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China, Peoples Republic of

Strawberries

Annual

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Report Highlights:

China's strawberry production, imports and exports increased rapidly in recent years and are forecast to keep the fast increase trend in the coming years. China's production of 800,000 tons in 2003 made it one of the major producers in the world. In 2003, China's frozen strawberry imports and exports were 17,596 tons and 77,972 tons respectively, increasing 310 percent and 123 percent over 2002 respectively.

Includes PSD Changes: Yes
Includes Trade Matrix: No
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Table of Contents

Production 3

Consumption..... 4

Trade..... 4

Policy 4

Marketing 5

PSD Tables..... 5

Trade Tables 6

Production

China's strawberry production has increased rapidly in recent years and has become one of the major strawberry producers in the world. In 2003, China's strawberry output was 800,000 tons, and the planted area was 66,700 hectares. Production is forecast to increase 10 to 15 percent annually in the coming five years. Strawberries are planted in most of China's provinces: however, Hebei (10,000 hectares), Liaoning (8,500 hectares) and Shandong (8,000 hectares) account for more than 40 percent of the total strawberry planting area, followed by Shanghai (4,000 hectares), Sichuan (4,000 hectares), Anhui (3,300 hectares), Jiangsu (3,000 hectares) and Zhejiang (3,000 hectares).

Hebei Province: Hebei is the largest strawberry producer in China, its major planting base is Mancheng City, which accounts for about 80 percent of the total strawberry production in Hebei. Mancheng strawberry is also one of the main players in Beijing market. In 2001, Hebei Province released the provincial standard – Wholesome Strawberry Production Technology Regulation (DB13/T471-2001) to regulate strawberry production and to strengthen the competitiveness.

Liaoning Province: Liaoning's major strawberry planting base is Donggang City. In 2003, Donggang planted 5,710 hectares of strawberries and the output was about 160,000 tons. According to the Chinese Strawberry Association, Liaoning has the highest yield, because Liaoning production uses high-yielding cultivars in greenhouse. The Donggang Strawberry Institute and Donggang Strawberry Association play important role in local strawberry production.

Shandong Province: Shandong is the one of the major fruit producers in China: its major strawberry planting bases include Yantai, Qingdao and Linyi. There is a specialized strawberry wholesale market in Longkou, Yantai City.

Zhejiang Province: Jiande City in Zhejiang Province calls itself the largest strawberry trading market in the world, daily strawberry trade reaches 150 tons.

In north China (Hebei, Liaoning and Shandong), the most popular cultivars include Allstar (U.S. origin), Feijiniya, Honeoye, Senga. Sengana and Xing Du No. 2. In South China, Toyonoka, Tudla and Darselect are the predominant short day cultivars. In China, there are three ways to cultivate strawberries: greenhouse, plastic sheds and open field. Greenhouse accounts for 30 percent of the total strawberry cultivation, plastics accounts for 50 percent and open field accounts for 20 percent. In South China, plastic sheds is predominant, in North China, the three ways exit equally.

China's strawberry production has developed very rapidly in recent years, the output has increased from 100,000 tons in 1991 to 300,000 tons in 1995 to 700,000 tons in 2001 to 800,000 tons in 2003. There are three main reasons:

1. High profit: First, the retail price for strawberries is relatively high, from RMB8/kg to as high as RMB60/kg depending on time of harvest and quality. By contrast, the highest prices for apples, peals and peaches are not normally higher than RMB8.00/kg; Second, strawberry plantings can yield fruit within one year, not like other fruits, which need five or even more years to yield. This means growers start receiving benefits in a very short timeframe.
2. Market demand: First, strawberries have proven to be nutritious and tasty. More and more people especially relatively high-income people like to eat strawberries; Second, as always, China is a big gift market. In recent years, strawberries have been popular

in the gift pack market. Chinese New Year is the gold-season for the gift packs and strawberries are harvested at this time, selling at the highest price.

3. Trade: China's strawberry exports have increased very rapidly which also contributed to the rapid production increase.

Note: There is no official (State Statistics Bureau or Ministry of Agriculture) statistics data for strawberries in China. The above data is from Chinese Strawberry Association.

Consumption

Strawberries are very perishable, 80 percent of the production is locally consumed as fresh fruit; 10 percent is quick frozen for export; 10 percent is processed as jam, juice and liquor. Imported frozen strawberries have been processed into freeze-dried strawberry and re-exported.

Trade

Exports: China's strawberry exports increased very rapidly. Frozen strawberries dominate the export market. From 2001 to 2003, China's frozen strawberry exports are 21,153 tons, 34,968 tons and 77,972 tons respectively. The major destinations for frozen strawberries are the Netherlands, Germany, Japan, Belgium and Australia. The notable increase in 2003 was due to a reduction in European (especially Poland) strawberry output. From January to September 2004, China's frozen strawberry exports were 57,497 tons, a 16 percent decline compared to the same period in 2003. Production in Europe recovered in 2004. China's fresh strawberry exports have been very small in comparison, only 448 tons, 532 tons and 818 tons in 2001-2003. The major destination for fresh fruit is Hong Kong.

Imports: China's strawberry imports are much smaller than its exports, but also increasing rapidly. China imported 998 tons, 4,384 tons and 17,956 tons of frozen strawberries in 2001-2003. Major suppliers are Morocco, the United States, Poland, Chile and Argentina. According to Chinese strawberry traders, the imported frozen product is processed into freeze-dried strawberry and re-exported. The notable increase in imports in 2003 was because of the large demand for processed strawberry products in the European market and China's need to import more high-quality frozen strawberries to produce further processed products for re-export to the European market. January to September of 2004, China imported 8,019 tons of frozen strawberries, a decrease of 44.5 percent compared to the same period of 2003. The most notable decrease was from the United States, only 20 tons compared to 3,797 tons in the same period of 2003. Higher price is the main reason. The largest suppliers in 2004 are Chile (3,063 tons) and Egypt (1,900 tons).

China prohibits imported fresh strawberries. The import duty for frozen strawberries unchanged in 2004, is still 30 percent. The duty for fresh strawberries decreased to 22.7 percent in 2004 from 24.2 percent in 2003.

China's export price of frozen strawberries at present is about US\$520-560/MT FOB Qingdao or FOB Tianjin. The price for freeze dried strawberries is US\$15,500-16,500/MT FOB Qingdao or FOB Tianjin.

Policy

China will release a new national standard (GB) – Guidelines to Conduct Tests for Distinctness, Uniformity and Stability (DUS) of Strawberries. According to the Chinese Strawberry Association (CSA), this standard is drafted by CSA and has been preliminarily

approved by the Ministry of Agriculture (MOA) and will be released by the General Administration of Quality Supervision, Inspection and Quarantine of China (AQSIQ) later this year and be implemented early in 2005. The implementation of the standard means that new strawberry cultivars from abroad can apply for variety protection in China. If the cultivars pass the DUS tests, MOA will issue certification. Other planters can't plant the cultivars without authority. It is intended to protect the cultivator's Intellectual Property Rights (IPR).

Marketing

China is a new and expanding market for strawberries. Although China's production has increased very rapidly, the average per capita consumption is still small. More and more people have enjoyed strawberry products. However, China's locally produced strawberries are not as good quality as some other major producers like the United States. Imported strawberry products can meet the high-end of the market demand.

Strawberries are tasty, however, perishability limits distribution. Its popularity stems from the fruit's availability (usually from January to June in the Chinese market). China's processing technology still needs to be improved. Imported frozen strawberries can also fill the market when the local fresh fruits are not available.

China is a large market, strawberries is not an exceptions. In coming years, with increasing production, more and more fresh and processed strawberries will be consumed domestically, in confectionary, dairy and bakery products. Although the quality is not very competitive in the world market, especially compared to the Europe and the United State, the low cost makes China's exports competitive. China is becoming a large producer and consumer of strawberries.

PSD Tables

Table 1. Fresh Strawberries PSD Table

PSD Table							
Country China, Peoples Republic of							
Commodity	Strawberries, Fresh				(HA) (MT)		
	2002	Revised	2003	Estimate	2004	Forecast	UOM
	USDA Official [Old]	Post Estimate [New]	USDA Official [Old]	Post Estimate [New]	USDA Official [Old]	Post Estimate [New]	
Market Year Begin		01/2003		01/2004		01/2005	MM/Y YYY
Area Planted	0	65,000	0	66,700	0	70,000	(HA)
Area Harvested	0	65,000	0	66,700	0	70,000	(HA)
TOTAL Production	0	750,000	0	800,000	0	840,000	(MT)
Imports, Fresh	0	19	0	0	0	0	(MT)
TOTAL SUPPLY	0	750019	0	800000	0	840000	(MT)
Exports, Fresh	0	532	0	818	0	1,145	(MT)
Domestic Fresh Market	0	600,000	0	640,000	0	672,000	(MT)
For Processing	0	149,487	0	159,182	0	166,855	(MT)
TOTAL UTILIZATION	0	750019	0	800000	0	840000	(MT)

Table 2. Frozen Strawberries PSD Table

PSD Table							
Country China, Peoples Republic of							
Commodity	Strawberries, Frozen				(MT)		
	2002	Revised	2003	Estimate	2004	Forecast	UOM
	USDA Official [Old]	Post Estimate [New]	USDA Official [Old]	Post Estimate [New]	USDA Official [Old]	Post Estimate [New]	
Market Year Begin		01/2003		01/2004		01/2005	MM/Y YYY
Deliv. To Processors	0	75,000	0	80,000	0	84,000	(MT)
Beginning Stocks	0	0	0	0	0	0	(MT)
Production	0	67,500	0	72,000	0	75,600	(MT)
Imports	0	4,384	0	17,596	0	12,200	(MT)
TOTAL SUPPLY	0	71884	0	89596	0	87800	(MT)
Exports	0	34,968	0	77,972	0	67,200	(MT)
Domestic Consumption	0	36,916	0	11,624	0	20,600	(MT)
Ending Stocks	0	0	0	0	0	0	(MT)
TOTAL DISTRIBUTION	0	71884	0	89596	0	87800	(MT)

Trade Tables

Table 1. Frozen Strawberries Imports in volume

China Imports Strawberries, Frozen HS: 0811.1000			
			Metric Tons
	2001	2002	2003
Morocco	0	433	5,718
United States	36	40	5,168
Poland	773	3,225	2,093
Chile	0	0	1,654
Argentina	0	661	1,135
Egypt	0	0	821
Others	189	25	1,007
Total	998	4,384	17,596

Table 2. Frozen Strawberries Imports in value

China Imports Strawberries, Frozen HS: 0811.1000			
		Millions of U.S. Dollars	
	2001	2002	2003
Morocco	0.00	0.27	5.79
United States	0.05	0.06	5.28
Poland	0.51	2.58	2.48
Chile	0.00	0.00	1.77
Argentina	0.00	0.03	1.19
Egypt	0.00	0.00	0.69

Table 3. Fresh Strawberries Imports in volume

China Imports Strawberries, Fresh HS: 0810.1000			
		Metric Tons	
	2001	2002	2003
Netherlands	0	19	0
United States	17	0	0
Others	0	0	0
Total	17	19	0

Table 4. Fresh Strawberries Imports in value

China Imports Strawberries, Fresh HS: 0810.1000			
		Millions of US Dollars	
	2001	2002	2003
Netherlands	0	0.029	0
United States	0.006	0	0
Others	0	0	0
Total	0.006	0.029	0

Table 5. Frozen Strawberries Exports in volume

China Exports Strawberries, Frozen HS: 0811.1000			
		Metric Tons	
	2001	2002	2003
Netherlands	2,754	6,392	21,122
Germany	1,503	3,199	16,990
Japan	9,069	11,249	13,003
Belgium	144	787	3,141
Australia	1,422	2,251	3,126
Italy	173	198	2,846
France	287	517	2,547
Canada	868	1,899	2,442
United Kingdom	992	2,236	2,331
United States	896	1,299	2,202
Others	3,046	4,941	8,222
Total	21,154	34,968	77,972

Table 6. Frozen Strawberries Exports in value

China Exports Strawberries, Frozen HS: 0811.1000			
	Millions of US Dollars		
	2001	2002	2003
Netherlands	1.15	3.20	11.98
Germany	0.73	1.96	11.47
Japan	8.70	11.42	12.99
Belgium	0.06	0.48	2.26
Australia	0.95	1.50	2.27
Italy	0.06	0.07	2.05
France	0.15	0.31	1.78
Canada	0.51	1.04	1.50
United Kingdom	0.56	1.28	1.55
United States	0.43	0.59	1.39
Others	1.54	2.75	5.55
Total	14.84	24.60	54.78

Table 7. Fresh Strawberries Exports in volume

China Exports Strawberries, Fresh HS: 0810.1000			
	Metric Tons		
	2001	2002	2003
Hong Kong	395	529	602
United Kingdom	0	0	120
Indonesia	0	0	44
Belgium	1	0	25
Malaysia	0	0	23
Russia	0	0	3
Thailand	0	1	1
Singapore	2	2	0
United States	0	0	0
Others	50	0	0
Total	448	532	818

Table 8. Fresh Strawberries Exports in value

China Exports Strawberries, Fresh HS: 0810.1000			
	Millions of US Dollars		
	2001	2002	2003
Hong Kong	0.06	0.07	0.08
United Kingdom	0.00	0.00	0.06
Indonesia	0.00	0.00	0.01
Belgium	0.00	0.00	0.01
Malaysia	0.00	0.00	0.01
Others	0.02	0.01	0.00
Total	0.09	0.08	0.17

Trade Tables Sources: World Trade Atlas

