

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY  
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT  
POLICY

Required Report - public distribution

**Date:** 9/26/2016

**GAIN Report Number:** CH16051

## **China - Peoples Republic of**

### **Potatoes and Potato Products Annual**

#### **China's Potato Production to Rise in MY2016/17**

**Approved By:**

Abraham Inouye

**Prepared By:**

OAA Beijing staff

**Report Highlights:**

China's MY2016/17 fresh potato production is forecast to increase three percent to 100 million metric tons (MMT) due to an expansion of potato acreage and normal weather conditions in major producing areas. China's MY2016/17 FFF production is forecast to increase 9 percent at 230,000 MT, driven by increasing domestic demand from quick serve restaurants and convenience stores. Post forecasts China's MY2016/17 FFF imports at 160,000 MT, about a 5 percent increase driven by growing domestic demand. The United States continues to dominate China's FFF import market. In February 2016, the Ministry of Agriculture (MOA) released its "Suggestions for Promoting the Development of the Potato Industry" which sets very ambitious goals for potato area expansion and production.

**Commodities:**

Potato Products, Frozen

**Production:**

China is the largest potato producer in the world despite its relatively low potato yields, which are about 1/3rd of the level of U.S. yields. These low yields are attributed to the low-quality of seed potatoes and relatively high incidence of disease. Potato late blight may reduce yield and quality, and has been one of the most devastating potato diseases in China. Potato late blight occurrences are more frequent and severe in the south than in the north due to heavier rainfall and longer rainy season. In addition to chemical control, application of virus (blight) free seed potatoes is another measure being used to combat late blight. However, virus free seed potatoes only account for 20 percent of total seed potato used in China due to their relatively higher prices.

Fresh Potatoes

China's MY2016/17 fresh potato production is forecast at 100 million metric tons (MMT), about a three percent increase from the estimated 97 MMT in MY2015/16, due to an expansion of potato acreage and normal weather conditions in major producing areas, especially in north China. Industry sources attribute potato acreage expansion to a decline in corn acreage. China's Ministry of Agriculture (MOA) estimated in late July 2016 that China's 2016 corn acreage declined about two million hectares due to very high corn stocks. Sichuan, Gansu, Guizhou, Yunnan, and Inner Mongolia are the largest potato producing provinces in China, accounting for about 60 percent of China's total fresh potato production. China has main four potato producing zones (see below).

- 1) The northern single crop zone - This area accounts for 50 percent of China's total potato acreage. The potatoes produced in this area are mainly used for seed potatoes, direct consumption and processing. Potatoes in this zone are usually planted in late April to early May and harvested from September through October. This zone includes Heilongjiang, Jilin, Liaoning, Inner Mongolia, Gansu, Xinjiang, Qinghai, Ningxia, Shanxi and Shaanxi provinces.
- 2) The southwestern mixed crop zone - This area accounts for 35 percent of China's total potato acreage. The potatoes produced in this area are mainly used for processing and direct consumption. Potatoes in this zone are usually planted in September through November and harvested from February through April. This zone includes Sichuan, Guizhou, Yunnan, Tibet, Chongqing, and part of Hunan and Hubei provinces.
- 3) The central double crop zone - This area accounts for 10 percent of total acreage. Spring potatoes are planted in February through March and harvested during May or June. Autumn potatoes are planted in July-August and harvested in October-November. The potatoes produced in this area are mainly for export and direct consumption. This zone includes Jiangxi, Jiangsu, Zhejiang, Anhui, Shandong and Henan provinces.
- 4) The winter crop zone - This area accounts for 5 percent of total acreage. Potatoes are in this zone are planted in October–November and harvested in February–March. The potatoes produced in this area are mainly for export and direct consumption. This zone includes Guangdong, Fujian, Guangxi, and Hainan provinces.

## Processed Potatoes

Processing potatoes account for about 15 percent of total production, and includes such products as starch, dehydrated potatoes, chips, and frozen French fries. According to industry sources, many potato processing machines only run four to six months a year due to limited supply of suitable fresh potatoes, and inadequate and outdated storage facilities. Potato storage has been one of the major bottlenecks for China's potato processing sector. A significant amount of potatoes spoil in storage, which then shortens the number of days potato processing line are able to operate.

Many potato processing factories are located in northeast of China, i.e. the northern single crop zone, where potatoes are harvested in September to October. As a result, processing potato supply is very limited during March to August.

## Potato starch

China's MY2016/17 potato starch production is forecast at 600,000 MT, about a 9 percent increase from the 550,000 MT in MY2015/16, as a result of larger fresh potato production and increasing demand from the food processing sector. China's "stable food" policy encourages the development of new potato products, such as potato "mantou" (Chinese bread), potato noodles, and vermicelli, which increase potato starch consumption. According to industry sources, China's potato starch production capacity is about 1.3 million metric tons, and this includes thousands of small producers.

## Potato Chips

China's potato chip production continues its growth trend in response to strong market demand. Industry sources estimate China's MY2016/17 sliced potato chip and fabricated potato chip production at 430,000 MT and 310,000 MT, a 9 percent and 13 percent increase from previous year, respectively.

## Frozen French Fries (FFF)

China's MY2016/17 FFF production is forecast at 230,000 MT, a 9 percent increase from the 210,000 MT in MY2015/16. China's FFF production has been increasing steadily in recent years, driven by increasing domestic demand from quick serve restaurants and convenience stores. FFF production has strict fresh potato requirements, such as shape, starch content, sugar content, and color. Therefore, processors usually contract with farmers to produce potatoes which meet certain quality conditions.

## **Consumption:**

The majority of China's fresh potatoes are used for table consumption. Industry contacts estimate 60 percent of Chinese potatoes are consumed fresh in households and restaurants. The processing sector consumes about 15 percent, about 10 percent are used for seed potatoes, and losses in storage account for as high as 15 percent. Industry sources believe the share of processing potatoes will increase in the long term with the increased development of potato products.

Industry contacts believe China's FFF consumption will continue to increase in the future at a moderate pace. Continued urbanization and the increasing number of fast food restaurants, the major market channel for FFF, are major contributors to consumption growth. The majority of FFF is consumed at quick serve restaurants

(QSRs), such as McDonald’s and KFC. Therefore, Chinese FFF consumption is closely connected to the performance of QSRs, and any reports of QSRs food safety incidents usually decrease the consumption of FFF. Industry sources also report that the sale of FFF at convenience stores and supermarkets has increased rapidly in recent years with more and more Chinese consumers cooking FFF at home as a result of food safety and health concerns.

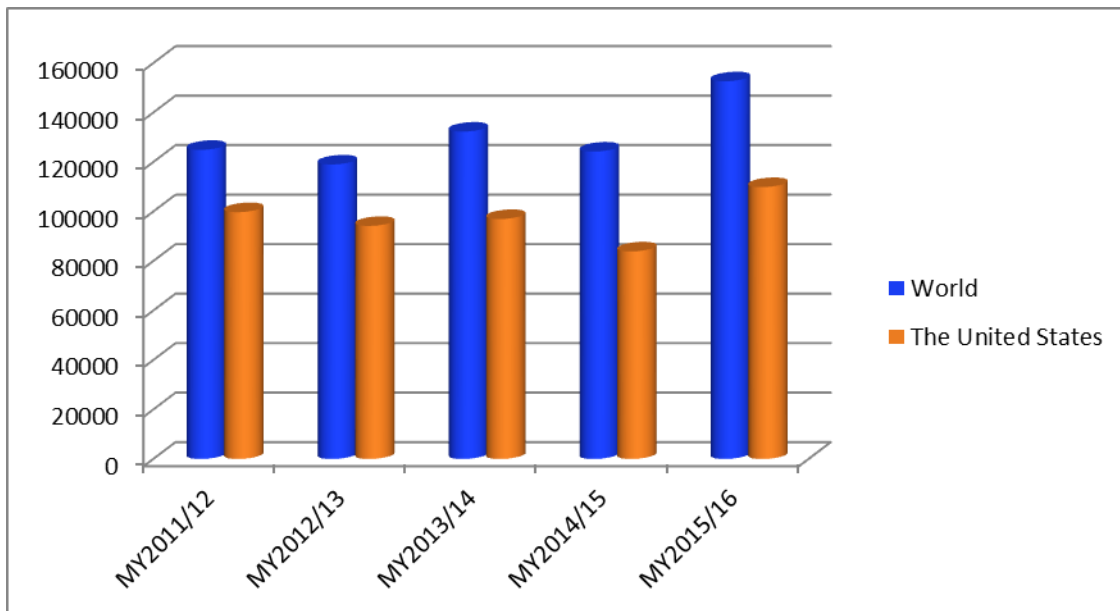
**Trade:**

China does not allow market access for fresh potato imports from any suppliers due to SPS concerns. U.S. government agencies are working with their Chinese counterparts on market access of U.S. fresh potatoes for processing to China.

**Frozen French Fries (FFF) Imports**

Post forecasts China’s MY2016/17 (September-August) FFF imports (H.S. Code: 20041000) at 160,000 MT, about a 5 percent increase from the 152,000 MT in MY2015/16, driven by growing domestic demand. The United States continues to dominate China’s FFF import market (see figure 1 below), with 72 percent market share in MY2015/16, followed by Canada and Belgium, which combined accounted for 23 percent of China’s total FFF imports in MY2015/16.

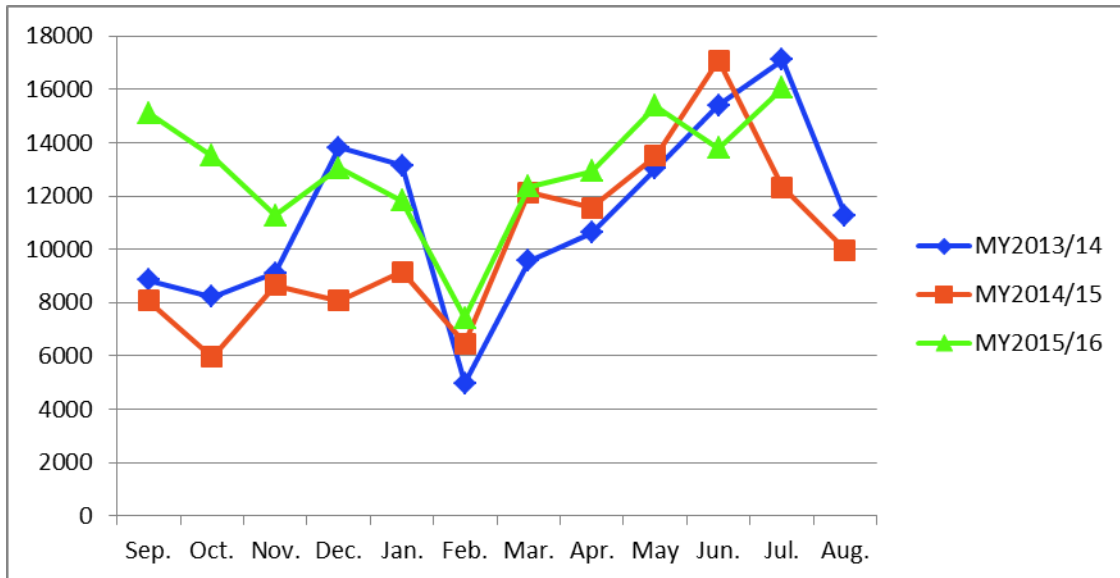
Figure 1. China’s FFF imports from the world and the United States (MT)



Source: Global Trade Atlas

China’s FFF imports flow all year round with heaviest flows occurring during April to July (see figure 2 below), coinciding with the off season of domestic production.

Figure 2. China’s FFF imports by months (MT)



Source: Global Trade Atlas

The import tariff and value-added tax for potato products remain unchanged in 2016:

	H.S. Code	Import Tariff(%)		VAT (%)	
		2015	2016	2015	2016
Fresh potato	0701	13	13	13	13
FFF	20041000	13	13	17	17

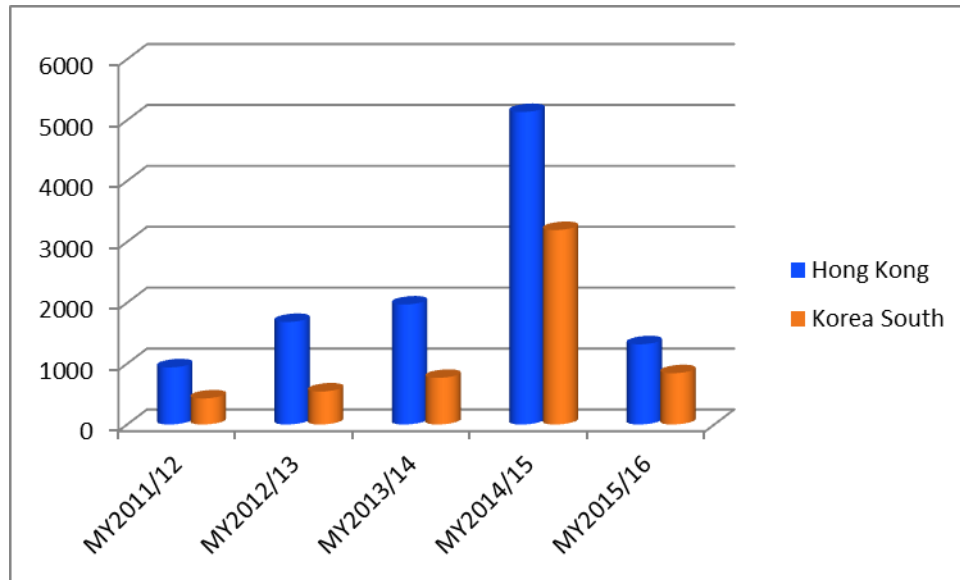
Source: China Customs Import and Export Tariff

### Exports

China's exports of fresh potatoes have held stable at 300,000-450,000 MT annually since MY2010/11, a negligible amount considering China annual production of about 100 million MT. China's MY2016/17 fresh potato exports are forecast at 400,000 MT, a slight increase from the 381,424 MT in MY2015/16. Malaysia, Vietnam, and Russia are China's three largest export markets and accounted for over 65 percent of China's total fresh potato exports in MY2015/16.

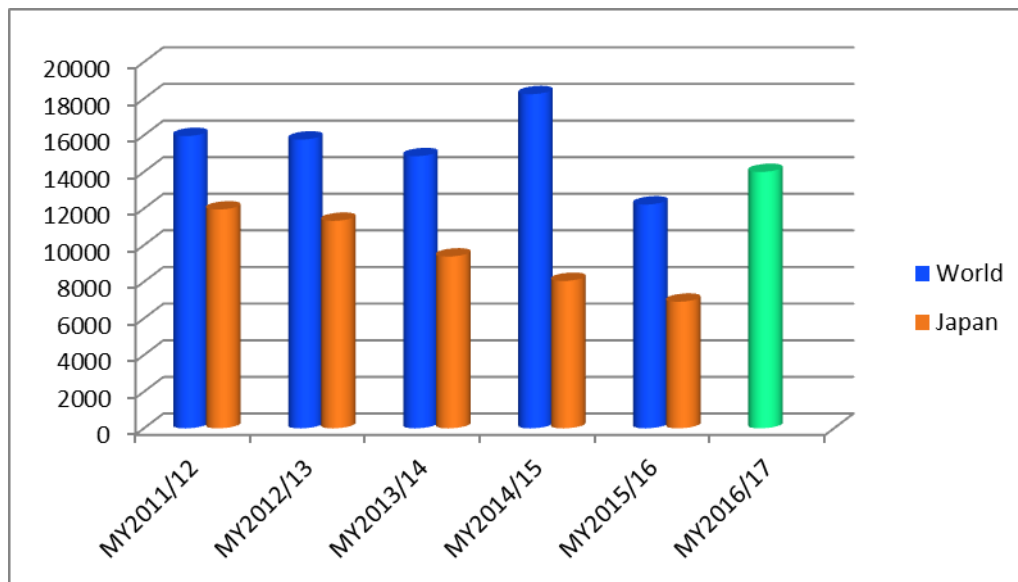
China's MY2016/17 FFF exports are forecast at 14,000 MT, a 12 percent increase over the 12,500 MT exported in MY 2015/16. FFF exports in MY2015/16 declined over 30 percent from the previous year with exports to Hong Kong and South Korea dropping (see Figure 3 below and please refer to [CH15036](#) for information on the export increase to Hong Kong in MY2014/15). Industry sources believe China's MY2016/17 FFF exports will rebound to a more typical level. Japan continues to be the largest buyer of China's FFF, accounting for 71 percent of China's total exports in MY2015/16 (see Figure 4 below).

Figure 3. China's FFF exports to Hong Kong and South Korea (MT)



Source: Global Trade Atlas

Figure 4. China's FFF exports to the world and Japan (MT)



Source: Global Trade Atlas (Note: the number for MY2016/17 is Post's forecast)

### Policy:

In February 2016, the Ministry of Agriculture (MOA) released its "Suggestions for Promoting the Development of the Potato Industry". The document also set up goals for China's potato industry development: By 2020, potato planting area will be expanded to 6.7 million ha. (current area is around 5.5 million ha.), the average yield will be increased to 19.5MT/ha (current yield is around 17MT/ha), and the total production will reach about 130 million metric tons (current production is around 100 million metric tons). In addition, the document set goals that the rate of virus-free seed potato will reach 45 percent, the

proportion of varieties suitable for staple food processing will reach 30 percent, and the consumption of staple food will account for 30 percent of the total consumption of potato. Please see Annex of this report for the unofficial translation of the document.

Although MOA announced in January 2015 its intention to make potatoes the country's fourth "stable grain" (after rice, wheat and corn), industry groups complain that no substantial measures have been taken by the government to support the potato industry.

## Annex

### "Suggestions for Promoting the Development of the Potato Industry" by the Ministry of Agriculture

The Agriculture (Agriculture and Husbandry) Departments (Commissions, Bureaus) of Beijing, Hebei, Inner Mongolia, Heilongjiang, Shanghai, Zhejiang, Jiangxi, Hubei, Guangdong, Sichuan, Guizhou, Shaanxi, Gansu, Ningxia and other provinces, autonomous regions, municipalities directly under the central government:

In order to implement the spirit of Document No.1 of the Central Committee and the national strategic development on food safety under the new situation, promote the structural reform from the agricultural supply side, transform the mode of agricultural development, and speed up the agricultural transformation and upgrading, the potatoes shall be considered as the staple food products for the development of industry, to establish the concept of health and scientific guidance of consumption, promote the steadiness of grain and growth of income, and improve the quality and efficiency as well as sustainable development of agriculture. The following opinions are hereby proposed to promote the development of potato industry.

#### I. Full understanding of important significance to promote the development of potato industry

The protection of national food safety is the primary task to develop the modern agriculture. It is of great significance to establish the great food concept and develop the food resources in full range and multiple ways to actively promote the development of potato industry based on the natural resources of our country, the food supply and demand situation, and the adaption to the new trend of residential consumption.

(1) To promote the development of potato industry is a beneficial exploration to build the staple food culture of a well-off society. There are five years to go to achieve the goal to construct a comprehensive well-off society. This means that more than 1.3 billion Chinese will enter a relatively well-off life, the consumption will transfer from sufficient food for eating to good and healthy food, showing the new trend of quality consumption, green consumption and personalized consumption. The development of foods should adapt to this change and the trend to expend the cultural connotation of staple food, demonstrate the different cultural tastes of food and reflect the use value of different foods. The potato is known for its rich nutrition, especially rich in vitamins, minerals, dietary fibers and other components to meet the needs of the upgrading of consumption structure and the development of staple food culture. Promote the development of potato industry, cultivate a healthy consumption concept and build the staple food culture of a well-off society.

(2) To promote the development of potato industry is a beneficial exploration to break through the bottleneck of agricultural development. Over the years, under the pressure of the supply of agricultural products, the overexploitation of agricultural resources results in decreased fertility of cultivated land and more scarce of water resources, thus the environment of resources has been triggered the "Red Light". The

potato has the features of drought, cold and barren resistance, and wide adaptive range and large space of increase in production. In the well grasp of the three grains: rice, wheat and corn, the potato should also be grasped well as a staple crop to promote the scientific and technological innovation, breed new varieties of high yield and multiple resistances, and supported with the technological mode of high yield and high efficiency, increase the supply of staple food products, improve the agricultural quality and efficiency, and promote the income of farmers and sustainable development of agriculture.

(3) To promote the development of potato industry is a beneficial exploration to promote the agricultural transformation and upgrading. It is a difficult task to promote the structural reform from the agricultural supply side, and adjust and optimize the planting structure. The potato that is a crop of wide adaptability and a product of high market potential, is one of the ideal alternative crops for a new planting structure adjustment, especially for the corn structure adjustment in the "Camber" Area. Use the potato as a staple food and incorporate it into the key crops of planting structure adjustment, and expand its planting area, promote the industrial development and extend the industrial chain to build the value chain, promote the development of integration of primary, secondary and tertiary industries, and assist the planting industry transformation and upgrading to comprehensively improve the quality of development.

(4) To promote the development of potato industry is a beneficial exploration to lead the agricultural green development. To promote the construction of ecological civilization, must set up the concept of green development, implement the green production and promote the green technology to create a new green development pattern. The potato requires less water and manure, the water use efficiency is higher than that of wheat, corn and other staple crops, and under the same conditions, the protein yield per unit area is 2 times the wheat, 1.3 times the rice and 1.2 times the corn. In the arid and semiarid regions in the North China, expand the plating area of potatoes to reduce the pressure of water use in agriculture and improve the agricultural ecological environment, realizing the sustainable use of natural resources.

(5) To promote the development of potato industry is a beneficial exploration to drive the assault for shaking off poverty and becoming rich. By 2020, the emphasis and difficulty to achieve the goal to build a well-off society in an all-round way and get rid of poverty to get rich, is in the countryside. The potato is mostly planted in the poor areas and plateau cold mountainous areas in the western region, and is not only the main product for the local farmers to solve their food and clothing, but also the major crop for them to increase the income and become rich. Develop the potato as a staple food product, guide the leading enterprises of agricultural industrialization and the farmers cooperatives to establish a closer interest linkage mechanism with the farmers, so that the farmers share the value-added benefits in the development of potato industry to lead the farmers to increase their income and get rid of poverty.

At the same time, the promotion of the potato industry development is facing a rare opportunity. The first is the guidance of development concept. The five development ideas of "Innovation, Coordination, Greenness, Opening and Sharing" laid a foundation to propel the development of potato industry and promote the improvement of quality and efficiency. The second is the huge market pulling. There are yet five years to go to achieve the first "One Hundred-Year Goal" that will enter a new stage of continuous growth of consumption and acceleration of consumption structure upgrading, the demand of the urban and rural residents on potato staple food consumption will increase. The implementation of the "Belt and Road" strategy expands the export market. The third is the support of scientific and technological innovation. A new round of technological revolution and industrial transformation is poised to take off, and a new industrial status of wisdom agriculture and ecological agriculture emerges as the times require, and the inherent power for improvement of potato quality and efficiency continuously increases. It is required to firmly grasp the opportunity to implement the development of new ideas, push forward the development of potato industry and lead the transformation of the mode of agricultural development with a strong sense of responsibility, confident faith and effective measures.



## II. Idea, principle and goal to promote the development of potato industry

### (1) General Idea

Thoroughly implement the spirits of 18th National Congress, the 3rd, 4th and 5th Plenary Sessions of the 18th National Congress of the Party, and the important speech series of the general secretary Xi Jinping, implement the national food safety strategy under the new situation and promote the structural reform from the agricultural supply side, firmly establish the concept of "Nutrition guides consumption and consumption guides production" to increase the policy support and strengthen the infrastructure construction, rely on the scientific and technologic innovation to improve the materials and equipment and accelerate the industrial development of potato staple products, select and breed a number of varieties suitable for staple food processing, speed up the construction of a number of high-quality raw materials production bases, and create a number of leading enterprises for food processing to foster the consumers with a habit for eating potato, promote the transformation of potato from non-staple food consumption to staple food consumption, from raw material to processed and finished products, and from food and clothing consumption to nutritional and healthy consumption, so as to cultivate the staple food culture of a well-off society to ensure the national food safety and promote the improvement of agricultural quality and efficiency and sustainable development.

### (2) Basic Principle

— Never fight with the three major grains for water and land. Make full use of the arid and semi-arid areas of North China, the hilly and mountainous regions of Southwest China, and the cultivated land and sunny warm water resources in winter fallow fields of North China to expand the potato production based on the local conditions. Deal with the relations between the potato and the three major grains: rice, wheat and corn, and never fight with rice, wheat and corn for water and land to build a complementary and coordinated development pattern.

— Unity of production development with overall advance. Develop both the advanced and backward ends to drive the middle and gradually improve the industrial chain. It is necessary to stabilize the planting area, rely on the scientific and technological progress to breed new varieties, promote the technical measures for detoxified seed potato and supporting cultivation, and enhance the yield per unit area and improve the quality; while pay attention to the product development, technology research and development, and equipment improvement, to extend the industrial chain and realize the transformation of processing to improvement of value.

— Consideration given to both industrial development and comprehensive utilization. The potato is a crop for both food and feed, so it is necessary to develop the staple food products, so that the potato becomes gradually a staple food for the residents for three meals a day; and to broaden the potato functions to be widely used in feed, papermaking, textile, pharmaceutical, chemical and other industries, to achieve the exploration of nutritional potentials and improvement of processing value.

— Combination of government guidance and market regulation. Play the role of governmental planning and policy guidance to intensify the resources, centralize the projects and gather the strength, to increase the financial input, improve the production conditions, support the leading enterprises integrated with breeding, growth and promotion, and production, processing and sales. We should give full play to the decisive role of the market in allocation of resources, promote the development of potato staple food products with the enterprises as the main body, and scientifically guide the consumption of staple food to improve the supply level of market and the competitiveness of enterprises.

— Coordination of overall planning and step-by-step implementation. Do well the top-level design, overall planning and echelon advance. Trail first with the key crowd, key areas and key products. The new varieties and new technologies should follow the procedure of test first, then demonstration, and finally promotion, the new products and new processes should be pushed forward from home cooking, small-

scale cooking to factory production step by step, and the guidance for consumption should be spread successively from families, canteens to the society.

### (3) Development Goal

By 2020, the potato planting area will be expanded to more than 0.1 billion mu, the average yield per mu will be increased to 1300 kg, and the total production will reach about 0.13 billion tons; the popularity rate of high-quality detoxified seed potato will reach 45%, the proportion of planned varieties suitable for staple food processing will reach 30%, and the consumption of staple food will account for 30% of the total consumption of potato.

### III. Key tasks to promote the development of potato industry

The development of potato industry is a systematic project and needs to plan as a whole, highlight the key points and promote with more efforts to ensure the achievement of practical results.

#### (1) Optimize the layout of raw materials of staple food products based on the natural resources.

Comprehensively consider the conditions of water and soil resources, characteristics of agricultural regionalization, production technological conditions, yield potentials and other factors of different locations, optimize the production layout and increase the raw materials for development of food products based on the principles of developing the comparative advantages, giving respective guidance to different regions and categories, and highlighting the key fields. In Northeast China, expand the potato planting area according to local conditions, strengthen the infrastructure construction to develop the mechanization of production in full range, and strengthen the prevention and control of late blight to improve the capacity to produce detoxified seed potato and build up the storage facilities. In North China, mainly in the arid and semiarid areas and the areas where the groundwater has been over exploited, develop the rain-fed farming and water-saving farming to improve the production conditions, and prevent and control the soil borne diseases to improve the potato commodity. Build up the high-quality detoxified seed potato production bases and multiple types of storehouses. In the Northwest China, plant potatoes by shortening the summer and extending the autumn seasons to develop the dry farming and water-saving agriculture and strengthen the prevention and control of pests and diseases, to build up the high-quality detoxified seed potato production bases and multiple types of storehouses. In Southwest China, make full use of the unique ecological conditions, rich variety of farming systems and autumn fallow fields, winter and spring seasons to develop the rice-based cropping, intercropping and efficient compound planting to strengthen the prevention and control of late blight, realizing the annual production and annual supply. In South China, develop and utilize the winter fallow fields, and develop the rice-based cropping system and autumn-winter farming to expand the potato planting.

(2) Develop a variety of staple food products with the consumer demand as a lead. Develop potato food products with different nutritional functions applicable for different regions and different consumer groups. Vigorously promote the development of traditional mass-type staple food products to develop the steamed bread, noodles, rice noodles, bread, cakes and other popular staple food products with the focus on solving the technical bottleneck in the key links. Promote the development of staple food products with regional characteristics in accordance with the local conditions with the focus on the development of potato cakes, crusty cakes (Nang), pancakes, dumplings, rice cakes and other staple food products with regional characteristics. Actively promote the leisure and functional food products with focus on the development of French fries, potato chips and other snake products, and develop the functional products of potato rich in dietary fiber, protein, polyphenol and pectin.

(3) Strengthen the technological support for the production of raw materials of staple food products with the variety selection and breeding as a drive. Select and breed the new varieties applicable for staple food processing, speed up the introduction of potato germplasm resources, and develop and utilize the high-quality germplasm resources to push forward the innovation of breeding methods, and use the results

in the study of molecular biology combined with conventional technologies, to implement the variety improvement. Improve the detoxified seed potato production and quality control system, strengthen the production of breeder's seeds, basic seeds and certified seeds to meet the production needs for seeds. Promote the high quality and high yield technology model in integration, assemble the simplified cultivation, water-saving irrigation, water-fertilizer integration, comprehensive prevention and control of pests and diseases, mechanized production and other key technologies, and promote the models of high yield and high efficiency, resource conservation and eco-environmental protection technologies, to improve the level of production technology and quality and efficiency.

(4) Research and develop the staple food processing processes and equipment with the scientific innovation as a drive. Research and develop the energy-saving processing and environmental protection technology for raw materials, supported with raw material processing equipment with high efficiency ratio to protect the raw material quality and nutrition, and effectively reduce the energy consumption and waste emissions. Research and develop the fermentation and curing technology, supported with temperature, humidity and time intelligent control equipment to improve the rheological properties of dough, so as to improve the fermentation and curing efficiency. Research and develop the molding, shaping and bionic technology to strengthen the design and transformation of the key components of molding and shaping to realize the automated production of staple food products. Research and develop the cooking and baking technology, develop the staple food product leaving and steaming integrated intelligent equipment and automated hetero-thermic cooking equipment to implement the digital control of steaming, cooking and baking processes. Research and develop the new packing and antiaging technology, supported with the automatic packaging equipment to prevent the staple food products from aging, oxidizing and deteriorating. Support the enterprises to cooperate with the research institutes in joint research of staple food product process and equipment. Encourage the large-scale processing enterprises with strong independent innovation capability, core technology, strong profitability and high credibility, to develop their own staple food product brands, enhance their market competitiveness and create a number of leading enterprises for staple food processing.

(5) Guide the residents to consume the staple food products with the nutritional function as the focus. Evaluate the nutritional functions of potato staple food products. Establish the evaluation system of nutritional functions. Establish a national database of potato nutrition based on the national and provincial scientific research institutions, universities and large leading enterprises. Develop the nutritional functions of potato. Evaluate the health effects of the potato staple food products on the population of different characteristics. Strengthen the publicity on nutritional functions. Build up the experience stations for staple food product consumption, guiding the street community, large supermarkets, canteens and related enterprises to participate in experience station of product consumption, and construct the experience stations of product consumption into the interactive platforms for product consumption guidance, popularization of knowledge on nutritional knowledge.

#### IV. Safety measures to promote the development of potato industry

(1) Strengthen the coordination and guidance. The Ministry of Agriculture does well the overall planning and coordination in the development of potato industry, to strengthen the guidance and promote the implementation. Establish the coordination and guidance mechanism in all key provinces to strengthen the guidance and implement the measures. With the regional central cities as the focus, optimize the layout and echelon advance, construct the work pattern of inter-level linkage and joint advance.

(2) Enhance the policy support. Improve the potato production support policy, implement the policies on subsidies for agricultural support and protection and for purchase of agricultural machinery. Encourage the local governments to implement preferential in the introduction of land, electricity, water, gas and other prices to the potato processing enterprises. Increase the investment in potato production, support

the construction of seed potato production and storage facilities, the promotion of standardized production technologies, the marketing and information services and other fields. Actively explore the potato industry credit guarantee and insurance mechanism, guide the financial institutions to intensify the effort of credit support for potato staple food products, increase the credit line and implement the preferential interest rates.

(3) Increase the investment in scientific research. The central and local finance science and technology plans should support with great efforts the selection and breeding of the varieties appropriate to staple food processing, the basic research and application research on development of staple food products, and enhance the ability of the scientific and technological innovation to drive the development of potato industry. Promote the establishment of the research and development centers for potato staple food processing technology and equipment, guide and promote the potato processing enterprises to establish the scientific and technological innovation platforms and the research and development bases, encourage them to establish jointly with universities the research and development centers and strategic alliance on industrial and technological innovations.

(4) Improve the production and marketing linkage. Strengthen the construction of information service platform, organize the production and operation enterprises to participate in various production and marketing linkage activities, and support the development of all kinds of professional associations and industry alliances. Explore the establishment of regional origin of wholesale markets or logistics centers to promote the production and marketing linkage and market circulation. Develop the direct delivery of staple food products and build up the production and marketing direct connection platform to push both parties the production and sales enterprises to establish a long-term stable purchasing and selling relationship. Strengthen the monitoring statistics and analytic warning for potato production and marketing information, guide the cross-regional circulation of potatoes in order, and enhance the response capability and control capability to the sudden market transaction, to prevent the occurrence of "Difficulty in Potato Salas".

(5) Improve the standard system. Accelerate the development of standard for classification of potato staple food products and establish the standard system for potato staple food products in accordance with the national conditions and in line with the international standards, to raise the technological support effect of the standard on the industrial development. Establish and improve the control system for processing quality and safety of the potato staple food products, accelerate the construction of credit system for related enterprises, guide and support the enterprises to establish the credit management system and to strictly implement the national and industrial standards. Establish the quality traceability system of potato staple food products, strengthen the quality supervision of potato staple food products and improve the safety and management level of the industry.

(6) Strengthen the publicity and guidance. Increase the effort of publicity in mainstream media and new media, popularize the potato nutrition knowledge and promote the staple food products through radio, television, network, newspapers, books and other forms. Organize the potato festivals, potato nutrition weeks, products trade fairs and nutritional meal plan promotion and other activities with rich characteristics; organize the exhibitions of the potato industry development achievements and the trainings on production and technologies, demonstrating the experiences and results obtained in the potato development and attracting the social forces to participate actively in the development of potato industry.

