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China, Peoples Republic of

Canned Deciduous Fruit

Annual

2008

Approved by:

William Westman
AGBEIJING

Prepared by:

Chanda Beckman, Wu Bugang and Freddie Xu

Report Highlights:

Canned peach production is forecast at 372,500 MT in MY 2008, up 23 percent from the previous year, due to growing demand in both the domestic and international markets. An abundant supply of fresh yellow peaches has kept farm gate prices roughly unchanged from last year, despite significant increases in production costs. Domestic consumption of canned yellow peaches continues to grow steadily at a rate of more than 20 percent a year in China, while consumption of other canned fruits remains moderate. China's exports of canned peaches are forecast at 180,000 MT in MY 2008, up 20 percent from the revised estimate for the previous year. The United States remains the largest buyer of Chinese canned yellow peaches, canned pears, and canned mixed fruit. China imports small quantities of canned yellow peaches for use in the baking industry and for high-end consumers.

Includes PSD Changes: Yes
Includes Trade Matrix: Yes
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Executive Summary

Canned peach production is forecast at 372,500 MT in MY 2008, up 23 percent from the previous year, due to growing demand in both the domestic and international markets. Canned pears, mixed fruit, and apricots are forecast up at 90,000 MT, 78,000 MT, and 21,450 MT in MY 2008, up 13 percent, 55 percent and 47 percent, respectively, from the previous season and fueled by strong world demand.

Last year's tight supplies of fresh yellow peaches have eased this season, as new plantings began bearing, especially in Anhui and Jiangsu Provinces. An abundant supply of fresh yellow peaches has kept farm gate prices roughly unchanged from last year, despite significant increases in production costs. Supplies of other fresh fruit like white peaches, pears, and apricots are more than sufficient thanks to increased production, resulting in unchanged or only slight decreases in prices.

Domestic consumption of canned yellow peaches continues to grow steadily at a rate of more than 20 percent a year in China. Consumption of other canned fruits remains moderate due to a longstanding consumer perception that canned products are not as fresh. To increase sales, canneries have begun putting more marketing efforts into the domestic market.

China's exports of canned fruit are expected to continue increasing, driven by strong world demand. The United States remains the largest buyer of Chinese canned yellow peaches, canned pears, and canned mixed fruit. China imports small quantities of canned yellow peaches for use in the baking industry and for high-end consumers. The volume of imports is increasing quickly, in tandem with China's growing baking sector.

Production

Canned peach production is forecast at 372,500 metric tons (MT) in market year (MY June-May) 2008, up 23 percent from the revised estimate of 301,500 MT in MY 2007, due to growing demand from both the domestic and international markets. Canned pears, mixed fruit, and apricots are forecast at 90,000 MT, 78,000 MT, and 21,450 MT in MY 2008, up 13 percent, 55 percent, and 47 percent, respectively, from the previous season and mainly fueled by strong world demand. Production estimates of canned peaches, canned pears, and canned mixed fruit in MY 2007 are revised up to 301,500 MT, 79,500 MT and 50,200 MT, respectively, up from the previous 269,000 MT, 64,000 MT and 33,000 MT to echo this trend.

Tight supplies of fresh yellow peaches have eased this season, as new plantings began bearing, especially in Anhui and Jiangsu Provinces. An abundant supply of fresh yellow peaches has kept farm gate prices roughly unchanged from last year despite increases in production costs. Fresh yellow peaches were priced at U.S. \$0.24-0.32 per kg (1.6-2.2 RMB) during the harvest period. However, steep increases in the price of most agricultural inputs are impacting producers. Fertilizer prices jumped by as much as 100 percent in 2008 from a year earlier and labor costs have increased to U.S. \$5.9-7.3 per day (40-50 RMB), double the daily rate of U.S. \$2.9-4.4 (20-30 RMB) in 2007. Fruit quality in 2008, however, is much less desirable when compared with MY 2007 production, due to excessive rain and a general lack of proper orchard management by growers. Supplies of other fresh fruit like white peaches, pears, and apricots are more than sufficient due to increased production, resulting in unchanged or slightly lower prices.

Fruit processors are also faced with increased costs of other production materials such as fuel and tin plates for canning. China's Producer Price Index (PPI) increased by 10.1 percent in August on a yearly basis, the highest level in ten years. Export-oriented enterprises are further impacted by the appreciation of the Chinese Renminbi (RMB), which has gained 10 percent against the U.S. dollar from a year ago. All of this has led Chinese canneries to raise their export prices for canned peaches by 10-15 percent compared to last year. The average

export prices for canned peaches in MY 2007 were quoted at U.S. \$900/MT, up eight percent from MY 2006.

Many small canning factories may be forced out of the export market because of increased costs, and will turn to the domestic market instead. However, some large canneries have expanded their processing and storage capacity in a bid to extend the production season and produce more diverse products to satisfy varying consumer preferences.

Consumption

Industry sources indicate domestic consumption of traditional canned yellow peaches continues to grow steadily in China, at a rate of more than 20 percent a year. More than 50 percent of the canned fruit sold in China is canned yellow peaches. Most canned peaches are sold in markets north of the Yangtze River and northeast China holds the largest market share. Imported canned yellow peaches are mainly sold in southern China, where consumers prefer harder flesh peaches. With per capita consumption of canned fruit at less than one kilogram, compared with about 90 kilograms in the United States, there is great potential for development of the canned fruit market in China. This is especially true for canned yellow peaches, the favorite canned fruit for consumers, once perception towards canned fruit begins to change. Typically fresh fruit is preferred to canned fruit because consumers feel canned fruit is not as healthful and many believe that canned fruit contains preservatives that are harmful to their health.

The belief that canned fruit is not as healthy as fresh fruit has had a negative impact on buying activities for canned fruit, especially canned pears and apricots. While consumption of yellow peaches is growing steadily, consumption of canned pears and apricots has experienced only moderate growth. The lack of reliable and dominant brands also limits buying interest as consumers place greater importance on food safety. Industry sources indicate that locally-produced high quality canned fruit is sold much faster than lower-end products. Very few processors focus on the domestic market, as the majority of canned fruit produced in China is destined for export under private labels. In addition to establishing brand recognition, development of new products may also help boost sales volumes. A Zhejiang cannery has developed a soft pack canned fruit product as a convenient alternative traditional glass jar packaging. This new product is being marketed to domestic consumers. Given the hardships faced by Chinese canneries mentioned above, more and more canneries are expected to shift their focus to the domestic market to increase sales. However, large supermarkets in China demand high entrance fees, so fruit processors are increasingly targeting small and medium-sized supermarkets and chain stores.

Trade

Exports

China's canned fruit industry is heavily dependent on exports. Canned peaches account for the greatest share of China's total canned deciduous fruit exports. World demand for canned yellow peaches remains strong, and China's exports of canned peaches are forecast at 180,000 MT in MY 2008, up 20 percent from the revised estimate for the previous year. The United States remains the largest export market for Chinese canned yellow peaches, which mainly fill the low-end market. The U.S. imported 46,876 MT of canned peaches from China in 2007, up 130 percent from the previous year. The trend is likely to continue in MY 2008 in light of decreased yellow peach production in California due to a frost. Emerging markets for China's canned peaches include Russia, South Africa, South America, and neighboring Asian countries like South Korea and Thailand. European buyers, such as France and Germany, have expressed some interest in Chinese canned peaches in the wake of strong prices for Greek products. China's canned white peach exports are quite stable, with Japan being the single largest buyer.

Canned mixed fruit exports are also expected to increase rapidly, driven by fast growing world demand. The volume is forecast at 77,800 MT in MY 2008, up 55 percent from the revised estimate for 2007. The United States is also the largest importer of Chinese canned mixed fruit with its import volume soaring to 21,394 MT in 2007, up 145 percent from 2006. Other major buyers like Canada, Germany, Spain, and Japan also increased imports of Chinese canned mixed fruit, driven by consumer demand.

Canned apricot exports are forecast at 20,320 MT in MY 2008, up nearly 50 percent from 13,599 MT in MY 2007, due largely to particular consumer preference for the product in Russia and Germany, whose combined imports account for 50 percent of total China exports. Canned pears, however, are experiencing relatively slower growth in the export market, with volume forecast at 71,000 MT in MY 2008, up 16 percent from the previous year. The U.S. again takes the lion's share, followed by Thailand, Germany, and Greece.

Imports

China imports canned yellow peaches to accommodate its fast developing baking industry and high-end consumers such as expatriates. While the volume is still low, it is increasing quite rapidly. Canned yellow peach imports are forecast at 7,500 MT in MY 2008, up 60 percent from the revised estimate of 4,672 MT last year. The United States and South Africa remain the top two suppliers to China, with products known for being larger and harder fruit, with a nicer color when compared with locally-produced counterparts.

Canned mixtures are another product that China imports and the volume is growing steadily, with MY 2008 imports forecast at 3,600 MT, up from 3,066 in MY 2007, and 2,648 MT in MY 2006. The Philippines remains the single largest supplier to China. Canned mixed fruit is mainly imported to supply up-scale hotels and restaurants, as well as a small number of high-end consumers.

Policy

China's central government generally encourages food processing industries that consume products in bulk, because they can provide a reliable source of income for growers. Large canneries generally enter contracts with fruit growers to provide fresh fruit directly to their facility. With the assistance of the government's rural extension services, the enterprises regulate and direct farming practices like pesticide application to ensure fruit quality and safety. Leading agro-businesses (also called "Dragon Head" enterprises) enjoy support from the provincial or county level governments. Such support includes subsidized loans from the state-owned banks or preferential tax arrangements. Most canneries, however, are small in size and have a hard time securing bank loans, especially after the central government adopted tighter banking policies earlier this year in the wake of China's overheating economy. Recently published legislation on labor contracting and environmental protection aimed at protecting employee rights and the environment have created additional financial burdens for the small enterprises in China's canning industry.

Marketing

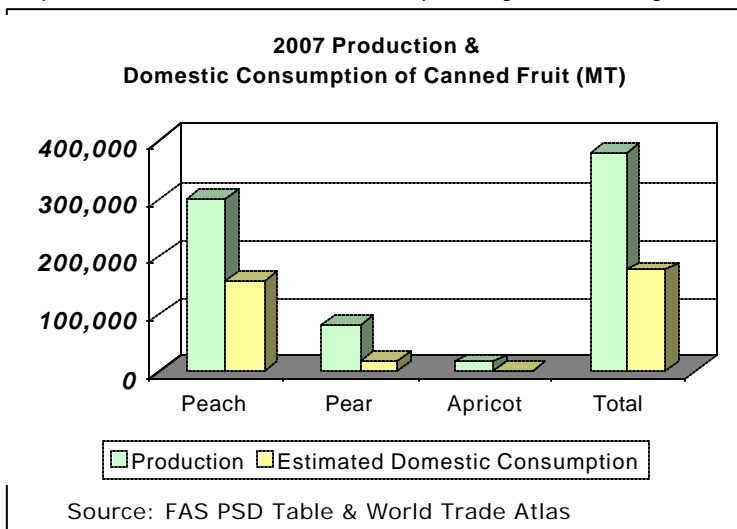
Product

Most Chinese consumers prefer fresh fruit to canned product. As a result, China's fruit canneries largely concentrate on export markets. A manager from a large cannery in Shandong Province indicated that domestic sales account for only 15 percent of their total production. This focus on the export market also means domestic suppliers do not have many products designed specifically to meet local consumer preferences. Chinese consumers prefer canned yellow peaches, followed by canned mixed fruits. Normally, Chinese consumers prefer large peach halves with a harder texture and a deep yellow color. Currently, only one local variety, Ba Fan, can meet these preferences. Other Chinese varieties are either too soft or the color is not appealing. Canned yellow peaches from other

countries like the United States, South Africa, and Greece enjoy a competitive advantage on these features. The variety of yellow peaches from California is especially favored by a local cannery based in Shandong Province. The company is considering growing this variety in China to supply the domestic market.

Packaging

Packaging plays a very important role in the success of food products in China. This is especially true of canned fruit products, as Chinese consumers prefer to inspect the fruit before making purchasing decisions. As a result, most local canneries have replaced cans with glass jars so that consumers can see the fruit. Other packaging innovations are evolving as well. Canneries that still use cans as containers are adding pull tops, while others are using soft cans (jars made of transparent plastic). In the retail sector, glass jars and soft cans are more widely used for locally produced products, while imported products largely still use the conventional cans, and cans are still preferred in the service sector. As shown in the chart below, each package has its pros and cons.



Comparison of Different Packages			
	Cans	Glass Jars	Soft Cans
Easy for transportation	yes	no	yes
Easy for consumers' inspection	no	yes	yes
Easy to carry	yes	no	yes
Easy to open	no	yes	yes
Compatible with different packing sizes	yes	yes	no (suitable for snack-size)

Pricing

In the retail sector, the pricing of domestic canned fruit from different manufacturers is quite similar. By contrast, a huge price difference ranging from 50-400 percent exists between imported canned fruit and locally produced varieties. For this reason, imported products sold at a relatively cheaper price are the most popular. As far as food service is concerned, the price of imported product is usually double that of locally produced. Even among locally produced canned fruit, a price gap is beginning to emerge due to new product differentiation.

Retail Cost of Imported Canned Yellow Peaches Per 100 gram	
Country	U.S. dollars
China	\$0.24
South Africa	\$0.35
Germany	\$0.98

Industry insiders suggest that some bakery shops are willing to pay a higher price for superior quality. However, supply of these higher quality canned fruits cannot meet the demand from the industry.

Promotion

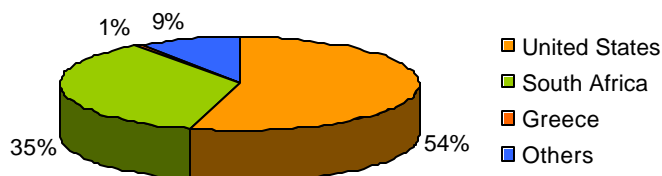
Local manufacturers have limited budget resources dedicated to educating local consumers or conducting public marketing campaigns. The industry's marketing efforts primarily focus on the northeast China region that habitually consumes canned fruits. Billboards, bus advertisements, and free tastings are commonly used promotional tools.

Distribution

With domestic canned fruit consumption so limited, sales of imported canned peaches, pears, and apricots through retail channels to individual consumers are minimal. These products are found only at a few high-end retail outlets that target expatriate consumers.

**Market Share of Imported Canned Peaches
by Country in 2007**

Total Volume of Imported Canned Peaches: 2666 MT



Source: World Trade Atlas

The emerging Chinese baking industry uses the majority of imported canned peaches, pears, and apricots. Cakes and other bakery items garnished with these sliced fruits are common items in China's premium bakery shops. Consumers may not necessarily eat these fruit garnishes, but colorful and uniform fruit contribute to the appearance of the dessert, making it look fresher and healthier. Compared with locally-produced canned fruit, imported products have the advantage

of superior taste and uniform shape and texture and are therefore widely used by bakeries, even though imported products cost significantly more than the local product. When the visual appearance is not an important factor, domestically produced canned fruit is used to reduce production costs.

Opportunities and Challenges

Both domestic canneries and distributors of imported canned fruits predict that the domestic consumption of locally produced and imported canned yellow peaches will continue to grow at an annual rate of 20 percent in the next three to five years. However, consumption growth rates in other canned fruits will be slower. One large cannery has set a goal of doubling its domestic sales of canned yellow peaches within the next three years. The emerging baking industry in China foresees a promising future for imported canned yellow peaches, but challenges still exist. Counterfeiting has a large impact on trade. For instance, one brand of yellow peaches imported from South Africa previously sold to bakery shops, but was counterfeited after its success and hence influenced the trade. Several traders believe that counterfeiting will send the market price into disarray and have a negative impact on an otherwise lucrative trade. The counterfeiting issue has not occurred in the retail sector yet, but canned deciduous fruits face other challenges in retailing, including lack of consumer education. Chinese consumers hold a long-standing perception that canned fruit contains preservatives and not as flavorful as fresh fruits. Industry groups and canneries are planning to invest greater efforts towards changing this perception through media campaigns.

Tables

Production, Supply, and Demand (PS&D) Table for Canned Peaches

PSD Table									
Country	China, Peoples Republic of								
Commodity	Peaches, Canned						(MT)(MT, Net Weight)		
	2006	Revised		2007	Estimate		2008	Forecast	
	USDA Official	Post Estimate	Post Estimate New	USDA Official	Post Estimate	Post Estimate New	USDA Official	Post Estimate	Post Estimate New
Market Year Begin		06/2006	06/2006		06/2007	06/2007		06/2008	06/2008
Deliv. To Processors	343575	343575	358000	403500	403500	453000	0	0	558750
Beginning Stocks	0	0	0	0	0	0	0	0	0
Production	234050	234050	244050	269000	269000	301500	0	0	372500
Imports	4300	4300	3875	3000	3000	4672	0	0	7500
Total Supply	238350	238350	247925	272000	272000	306172	0	0	380000
Exports	102000	102000	112963	115000	115000	149196	0	0	180000
Domestic Consumption	136350	136350	134962	157000	157000	156976	0	0	200000
Ending Stocks	0	0	0	0	0	0	0	0	0
Total Distribution	238350	238350	247925	272000	272000	306172	0	0	380000

Trade Matrices for Canned Peaches

Import Trade Matrix			
Country	China, Peoples Republic of		
Commodity	Peaches, Canned		
Time Period		Units:	MT
Imports for:	2006		2007
U.S.	2244	U.S.	1440
Others		Others	
South Africa	1271	South Africa	939
China	159	China	247
Greece	156	Greece	37
Philippines	18	South Korea	1
South Korea	17	Italy	1
Italy	12	Germany	1
Thailand	2		
Total for Others	1635		1226
Others not Listed	0		0
Grand Total	3879		2666

Export Trade Matrix			
Country	China, Peoples Republic of		
Commodity	Peaches, Canned		
Time Period		Units:	MT
Exports for:	2006		2007
U.S.	20390	U.S.	46876
Others		Others	
Japan	38498	Japan	37013
Russia	6572	Thailand	11861
Yemen	4930	Russia	9885
South Korea	3710	South Korea	6089
New Zealand	2952	Yemen	5296
Mexico	2446	Mexico	4419
Canada	2250	Canada	3479
Saudi Arabia	1432	New Zealand	3226
Estonia	1276	Estonia	2924
Thailand	1142	Saudi Arabia	1718
Total for Others	65208		85910
Others not Listed	6931		15687
Grand Total	92529		148473

Production, Supply, and Demand (PS&D) Table for Canned Pears

PSD Table									
Country	China, Peoples Republic of								
Commodity	Pears, Canned						(MT)(MT, Net Weight)		
	2006	Revised		2007	Estimate		2008	Forecast	
	USDA Official	Post Estimate	Post Estimate New	USDA Official	Post Estimate	Post Estimate New	USDA Official	Post Estimate	Post Estimate New
Market Year Begin		06/2006	06/2006		06/2007	06/2007		06/2008	06/2008
Deliv. To Processors	91900	95120	106080	102400	10240	127200	0	0	144000
Beginning Stocks	0	0	0	0	0	0	0	0	0
Production	57450	59450	66300	64000	64000	79500	0	0	90000
Imports	50	150	41	210	210	18	0	0	10
Total Supply	57500	59600	66341	64210	64210	79518	0	0	90010
Exports	40000	42000	48729	46000	46000	61282	0	0	71000
Domestic Consumption	17500	17600	17612	18210	18210	18236	0	0	19010
Ending Stocks	0	0	0	0	0	0	0	0	0
Total Distribution	57500	59600	66341	64210	64210	79518	0	0	90010

Trade Matrix for Canned Pears

Export Trade Matrix			
Country	China, Peoples Republic of		
Commodity	Pears, Canned		
Time Period		Units:	MT
Exports for:	2006		2007
U.S.	17570	U.S.	23352
Others		Others	
Germany	2647	Thailand	7571
Greece	2249	Germany	6687
Japan	2226	Greece	5299
Thailand	2009	Japan	3576
Canada	1531	Canada	2112
Russia	1422	Spain	1929
Spain	1206	Russia	1678
Netherlands	584	Yemen	718
Yemen	562	Australia	710
Italy	459	Italy	705
Total for Others	14895		30985
Others not Listed	3614		6736
Grand Total	36079		61073

Production, Supply, and Demand (PS&D) Table for Canned Apricots

PSD Table									
Country	China, Peoples Republic of								
Commodity	Canned Apricots						(MT)(MT, Net Weight)		
	2006	Revised		2007	Estimate		2008	Forecast	
	USDA Official	Post Estimate	Post Estimate New	USDA Official	Post Estimate	Post Estimate New	USDA Official	Post Estimate	Post Estimate New
Market Year Begin		06/2006	06/2006		06/2007	06/2007		06/2008	06/2008
Deliv. To Processors	9260	12800	13065	17550	17550	18915	0	0	27800
Beginning Stocks	0	0	0	0	0	0	0	0	0
Production	7400	9850	10050	13500	13500	14550	0	0	21450
Imports	250	300	217	200	200	250	0	0	120
Total Supply	7650	10150	10267	13700	13700	14800	0	0	21570
Exports	6500	9000	9118	12500	12500	13599	0	0	20320
Domestic Consumption	1150	1150	1149	1200	1200	1201	0	0	1250
Ending Stocks	0	0	0	0	0	0	0	0	0
Total Distribution	7650	10150	10267	13700	13700	14800	0	0	21570

Trade Matrix for Canned Apricots

Export Trade Matrix			
Country	China, Peoples Republic of		
Commodity	Canned Apricots		
Time Period		Units:	MT
Exports for:	2006		2007
U.S.	127	U.S.	865
Others		Others	
Russia	3052	Russia	3916
Germany	1440	Germany	2007
Japan	678	Estonia	1233
Estonia	587	France	765
New Zealand	456	Belgium	456
Australia	314	New Zealand	443
Canda	313	Canada	403
Netherlands	261	Japan	402
UK	214	Czech Republic	355
Czech Republic	198	Australia	310
Total for Others	7513		10290
Others not Listed	539		1538
Grand Total	8179		12693

Production, Supply, and Demand (PS&D) Table for Canned Mixtures

PSD Table									
Country	China, Peoples Republic of								
Commodity	Canned Mixtures						(MT)(MT, Net Weight)		
	2006	Revised		2007	Estimate		2008	Forecast	
	USDA Official	Post Estimate	Post Estimate New	USDA Official	Post Estimate	Post Estimate New	USDA Official	Post Estimate	Post Estimate New
Market Year Begin		06/2006	06/2006		06/2007	06/2007		06/2008	06/2008
Deliv. To Processors	0	0	0	0	0	0	0	0	0
Beginning Stocks	0	0	0	0	0	0	0	0	0
Production	24500	26800	34200	33000	33000	50200	0	0	78000
Imports	3000	2450	2648	3000	3000	3066	0	0	3600
Total Supply	27540	29250	36848	36000	36000	53266	0	0	81600
Exports	24000	26300	33931	32800	32800	50098	0	0	77800
Domestic Consumption	3540	2950	2917	3200	3200	3168	0	0	3800
Ending Stocks	0	0	0	0	0	0	0	0	0
Total Distribution	27540	29250	36848	36000	36000	53266	0	0	81600

Trade Matrices for Canned Mixtures

Import Trade Matrix			
Country	China, Peoples Republic of		
Commodity	Canned Mixtures		
Time Period		Units:	MT
Imports for:	2006		2007
U.S.	5	U.S.	1
Others		Others	
Philippines	2084	Philippines	1815
Thailand	211	Thailand	97
Malaysia	9	South Korea	8
South Korea	4	South Africa	1
Italy	2	Australia	1
South Africa	1	Taiwan	1
		Vietnam	1
Total for Others	2311		1924
Others not Listed	1		0
Grand Total	2317		1925

Export Trade Matrix			
Country	China, Peoples Republic of		
Commodity	Canned Mixtures		
Time Period		Units:	MT
Exports for:	2006		2007
U.S.	8741	U.S.	21394
Others		Others	
Canada	2274	Canada	3904
Japan	1229	Germany	2607
Germany	1048	Spain	1823
New Zealand	910	Japan	1325
Czech Republic	507	Angola	1268
Russia	454	Austria	1184
Australia	450	Russia	1149
Spain	447	Australia	1072
Yemen	410	New Zealand	859
Netherlands	407	Israel	802
Total for Others	8136		15993
Others not Listed	3868		9723
Grand Total	20745		47110