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Product Brief

Food and Culture: Holiday Foods and Opportunities for US Exporters in a Traditional Chinese Market

2005

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Report Highlights:

China observes a wide variety of traditional and modern holidays. Filled with rich cultural meaning and a long history, traditional Chinese festivals compose an important part of Chinese culture. The importance of food in these festivals and the sheer number of celebrants may provide new inroads for US agricultural exports especially as more and more consumers turn to convenience, innovation, and dining out during festivals.

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Section I: Overview

Chinese food is considered to be one of the great cuisines of the world; it is perhaps the oldest and arguably the most sophisticated. Food is a vitally important aspect of Chinese culture and few other cultures are as food oriented as the Chinese. Almost all aspects of social life, from casual to formal, from big to small, and from daily to annual, revolve around some aspect of eating. Underpinning this cuisine are a number of Confucian principles of filial obligation and family loyalty. Chinese eat a wide variety of food items with few taboos associated with what they eat. Indeed, almost all occasions call for food of some sort. Business deals in China often begin over a pot of tea and end over dinner. There are several important festivals in China every year that nearly the entire nation celebrates. The importance of food in these festivals and the sheer number of celebrants may provide new inroads for US agricultural exports especially as more and more consumers turn to convenience, innovation, and dining out during festivals.

With a population of 1.3 billion that is growing by 10 million people per year, China represents a potentially vast market for US agricultural exporters. The current per capita GDP is approximately \$1,100 USD and the economy has had a yearly average growth rate of 9 percent. China is one of the world's largest consumers of food, accounting for 51 percent of the world's pork consumption, 33 percent of rice consumption and 19 percent of poultry and 12 percent of beef consumption. As incomes in China continue to rise so does demand for food and a subsequent increase in consumer expenditure on food. In 2004 food expenditure accounted increased over 35 percent over 2003 and accounted for over 25 percent of consumer spending.

Table 1: China Food Expenditure

	Disposable Income 2002/2003 (RMB)	Food Expenditure 2002/2003 (RMB)	% Increase in Disposable Income/ % Increase in Food Expenditure
Urban Families	7,702.8/8,472	2,271.84/3,143.11	10.0%/38.4%
Rural Families	2,475.6/2,622	872.39/1195.6	5.9%/37.0%

Source: China Statistical Yearbook, 2004

Section II: China's Festivals

The Chinese observe a wide variety of traditional and modern holidays, based on both the lunar and solar calendars. Filled with rich cultural meaning and a long history, traditional Chinese festivals compose an important part of Chinese culture. Most of the festivals are considered cultural festivals and not linked to any one religion as Chinese may belong to one of any number of religions. Today, many of these festivals are an important time for friends and family to be together and, as with almost all Chinese social events, eat. The most widely celebrated festivals in China today are the Spring Festival, Lantern Festival, Dragon Boat Festival and Mid-Autumn Festival. Opportunities abound for snack foods for the Spring Festival and baking ingredients used to make moon cakes for the Mid Autumn Festival.

Spring Festival

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Pronunciation: chun jié

2005 Calendar Date: February 9

Key Foods

fruits: oranges, pomelos
 nuts: peanuts, pistachios
 watermelon seeds
 whole fish
 whole chicken
 tofu
 dumplings
 sticky rice cakes, puffed rice cakes
 deep-fried donuts
 porridge: made from glutinous rice, millet,
 seeds of Job's tears, jujube berries, lotus
 seeds, beans, longan, and ginkgo

The Spring Festival, often mislabeled as Chinese New Year, is the most important festival for the Chinese and many people return home to see parents and family making it by far the busiest travel time of the year. The Spring Festival falls on the 1st day of the 1st lunar month, usually sometime in early February. The Chinese government now stipulates people have a holiday period of seven days for the Spring Festival.

On the 8th day of the 12th lunar month, many families make *laba* porridge, which is made from glutinous rice, millet, seeds of Job's tears, jujube berries, lotus seeds, beans, longan and ginkgo. Prior to the actual New Year's eve celebrations retail outlets witness increased business as people purchase necessities for the celebrations such as edible oil, rice, flour, chicken, fish and meat, fruit, candies and nuts. On New Year's Eve families dine together on a meal that is more luxurious than an everyday dinner. Dishes such as chicken, fish and tofu are especially important because their Chinese names, "*ji*", "*yu*" and "*doufu*," sound very close to the words for auspiciousness, abundance and richness.

On New Year's Day, people in northern China will eat *jiaozi*, or dumplings, for breakfast, as *jiaozi* in sound means "bidding farewell to the old and ushering in the new". In southern China people eat *niangao*, a cake made of glutinous rice flour, because as a homophone, *niangao* means "higher and higher, one year after another."

During the Spring Festival homes are busy with visiting friends and family and it is important to have a variety of food on hand for guests and family. Visitors can expect to be served tea with sweet-meats, melon seeds, and fruits and delicacies such as puffed rice cakes, dumplings and deep fried donuts. Many families also keep snack foods such as dried fruits and nuts on hand. Peanuts and pistachios are especially popular.

Lantern Festival

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Pronunciation: yuán xiao jié

2005 Calendar Date: February 13

Key Foods

dumplings: made from glutinous rice flour

sweet fillings:

sugar, walnuts, sesame, rose petal, tangerine peel, bean paste, jujube paste, dried fruit

salty fillings:

minced meat, vegetables

The Lantern Festival falls on the 15th day of the 1st lunar month, usually in February or March. The 15th day is the first night to see a full moon. During the festival there will often be performances and dances during the day while in the evening magnificent lanterns of various shapes and sizes are hung in the streets.

During the Lantern Festival people eat *yuanyuan*, which are small dumplings made from glutinous rice flour with either sweet or salty fillings. Sweet fillings are made of sugar, walnuts, sesame, rose petals, sweetened tangerine peel, bean paste, or jujube paste. A single ingredient or any combination can be used as the filling. The salty variety is filled with minced meat, vegetables or a mixture.

Yuanyuan are also known as, *tangyuan*, which in Chinese has a similar pronunciation with "*tuanyuan*", meaning reunion. People eat them to denote union, harmony and happiness for the family.

Dragon Boat Festival

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Pronunciation: duan wu jié

2005 Calendar Date: June 11

Key Foods

pyramid dumplings

ingredients: rice, bamboo leaves, ham, beans, bean paste, salted egg yolks, sausages, nuts, vegetables

The Dragon Boat Festival falls on the 5th day of the 5th lunar month and is thought to be more than 2,000 years old. There are many legends about the evolution of the festival, the most popular of which is in commemoration of Qu Yuan (340-278 BC), a minister of the State of Chu and one of China's earliest poets. This festival is most well known for the famous dragon boat races that take place in every Chinese city and around the world.

Zongzi is the essential food of the Dragon Boat Festival. They are made of rice wrapped in bamboo leaves and stuffed with fillings such as ham, beans, bean paste, salted egg yolks, sausages, nuts, and/or vegetables. Making zongzi is very time consuming, and more and more people, especially in urban areas prefer to purchase them from retail outlets for the sake of convenience.

Mid Autumn Festival

???

Pronunciation: zhong qiu jie

2005 Calendar Date: September 18

Key Foods

moon cakes (yuè bing)
Mandarin oranges
pomelo
taro

Moon cake pastry ingredients:

flour, milk powder, baking powder, salt, eggs, sugar

Traditional fillings:

bean paste (dòu shá)
five nuts (wu rén)
egg yolk (dan huáng)
sugar, melon seed, almond, orange peel, sweetened
cassis blossom, preserved beef, ground lotus and sesame
seeds, dates, salted duck egg yolk, and sweet red bean
paste

New fillings:

almonds, chocolate, fruit, ice cream, coffee, cream cheese,
ginseng, bird's nest, chicken floss, tiramisu, green tea,

The Mid Autumn Festival falls on the 15th day of the 8th lunar month, generally the end of September or beginning of October. Explanations for the origin of the Mid-Autumn festival are varied, although the custom of worshipping the moon in China can be traced back as far as the ancient Xia and Shang Dynasties (2000 B.C.-1066 B.C). The common folk legend tells the story of a king who had an elixir of immortality that, while tempting, would mean he would be without his beautiful wife. In the end it is the king's wife who takes the elixir and floats up to the moon.

While taro, oranges and pomelo are popular, moon cakes are the definitive Mid Autumn Festival food. Typical moon cakes are usually round or rectangular and measure about 10 cm in diameter, and 4-5 cm thick. They are very dense when compared to western cakes. The traditional pastry has a flaky skin with a lotus seed paste, and a whole egg yolk in the center to symbolize the moon. The most common fillings are: sugar, melon seed, almond, orange peel, sweetened cassis blossom, preserved beef, ground lotus and sesame seeds, dates, salted duck egg yolk, and sweet red bean paste. Some have two salted duck eggs for extra good fortune. When cut, the yoke is said to resemble the full moon.

In recent years, ingredients as coffee, chocolate, nuts (walnuts, mixed nuts, etc), fruits (prunes, pineapples, melons,), vegetables (sweet potatoes,) and ham have been added to the traditional lineup. Furthermore, non-baked types of moon cakes have been created to allow some of the innovative fillings, such ice cream and cream cheese to be used. These modern innovations have been a hit with younger consumers and have bolstered the moon cake industry.

Despite the modern twists to the cakes eaten at the mid-autumn festival, their role remains the same as in the past -- an instrument used by people to keep in touch with relatives, friends and colleagues. They are considered a communication tool and even for those who do not like them,

not sending them to friends and relatives might be considered improper. Many expatriates living in China compare the tradition of giving moon cakes to friends and relatives with that of giving “fruit cakes” in the West during Christmas. It seems that people commonly pass on the moon cakes received to other friends and only consume a few.

Section III: China Festival Food Imports

The United States is one of the top-five exporters to China of the following foods used in festivals:

- almonds, fish, milk powder, oranges, pistachios, poultry, soybeans, pork, tangerines, walnuts, wheat, wheat flour, whey

Festival foods ingredients that do not typically originate from the United States include:

- baking powders, peanuts, sesame, sugar, and watermelon

US agricultural exports that may be prominent in festival foods in the future include:

- blueberries, cherries, cranberries, grapes, prunes, hazelnuts and other tree nuts, thickeners, and wine

Please see the appendix for detailed information regarding dollar value and country of origin for imported foods and ingredients currently used in China's festivals.

Section IV: Estimated Market Size

Spring Festival Foods

In 2004, China's 100 largest retail outlets saw a combined revenue of RMB 2.08 billion (USD \$250 million) during the week-long Spring Festival holiday, an increase of 16.9 percent over 2003. According to the China General Chamber of Commerce, Beijing's 10 largest department stores alone exceeded RMB 250 million (USD \$30.1 million) in sales during what is often called the “golden” business season of Spring Festival. Importantly, food items represent the largest share of consumer expenditure during this time.

Unfortunately, the outbreak of avian bird flu had a substantial impact on sales of poultry during the 2004 Spring Festival with restaurant bookings down 30 percent and sales of poultry down 50 percent in Guangzhou. The market appears to have recovered but the avian flu issue is not yet fully under control so the future of poultry sales during the Spring Festival may be unstable.

Table II: Urban Per Capita Annual Purchases of Poultry and Seafood (kg)

Urban Purchases			
	2001	2002	2003
Poultry	5.3	9.24	9.2
Aquatic Products	10.33	13.2	13.35
Rural Purchases			
	2001	2002	2003
Poultry	2.81	2.91	3.2

Aquatic Product	3.92	4.36	4.65
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Source: China Statistical Yearbook

Table III: Retail Sales of Sweet and Savory Snacks by Subsector: Value 1999-2004 (RMB Millions)

	2000	2001	2002	2003	2004
Fruit snacks	1,684.53	1,899.89	2,079.16	2,261.56	2,453.61
Extruded snacks	2,372.30	2,564.25	2,751.25	2,914.33	3,108.50
Nuts	427.50	445.54	463.73	479.20	497.68
Other sweet and savory snacks	7,745.06	8,269.50	8,802.50	9,412.50	10,104.04
Sweet and savory snacks	12,507.47	13,485.48	14,432.47	15,434.02	16,561.49

Source: Euromonitor, "Packaged Food in China," 2005

Table IV: Per Capita Consumer Expenditure on Select Items in 2004 (RMB)

	National Average
Total Income	9061.22
Disposable Income	8472.2
Living Expenditure	6510.94
Food	2416.92
Meat and Poultry	473.19
Aquatic Products	170.31
Dried/Fresh Fruits	174.89
Nuts and Kernels	26.14
Dining Out	438.24

Source: China Statistical Yearbook 2004

Lantern Festival and Dragon Boat Dumplings

Sales of dumplings peak in the few days preceding the Lantern Festival as supermarkets are stocked up on packages of dumplings. In recent years the sales period has been getting an earlier start. Although national data on the sales of Lantern Festival dumplings is not yet available, data from individual retailers is revealing. Take for example Beijing's Daoxiangcun Foodstuff Group's. Four days prior to the festival, the company's Andingmen neighborhood store was selling 6 metric tons of dumplings per day with sales in the two days before reaching nearly 8 metric tons per day. Still, the store was unable to meet demand even though it had increased its daily production for all of its Beijing outlets to nearly 100 tons, up 15 percent over the previous year. The retailer has been unable to meet consumer demand for dumplings for three straight years.

Customer demand for dumplings has continued despite price hikes. Daoxiangcun has raised the bulk price for its products from RMB 10 (US\$1.21) per 500 grams to RMB 12 (US\$1.45), the first increase in a decade. Prices for gift boxes of have also increased.

Rising production costs are the primary reason for escalating prices. The price of glutinous rice, a main ingredient of rice dumplings, has risen to RMB 1.9 (23 US cents) per 500 grams from RMB 1.2 (15 US cents), up 32 percent; while prices for fillings such as walnuts, melon seeds and

preserved fruit have also climbed. Combined with higher energy and transportation expenses, the overall cost of making rice dumplings has increased substantially.

According to the century Century Lianhua Supermarket in Hangzhou, one retail outlet sold 1000 packages of pyramid dumplings per day in the three days preceding the Dragon Boat Festival.

Mid-Autumn Festival Moon Cakes

The peak time for moon cake sales only lasts for about 10 days before the Mid Autumn Festival. However, the promotions and pre-sales booking may start as early as June. In 2004, moon cakes represented about one third value of pastries sales. This is due to the relatively high unit price, the volume share is actually much lower than the value share.

The sales value of packaged moon cakes reached RMB 7 billion in 2003. According to the China Food Industry Association, the SARS outbreak in 2003 shortened the sales period substantially. Owing to higher raw material prices, the retail price of moon cakes climbed by about 10% in 2004. The total value of sales in 2004 reached RMB 8.4 billion, an increase of about 20% over 2003.

Table V: Retail Sales of Moon Cakes 2003-2004, RMB millions

	2003	2004
	7000	8400

Source: China Food Industry Association, Euromonitor

China now has more than 10,000 moon-cake producers nationwide, which produced nearly 200,000 tons of moon cakes, registering a wholesale sales volume of RMB 10 billion (US\$ 1.23 billion). Approximately 5,000 of these producers are registered. When the peak time for moon cakes approaches, some hotels and restaurants, without registration, may also start to produce moon cakes in pursuit of the big profits they offer. Consequently, moon cake sales appear very fragmented. However, some well-known local brands have managed to establish strong brand loyalty among consumers, but only in the local areas. One leading brand in one region may be ruled out of the top three in another region – there is not yet any national brand to date. Leading brands in the East region include Xing Hua Lou, and Guan Sheng Yuan. Dao Xiang Cun and Hao Li Lai are ranked number one and two in the North and Northeast region, whereas Guangzhou Jujia and Lian Xiang Lou are the top two brands in South China.

The Interbake show in Guangzhou, which is held each year in May, is the main venue where food manufacturers meet with suppliers to place their orders for the Fall moon cake season. Please contact ATO Guangzhou directly for more information, or consult the Interbake web site at <http://www.interbake.com>.

Section VI: Trends

Convenience

Many consumers are turning to prepared items for their festival needs. This includes prepared moon cakes, dumplings and snack foods, such as sweet meats, puffed rice cakes and packaged nuts. The increase in food sales during the festival seasons follows a general trend of increased sales at supermarkets and hypermarkets.

Dining Out

While the New Year's Eve reunion dinner is a central event of the Spring Festival, more and more families are dining out instead of having the meal at home. There are several reasons for this. Food preparation for the Spring Festival requires a lot of time, something that is in increasingly short supply among urban residents. Furthermore, the food preparation, and cleaning, places a lot of stress on the female head of household. Also, many homes do not have place settings for the large number of family guests who will be attending the dinner. All of this combines to make dining out an attractive alternative. Most restaurants are fully booked during the Spring Festival and an increasing number of people are dining out during other festivals. Given that restaurants have a greater tendency to use prepared foods and high quality foods, this change represents a good opportunity for US exporters.

Table VI: China Catering Industry, 1999-2003 (RMB billion)

	1999	2000	2001	2002	2003
Number of Enterprises	4,966	5,363	6,386	7,424	8,908
Revenue	355.48	412.33	474.87	555.51	632.59
Employees	660,850	664,749	779,370	978,043	1,132,733

Source: China Statistical Yearbook

Increasing Variety

From China's local bakeries to foreign-based companies, producers of moon cakes have added new varieties to the traditional pastries in recent years, creating everything from coffee-flavored concoctions to low-fat versions made of frozen yogurt. Red beans, lotus seeds and egg yolks are the traditional fillings for moon cakes. Recent years witnessed the emergence of innovative fillings, which endowed new life to this traditional food. This breakthrough in moon cake production has won the heart of many young consumers, who previously did not seem to be overly enthusiastic about traditional moon cakes. The innovative fillings include ice cream, chocolate and fruit. It is usually international players that have developed the moon cakes with innovative fillings. Effem Foods (Beijing) Co Ltd, for example, launched chocolate moon cakes in 2002 with four flavors, including green tea, hazelnut, coffee and yolk. Starbucks have introduced coffee moon cakes and Haagen Dazz have introduced ice cream flavors. Though comparatively very expensive, the chocolate moon cakes have been well received among affluent consumers. There are now well over a dozen different types including durian paste, seafood fillings, fancy-shaped biscuit, and piglet biscuit moon cakes.

In the dumpling market, although producers often try to find new flavors each year, the standard sesame filling and bean fillings remain the most popular.

Healthy Alternatives

Traditional moon cakes are increasingly losing ground, mainly because they are too sweet and greasy. Although expensive delicacies, some people say they do not eat them themselves because of the high amounts of fat, sugar and cholesterol the traditional recipes contain. The current

prevalent taste is already much lighter and less sweet, which is in line with consumers' growing health consciousness. Sugar-free moon cakes, although not popular now, have already emerged in the market, mainly catering to diabetics. A sugar-free type of sweet dumpling is also highly favored since it meets the needs of the elderly, diabetics, trend setters and calorie counters.

Packaging

Many producers of pre-packaged foods such as dumplings and moon cakes are turning to innovative packaging to increase sales. The moon cake industry has led the way in packaging innovations. Though moon cakes cost less than a dollar when bought by alone, they are more often sold in elaborate boxes that may contain things like liquor, tea or china as well. One box at the Blue Island department store, which sold for more than USD \$100, is silver-plated. In the same period in 2004, a box of moon cakes containing a pure gold Buddha posted a price of RMB 180,000. Montrose Food and Wine Ltd., a supplier of imported wines to the Chinese market, sold 55,000 bottles of wine in moon cake boxes in 2004.

Safety/Perception

The moon cake industry is currently suffering from a serious public relations problem. Recent newspaper articles and television news programs have exposed extremely unsanitary practices in moon cake factories. It has become well known that some companies were taking the expensive filling out of unused moon cakes and re-using it the following year. China's state press have revealed shocking scenes from some of China's most famous moon cake factories showing the reuse of moldy filling and employees mixing ingredients with their feet. When asked about moon cakes, many urban Chinese will say that they will give them as gifts but will not eat them because of safety issues. Given that imported products are often perceived as higher in quality and safer than domestic products, this represents a significant potential inroad for US exporters.

Section VII: Regulations

For further information on importing food and ingredients into China including, duties, tariffs, taxes, procedures, labeling requirements and food additive regulations please consult the USDA China web site at the following address:

<http://www.usdachina.org/>

Visitors to the USDA China web site will find a host of information about agricultural issues in China as well as information geared directly towards US exporter assistance.

Section VIII: Post Contact and Further Information

For further information, please contact the appropriate ATO office. FAS/China has ATO offices in Beijing, Shanghai and Guangzhou. E-mail and fax numbers are as follows:

ATO Beijing: ATOBeijing@usda.gov, (8610) 8529-9962

ATO Guangzhou: ATOGuangzhou@usda.gov, (8620) 8667-0773

ATO Shanghai: ATOShanghai@usda.gov, (8621) 6279-8336

Further information is also available on the USDA China website at <http://www.usdachina.org>.

Appendix: Festival Food Ingredients, Major Imports by Point of Origin

Fresh Oranges

Partner Country	United States Dollars		
	2002	2003	2004
World	22,545,349	38,669,335	36,994,455
United States	10,202,169	20,552,311	22,110,951
New Zealand	10,950,103	15,763,826	11,889,663
South Africa	1,358,716	2,257,544	2,628,041
Uruguay	0	44,683	255,985
Chile	2,147	0	74,036

Peanuts

Partner Country	United States Dollars		
	2002	2003	2004
World	65,354	104,367	94,322
Indonesia	39,812	103,915	90,983
Myanmar	0	0	2,537
Japan	0	452	802
Malaysia	25,542	0	0

Pistachios

Partner Country	United States Dollars		
	2002	2003	2004
World	7,156,381	15,392,577	17,432,173
Iran	3,501,428	11,179,594	13,491,794
United States	3,402,588	3,940,420	3,646,611
Australia	104,027	246,212	228,542
Malaysia	0	0	24,948
Germany	0	4,478	16,577

Watermelons

Partner Country	United States Dollars		
	2002	2003	2004
World	6,165,704	4,327,869	6,362,710
Vietnam	5,446,285	4,291,745	6,305,792
Malaysia	690,157	36,124	56,918
Nepal	2,174	0	0
Thailand	27,088	0	0

Poultry

Partner Country	United States Dollars		
	2002	2003	2004
World	425,714,525	461,774,542	153,412,927
United States	400,595,618	446,155,153	62,305,284
Brazil	146,823	6,997,544	53,391,828
Argentina	2,989,310	2,894,620	36,761,861
Canada	1,642,739	3,196,958	726,870
Thailand	3,986,136	1,992,660	147,319

Whole Fish

Partner Country	United States Dollars		
	2002	2003	2004
World	1,004,394,885	1,194,986,332	1,516,574,524
Russia	603,858,691	643,500,533	753,294,480
United States	71,308,066	106,386,765	200,844,677
Norway	57,140,386	80,810,849	109,086,383
Japan	67,710,737	91,637,782	79,596,132
Netherlands	9,898,873	23,130,093	51,775,793

Soy beans

Partner Country	United States Dollars		
	2002	2003	2004
World	2,482,802,227	5,417,487,812	6,956,653,547
United States	963,187,281	2,217,046,484	3,347,937,810
Brazil	905,312,880	1,683,616,023	2,055,345,996
Argentina	610,313,221	1,512,347,082	1,548,834,717
Canada	3,818,703	4,409,818	4,360,834
Russia	0	35,691	133,070

Shelled Almonds

Partner Country	United States Dollars		
	2002	2003	2004
World	1,650,558	1,942,882	2,966,893
United States	1,637,642	1,791,508	2,889,221
Germany	0	15,312	59,334
Turkey	0	112,688	14,468
Japan	0	0	3,870
Kyrgyzstan	10,858	1,913	0

In Shell Almonds

Partner Country	United States Dollars		
	2002	2003	2004
World	2,396,849	1,601,789	1,080,825
United States	1,437,825	1,060,602	1,028,073
Kyrgyzstan	477,127	111,314	38,612
Turkey	125,360	157,327	8,523
Pakistan	139,660	207,416	5,617
Saudi Arabia	67,435	0	0

Swine

Partner Country	United States Dollars		
	2002	2003	2004
World	81,365,413	90,638,565	54,451,507
United States	60,892,003	45,541,490	21,455,025
Canada	19,395,184	22,229,906	21,138,881
Denmark	946,694	22,854,197	11,783,714
Germany	0	0	41,582
New Zealand	0	0	18,600

Walnuts in Shell

Partner Country	United States Dollars		

	2002	2003	2004
World	917,402	286,766	318,559
United States	878,172	269,283	298,073
South Africa	20,774	10,946	10,938
Japan	0	2,302	6,470
Laos	0	0	2,778
Korea North	510	0	300

Walnuts Shelled

Partner Country	United States Dollars		
	2002	2003	2004
World	213,137	1,081,173	2,294,986
United States	210,965	1,040,874	2,247,532
Australia	0	0	18,422
Japan	0	19,123	11,107
Bulgaria	0	0	8,617
China	2,082	4,076	4,688

Sesame

Partner Country	United States Dollars		
	2002	2003	2004
World	1,875,260	46,798,618	76,210,267
India	547,611	30,943,019	33,002,840
Sudan	289,155	4,544,916	22,664,414
Myanmar	0	7,548,066	8,349,376
Nigeria	33,826	184,463	4,027,392
Ethiopia	0	214,846	2,607,071

Tangerines

Partner Country	United States Dollars		
	2002	2003	2004
World	2,151,172	4,104,073	4,070,890
New Zealand	1,980,517	3,419,305	2,510,691
Australia	80,048	12,832	921,456
United States	54,948	35,359	458,758
Korea North	0	0	64,800
Korea South	0	0	54,000

Sugar

Partner Country	United States Dollars		
	2002	2003	2004
World	203,415,435	135,951,174	224,781,973
Cuba	95,529,426	87,617,210	110,711,591
Thailand	32,051,560	29,897,365	50,927,107
Australia	66,026,800	13,491,400	27,145,686
Guatemala	0	0	19,989,203
Philippines	0	0	5,088,800

Wheat Flour

Partner Country	United States Dollars
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	2002	2003	2004
World	10,001,475	8,955,593	9,167,356
Japan	3,015,523	3,286,729	3,630,183
Korea South	1,123,987	1,783,392	2,219,062
Canada	1,152,120	928,520	946,495
Australia	1,715,965	1,002,822	843,620
United States	1,187,952	1,179,306	641,532

Whey

Partner Country

United States Dollars

	2002	2003	2004
World	90,372,579	99,775,263	119,744,400
France	33,663,833	38,693,796	35,215,396
United States	22,952,594	25,149,879	30,990,667
Australia	10,312,941	12,680,881	13,422,854
Netherlands	4,234,820	2,232,393	12,864,394
Ireland	3,513,817	4,242,387	8,286,075

Milk Powder

Partner Country

United States Dollars

	2002	2003	2004
World	51,267,683	71,386,578	105,307,931
New Zealand	27,056,109	35,312,616	52,952,490
Australia	16,596,523	12,774,614	19,124,484
United States	2,138,641	3,721,054	8,403,638
Finland	1,523,368	4,903,698	4,663,010
Belgium	0	747,550	4,407,502

Wheat non Durum

Partner Country

United States Dollars

	2002	2003	2004
World	13,733,654	8,527,913	784,921,410
United States	4,728,923	7,993,004	336,129,891
Australia	9,004,727	534,522	335,483,319
Canada	0	0	91,326,102
France	0	0	21,966,575
United Kingdom	0	0	15,490

Durum Wheat

Partner Country

United States Dollars

	2002	2003	2004
World	88,939,387	68,042,769	855,522,748
Canada	64,077,878	36,064,366	514,916,241
United States	23,476,288	31,209,234	312,084,697
Australia	1,385,221	769,169	28,414,899
France	0	0	106,911

Baking Powders

Partner Country

United States Dollars

	2002	2003	2004
World	1,153,152	1,703,321	1,543,593

Taiwan	389,303	755,259	572,328
France	496,019	559,818	466,226
Japan	110,790	155,390	283,298
Canada	4,725	10,643	37,463
Thailand	4,298	6,151	33,865

Source: China Customs Data