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## **Hong Kong**

**Post:** Hong Kong

### **U.S. Pecans Find Strong Regional Market in Hong Kong**

**Report Categories:**

Export Accomplishments - Events

**Approved By:**

M. Melinda Meador

**Prepared By:**

Annie Lai

**Report Highlights:**

The National Pecan Growers Council and ATO Hong Kong hosted a production and nutrition seminar in Hong Kong to further strengthen contacts and enhance importer's knowledge of the variety and quality of U.S. pecans. Hong Kong continued its position as the largest U.S. tree nuts export market in 2015 due to local demand and transshipment opportunities for tree nuts in the region.

The National Pecan Growers Council and ATO Hong Kong conducted a U.S. Pecan Production and Nutrition Seminar in Hong Kong on September 17, 2015. At the seminar, Dr. Ronald Pegg of the University of Georgia highlighted the nutrient and bio-active attributes of pecans. Dr. Randy Hudson, President, U.S. Pecan Growers Council, gave a presentation on the production, marketing, and quality attributes of U.S. pecans. Seventeen trade and food service representatives attended the seminar.



Hong Kong was the top export market for U.S. in-shell pecans and ninth largest for the shelled pecans in 2015, by value. Popular with both Hong Kong and mainland Chinese consumers, pecans are imported to Hong Kong by wholesalers, retailers, and also for re-export to other regional markets. U.S. pecans in 2015 made up 14.5% of total U.S. tree nuts exported to Hong Kong, by value. Programs to enhance buyers' knowledge and strengthen networks are effective to further expand U.S. pecan trade in this dynamic market.

ATO Hong Kong continues to support the outreach of U.S. Pecans Growers Council in other events, such as their participation as an ingredient sponsor in the “United Tastes of America – Asian Chef Challenge”, where a majority of the chef teams used U.S. pecans in their menus.

Data Source for this report: USDA Global Agricultural Trade System Online using U.S. Census Bureau Trade Data