be guided through extensive information regarding your product and what exporting can do for your company.

### **Analyze Market Potential**

Market Builder: A customized package of services to help U.S. suppliers find the right market and buyer for their products through importer feedback on their products, competitive market research and importation analysis, distributor referrals and importer lists, and assistance with in-market meetings.

### **Export Assistance**

Food Export Helpline: A service which offers customized, one-on-one assistance on a wide variety of export-related topics. You'll speak with an industry expert who can help answer any questions such as, "Does my product have any potential in other countries?"

*"The representatives of Food Export-Midwest have always been a pleasure to work with and have been extremely helpful with any questions or claims that we have. Overall, this program has allowed us to expand our distribution coverage and increase sales over the past years." -Jennifer McDaniel of Premium Nutritional Products (August 2015)*

### **Enter New Markets**

Buyers Mission: Events that bring qualified, international buyers to the U.S. to meet face-to-face with U.S. producers. These events allow for potential business connections and feedback about a product's exporting future.

### **Trade Missions**

Food Show Plus: A tradeshow enhancement service that provides assistance to U.S. producers, aiding them in preparation for meetings with international buyers to create a more effective product presentation.

### **Increase Market Share**

The Branded Program: A program that helps your company, product, and brand gain exposure through international marketing. This program provides a 50% reimbursement of approved international marketing and promotion.

**For More Information Contact:**



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