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# **China, Peoples Republic of**

## **Strawberries**

### **China's Strawberry Situation**

### **2002**

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#### **Report Highlights:**

**China's annual strawberry production now surpasses 120,000 tons. The fruit is grown in nearly every province in China, but as with most other domestic fruits Chinese strawberries are available for only short periods of time every year. China's strawberry exports are far greater than its imports.**

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Includes PSD changes: No  
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## **Production**

China is now a major strawberry producer. According to local published sources, the country's annual output is estimated at over 120,000 tons on an approximate acreage of 20,000 to 30,000 hectares. A few local publications have even reported national production to be as high as 300,000 to 400,000 tons. More precise production figures are unavailable to the public, because strawberries are a fruit on which China's Ministry of Agriculture does not regularly issue public reports.

Strawberries are grown in nearly every province in China, but those with the largest production include: Hebei, Liaoning, Jiangsu, Shandong, Beijing, and Sichuan. In regards to localities, production is particularly sizable around the Hebei city of Baoding. Baoding also has well established peach and pear processing industries. China's Hebei province is recognized by some sources as the leading producing province. Other localities with sizable strawberry output are areas near Shanghai on China's east coast and locations in and around Chengdu which is Sichuan province's largest city.

Until the 1990s, strawberry production in China was limited. However, by 1997, fresh strawberries were available to consumers in nearly every large and medium sized city in China. One of the main reasons for the recent popularity in strawberries is that they can be conveniently grown any time during the year, particularly during the winter months. In northern China, along with many varieties of vegetables, strawberries are grown in plastic covered tunnel greenhouses.

A majority of the strawberries in China are harvested between early March and early June every year. For greenhouse strawberry growers, the harvest season is slightly earlier and lasts longer. Strawberries grown in greenhouses often start to ripen by the beginning of December. The initial harvesting phase starts at the beginning of January and finishes by the middle of February. Greenhouse growers usually harvest approximately 30 to 40 percent of their crop at that time. The second harvesting phase begins around the middle of March and lasts until the middle of April. During this phase, about 60 to 70 percent of the crop is harvested. The remaining strawberries are harvested after the middle of April. As with most other fruits grown in China, much of the harvest is sold immediately regardless of whether the strawberries were grown in a greenhouse. Very little of each year's crop is stored for later months.

Most strawberry growers do not specialize in the fruit. They often grow a variety of crops of which strawberries is only one. Aside from a flexible growing period, strawberries also gained popularity among growers, because growing start-up investment is low relative to other fruits and the return on this investment comes quite quickly. While deciduous and citrus fruit trees require years of tending and care before they bear fruit, strawberry plantings can yield marketable fruit within a year.

According to locally published sources, over 200 different varieties of strawberries are grown in China. Some of the main strawberry varieties grown in China include: All Star, Honeoye, Vuguea, Sequoia, Fengxiang (Chinese pinyin name for Japanese variety), Baojiao Zaosheng (Chinese pinyin name for Japanese variety), Chunxiang (Chinese pinyin name for Japanese

variety), and the Nufeng (Chinese pinyin name for Japanese variety). In addition, no one single variety at the present time appears to dominate national production or even production in any particular location.

<b>Selected Strawberry Varieties and their Primary Growing Areas in China</b>	
<b>Variety</b>	<b>Primary Production Location(s)</b>
All Star	Beijing, Hebei, Liaoning, Gansu
Vuguea	Hebei, Shandong, Henan
Fengxiang	Guangdong, Jiangsu, Hebei
Honeoye	Beijing, Liaoning, Hebei, Jiangsu, Gansu
Sequoia	Beijing, Hebei, Jiangsu, Hunan, Liaoning, Shanghai
Chunxiang	most provinces, as far north as Heilongjiang and as far south as Guangdong
Baojiao Zaosheng	most provinces, both northern and southern ones

## Consumption

Strawberries' popularity with local consumers mainly stems from the timing of the fruit's availability. Every year strawberries are available to consumers between the months of January to June, making it one of the few locally grown fresh fruits for sale during that time. In Beijing, over the last year, fresh strawberries have been retailing in a price range from 10 to 30 Yuan (\$ 1.21 to 3.63) per kilogram. Specific pricing often depended on fruit quality and availability. One U.S. Dollar now equals approximately 8.26 Yuan.

## Trade

China's strawberry and processed products exports are much greater than its imports. For the past three years, China's frozen strawberry exports have surpassed 20,000 tons and its processed strawberry product exports have been greater than 2,000 tons. China's fresh strawberry exports have been small in comparison, but are still greater than imports. In comparison, imports for frozen have been below 1,000 tons and for both fresh and processed products only a few tons.

Although export destinations for China's strawberries and processed products have been numerous, a few countries receive a large amount of product. For frozen exports, the leading destinations have been Japan, the Netherlands, Germany, Australia, the United States, and Canada. For prepared and preserved, Japan, Germany, and United States usually are the main destinations.

While China's strawberry and processed products imports have tended to be negligible over the

last few years, in 2001 a noticeable increase in frozen strawberry imports occurred. Frozen imports in both 1999 and 2000 equaled only a few tons, but rose to nearly a 1,000 tons in 2001. These imports came from several sources, but the leading source by far was Poland.

In regards to import tariffs, China's levels for strawberries and processed products are high, but thanks to the Value Added Tax the effective import tariffs for fresh strawberries and processed strawberry products are the same. The effective tariff for imported frozen strawberries is slightly higher in comparison with the other two categories.

China Imports Strawberries, Fresh (HS 0810.1000) Volume: Metric Tons			
Source	1999	2000	2001
United States	0	0	17
Japan	1	0	0
Others	0	0	0
TOTAL	1	0	17

Source: China's Customs Statistics

China Imports Strawberries, Fresh (HS 0810.1000) Value: Thousands of U.S. Dollars			
Source	1999	2000	2001
United States	0	0	6
Japan	11	0	0
Others	0	0	0
TOTAL	11	0	6

Source: China's Customs Statistics

China Imports Strawberries, Frozen (HS 0811.1000) Volume: Metric Tons			
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Source	1999	2000	2001
Poland	0	0	773
Canada	0	0	89
Germany	0	0	59
Hong Kong	0	0	39
United States	1	0	36
New Zealand	0	1	1
Others	1	3	1
TOTAL	2	4	998

Source: China's Customs Statistics

China Imports Strawberries, Frozen (HS 0811.1000) Value: Thousands of U.S. Dollars			
Source	1999	2000	2001
Poland	0	0	509
Canada	0	0	186
Germany	0	0	38
Hong Kong	0	0	26
United States	3	1	52
New Zealand	0	3	2
Others	3	10	4
TOTAL	6	14	817

Source: China's Customs Statistics

China Imports Strawberries, Prepared and Preserved (HS 2008.8000) Volume: Metric Tons			
Source	1999	2000	2001
Canada	0	0	4
United States	0	0	2

Singapore	0	0	1
Taiwan	4	0	0
Others	0	0	0
TOTAL	4	0	7

Source: China's Customs Statistics

China Imports Strawberries, Prepared and Preserved (HS 2008.8000) Value: Thousands of U.S. Dollars			
Source	1999	2000	2001
Canada	0	0	9
United States	1	3	3
Singapore	0	0	1
Taiwan	5	0	0
Others	0	0	1
TOTAL	6	3	14

Source: China's Customs Statistics

China Exports Strawberries, Fresh (HS 0810.1000) Volume: Metric Tons			
Destination	1999	2000	2001
Hong Kong	17	393	395
France	0	25	50
Germany	0	25	25
Singapore	3	3	2
Belgium	23	0	1
Japan	109	0	0
Italy	72	0	0
Netherlands	23	0	0
Others	4	0	0
TOTAL	251	446	473

Source: China's Customs Statistics

China Exports Strawberries, Fresh (HS 0810.1000) Value: Thousands of U.S. Dollars			
Destination	1999	2000	2001
Hong Kong	2	54	61
France	0	11	18
Germany	0	11	9

Singapore	5	7	5
Belgium	19	0	4
Japan	98	0	0
Italy	62	0	0
Netherlands	21	0	0
Others	6	1	1
TOTAL	213	84	98

Source: China's Customs Statistics

China Exports Strawberries, Frozen (HS 0811.1000) Volume: Metric Tons			
Destination	1999	2000	2001
Japan	9,515	7,287	9,069
Netherlands	6,305	2,704	2,754
Germany	4,653	3,392	1,503
Australia	491	931	1,422

Great Britain	1,189	1,360	992
United States	638	192	896
Canada	469	718	869
Saudi Arabia	749	608	797
South Korea	1,346	1,293	704
Finland	633	350	398
Brazil	0	0	336
France	1,750	220	287
Italy	701	48	173
Argentina	0	0	168
Israel	137	475	166
Belgium	1,209	431	144
New Zealand	0	51	95
Denmark	203	0	72
South Africa	552	74	49
Norway	0	0	48
Bahrain	0	11	43
Russia	8	10	42
Indonesia	0	20	31
Uruguay	0	0	24
Singapore	6	10	22
Kuwait	33	0	22
Czech Republic	112	22	11
Malaysia	12	0	10
Sri Lanka	0	0	7
Others	447	226	0
TOTAL	31,158	20,433	21,154

Source: China's Customs Statistics

China Exports Strawberries, Frozen (HS 0811.1000) Value: Thousands of U.S. Dollars			
Destination	1999	2000	2001
Japan	8,716	6,705	8,696
Netherlands	4,015	1,236	1,148
Germany	3,317	1,675	728
Australia	405	680	950
Great Britain	717	705	559
United States	404	83	430
Canada	356	457	507



Saudi Arabia	525	320	383
South Korea	885	853	446
Finland	319	165	159
Brazil	0	0	140
France	1,056	123	150
Italy	477	22	63
Argentina	0	0	64
Israel	86	296	92
Belgium	837	161	64
New Zealand	0	25	45
Denmark	74	0	50
South Africa	336	35	24
Norway	0	0	37
Bahrain	0	6	20
Russia	4	3	16
Indonesia	0	8	14
Uruguay	0	0	10
Singapore	4	4	10
Kuwait	26	0	14
Czech Republic	76	17	6
Malaysia	10	0	8
Sri Lanka	0	0	8
Others	297	134	0
TOTAL	22,942	13,713	14,841

Source: China's Customs Statistics

China Exports Strawberries, Prepared and Preserved (HS 2008.8000) Volume: Metric Tons			
Destination	1999	2000	2001
Czech Republic	97	921	930
Germany	698	1,075	780
Japan	1,030	233	674
United States	81	245	651
Russia	18	65	137
Hong Kong	119	88	131
Romania	0	33	17
Iceland	0	0	16
North Korea	0	0	5
Others	113	327	1

TOTAL	2,156	2,987	3,342
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Source: China's Customs Statistics

China Exports Strawberries, Prepared and Preserved (HS 2008.8000) Value: Thousands of U.S. Dollars			
Destination	1999	2000	2001
Czech Republic	75	472	455
Germany	527	580	433
Japan	1,228	292	614
United States	55	162	458
Russia	4	36	71
Hong Kong	242	168	240
Romania	0	19	8
Iceland	0	0	9
North Korea	0	0	3
Others	100	130	1
TOTAL	2,231	1,859	2,292

Source: China's Customs Statistics

China's Tariff Rates, Strawberries					
HS Code	Description	Preferential Tariff Rate	Ordinary Tariff Rate	V.A.T. Rate	Effective Tariff Rate
0810.1000	Strawberries, Fresh	25.6	80	13	42
0811.1000	Strawberries, Frozen	30	80	13	47
2008.8000	Strawberries, Prepared or Preserved	21	80	17	42
Source: Customs Import and Export Tariff of the Peoples Republic of China, 2002 Edition					

## Processing

In comparison with other fruits grown in China, the percentage of the strawberry crop processed each year is higher than average. According to local sources, approximately 10 percent of crop is processed every year. One source claimed that the amount processed annually is about 30,000 tons. Principal processed products include: jam, sauce, juice, liquor, and quick-frozen fruit. In general, only about five percent of China's fruit is made into processed products every year.

## **Marketing**

With the development of China's own strawberry growing industry, exporting into the market is difficult at best. Given the added costs of international shipping and China's internal distribution, overseas strawberries often are not price competitive with the locally grown produce. However, China's strawberry crop every year suffers from the problem of limited availability as with many other locally grown fruit varieties. Due to limited use of cold and chilled storage, local consumers only have fresh strawberries for a short time each year. Yet when local strawberries are unavailable, imports would have to compete with other locally grown fruits.