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South Dakota Agriculture Rural Leadership receives ATO Guangzhou briefing

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Market Development Reports

Approved By:

Sanchez, Jorge

Prepared By:

Crystal Tang

Report Highlights:

With the purpose of learning about China's agricultural production and marketing systems and to explore U.S. agricultural export opportunities, the South Dakota Agriculture & Rural Leadership (SDRAL) delegation conducted an educational training tour to Guangzhou. The delegation consisted of 39 delegates, mainly farmers and ranchers, lawyers, bankers, agricultural economists, media, professors and traders. The delegation visited a soybean oil pressing plant; livestock feed factory local in Guangzhou's Nansha Port, the Jiangnan fruit & vegetable market (largest imported wholesale fruit market in China) and a Park&Shop supermarket importing many U.S. agricultural products.

General Information:

On February 13, ATO Guangzhou conducted an educational seminar for the South Dakota Agriculture & Rural Leadership (SDRAL) group. ATO Director delivered a two-hour comprehensive lecture covering agricultural production and the foreseeable opportunities for U.S. agricultural exports to South China in the coming years. The delegation members expressed a strong interest in exploring market opportunities in terms of beef market access, corn and soybean trading, dairy product demand and agricultural product distribution channels. They group took copious notes and asked many questions after the presentation.

In addition to agricultural related questions, members raised specific concerns about the economic environment in China and brought up specific concerns over IPR protection; food safety and traceability; subsidy policy toward Chinese farmers; minimal wage; e-business expansion; land management policies, currency and inflation; the financial crisis' impact on trade etc. ATO Director replied every concern with detailed explanations provided a background overview of the latest status trend in South China's agribusiness development. He encouraged companies to continue to read ATO Guangzhou reports on the Foreign Agricultural Service's GAIN report system.

Mr. Daniel Harold Gee, Executive Director of the SDARL program found the seminar highly informative. He invited ATO Director to deliver another similar presentation to a second group from North Dakota in March. The North Dakota group that will be visit Guangzhou in March will mainly consist of university lecturers and graduate students. ATO will follow up with the members for their requests regarding reports, information exchanges, and trade leads.