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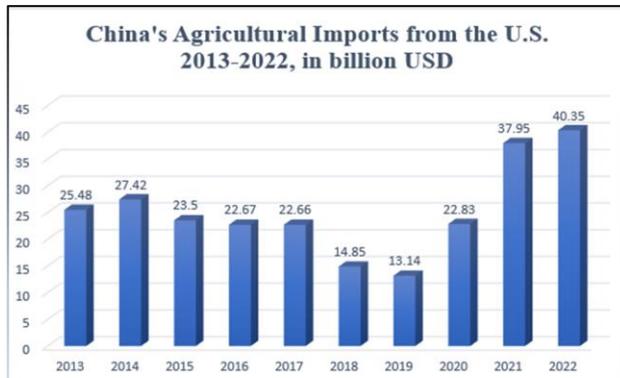
**Approved By:** Jon Flemings

**Report Highlights:**

China ended its three-year long COVID restrictions in late December 2022. Since then, hotels have generally had a robust return of customers, while restaurants performed differently. China's economic woes are negatively affecting consumer confidence in spending. Changes in both demand and supply patterns for the HRI sector are reshaping HRI operations and supply chains. Demand for pre-prepared dishes grew by restaurants and caterers, however, some consumers have concerns about quality and safety due to the lack of regulatory standards for this emerging sector.

## Market Fact Sheet

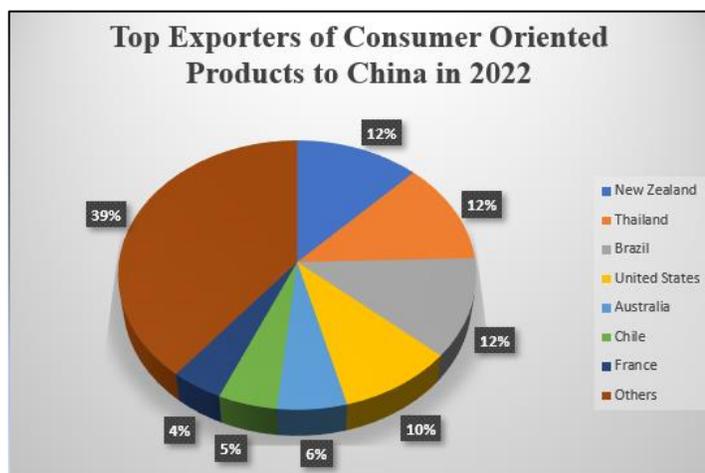
In 2022, U.S. agricultural and related product exports to China totaled \$40.35 billion, up 6 percent from the previous year. China was the largest export market for U.S. agricultural products, followed by Canada and Mexico. China was the world's second-largest economy, with a population of 1.412 billion and per capita GDP \$11,903; growth was driven by consumption, investment, and exports.



Source: Trade Data Monitoring

## Consumer-oriented Imports in China 2022

In 2022, China imported \$86.65 billion in consumer-oriented agricultural products from the world. New Zealand, Thailand and Brazil were the top three exporting countries for consumer-oriented agricultural products, while the United States ranked fourth. The top consumer-oriented products from the world to China were beef, dairy products, fresh fruits, pork, poultry, tree nuts, processed foods, and vegetables.



Source: Trade Data Monitoring

## China 2022 Quick Facts<sup>1</sup>

**Population:** 1.412 billion (July 2023 estimate), with a global rank of No. 2, and a declining annual growth rate.

**GDP:** \$16.81 trillion

**GDP Per Capita:** \$11,903

**Per Capita Food Expenditure:** \$1,039

**China Agricultural Production:** According to the National Bureau of Statistics, China's total grain growing acreage in 2022 was 118.33 million hectares. The annual grain yield in 2022 was 687 million metric tons, the main crops were rice, wheat, and corn. The total production of pork, beef, mutton, and poultry was 93.28 million metric tons, and annual aquatic products production was 68.66 million metric tons.

China's Outline for the 14th Five-Year Plan (2021-2025) for Economic and Social Development and Long-Range Objectives through the Year 2035 emphasizes that, China will raise the production capacity for grain, and ensure safety of major agricultural products.

**China's Global Imports of Seafood Products:** \$22.55 billion (up 30.72 percent from CY 2021)

**China's Global Imports of Consumer-Oriented Ag. Products:** \$86.65 billion (up 1.64 percent from 2021)

**China's Top Growing Consumer-Oriented Ag. Imports and Products (including Seafood)<sup>2</sup>:** Seafood, soup & other food preparations, poultry, tree nuts, fresh & processed fruits, wine, beef, dairy products, and pork.

**China's Imports of U.S. Ag. Products:**  
 Bulk Products: \$29.73 billion  
 Intermediate Products: \$2.38 billion  
 Consumer Oriented Products: \$8.24 billion  
 Seafood Products: \$1.29 billion  
 Forest Products: \$1.74 billion

## **Section I. Market Summary**

In 2022, COVID-19 restrictions severely impacted all aspects of life in China. China's HRI sector was not able to operate fully due to limited travel, restricted large gatherings, disrupted supply chains, and forced cancellation of major events, including trade shows, ceremonies, and other celebrations. Thousands of small businesses had to close their doors forever, while big players also suffered significant losses related to paying rent and wages with little to no income. Furthermore, travel restrictions put hotels under significant financial stress.

Some restaurants successfully transitioned in-store sales into online sales with China's restaurants collectively reporting a 22 percent increase in revenue through on-line platforms between 2021 and 2022. However, in most cases such increases failed to make up for losses from overhead costs, closed dine-in facilities and fewer dine-in customers. Similarly, many top travel destinations and resorts hosted significantly fewer visitors. For example, Sanya, the tropical tourist destination on Hainan Island, received 24 million tourists with \$8.79 billion in revenue in 2019; yet in 2022 visitors declined to 13.15 million with revenue of \$6.04 billion.<sup>3</sup>

China ended its three-year long COVID restrictions in late December 2022. FAS China contacts in the HRI sector originally expressed optimism following the removal of COVID restrictions. This optimism was visible in early 2023 buying decisions. For example, in the first half of 2023, China's imports of edible vegetable oils surged to about 4.5 MMT, up 139 percent in volume and 79 percent in value from the previous year. This boost reflects China's rebounding demand for oils following the end of zero-COVID policies.<sup>4</sup> However, China's rebound was negatively affected by the dwindling consumer confidence that quickly emerged, largely because of China's economic woes (i.e., real estate market). China's overall economy continues to grow, but at a fraction of the pre-COVID rate. Therefore, many consumers are not willing to make big purchases and are trying to limit spending. Six-months after China's reopening, hotels in general had a robust rebound, while restaurants performed differently. High-end restaurants (over \$139 per person) are stabilizing with high margins and solid clientele. Conservative spending is helping low-price eateries (less than \$7 per person) cater to the growing number of consumers who are seeking to spend less. But the remainder of the restaurants are suffering from less customers and smaller transactions. According to one owner of a Shenzhen-based steakhouse, per person spending is down over 30 percent compared to 2019. Increases in consumer confidence and disposable income are two necessary factors to boost spending. As a result, the HRI sector is categorized as cautious instead of optimistic.

### **Restaurant**

The zero-COVID policies also reshaped restaurant operations and supply chains. Rising food prices, labor, and packaging costs mixed with logistical challenges related to delivery led many restaurants to utilize online platforms. The use of such food service supply chain businesses helped many restaurants manage costs and improve operational efficiency. For many restaurants and caterers, pre-prepared (also referred to as "pre-fabricated") dishes grew in demand and helped restaurants achieve profitability.

Recent industry research suggests about 85 percent of pre-prepared dishes are sold to restaurants, while the remaining go to retail or family consumption. For restaurants, pre-prepared dishes save labor costs, requires less kitchen space, shorten food preparation time, and maintain consistent tastes especially for chain restaurants. However, restaurants are not openly admitting their use of pre-prepared dishes, as consumers still have mixed feelings.

One industry study suggests China’s pre-prepared dish market reached a total revenue of \$5.83 billion in 2022 and is expected to increase to \$7.17 billion yuan in 2023.<sup>5</sup> About 45 percent of demand for pre-prepared dishes are from tier 1 cities, where the pace of life is much faster; and 20 percent from tier 2 cities, demonstrating demand reaching well beyond China’s busiest metropolitan centers. Given the cost savings and convenience provided to consumers, many industry contacts believe the trend will continue. Although about 77 percent of pre-prepared dishes are based on proteins such as meat and seafood, opportunities exist in the space for a wide variety of ingredients.

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Chefs look for reputable imported brands.</li> <li>• U.S. foods are perceived as high-quality and safe.</li> <li>• Unique products are in high demand (i.e., U.S. grain-fed beef, Maine lobster, Alaskan king crabs).</li> </ul>	<ul style="list-style-type: none"> <li>• Bilateral relationship between the United States and China affects consumer interest.</li> <li>• Retaliatory tariffs against many U.S. products still in place.</li> </ul>	<ul style="list-style-type: none"> <li>• Consumers increasingly purchase trendy, high-quality food, and agricultural products.</li> <li>• Social media influencers amplify product exposure.</li> </ul>	<ul style="list-style-type: none"> <li>• Importers uncertain of future import policies and tariffs.</li> <li>• China’s economic challenges and tepid consumer spending.</li> </ul>

## Hotel

Essentially all travel was negatively affected by China’s zero-COVID policies, whether domestic, international, business, recreational, air, auto and rail. Accordingly, China’s hotel sector struggled to cope with empty rooms, canceled events, and postponed trade shows. According to the report released by the China Tourist Academy, the total number of domestic tourists in 2022 in China was 2.77 billion and total domestic tourism revenue was \$326.39 billion, down 14.38 percent and 19.5 percent, respectively, year-over-year.<sup>6</sup> The burden of on-going operational costs forces some hotels out of the market during the past three years.

Star-rated hotels (China’s hotel rating system, range from small, simple hostels as one-star, to luxurious hotels as five-stars) are often located in developed areas and/or near tourist attractions. The top ten provinces in China house 3,555 star-rated hotels, or 48.45 percent of the country’s total, with Guangdong (446), Zhejiang (437) and Shandong (403) taking the lead in the country. Revenues for star-rated hotels in Guangdong also ranked high, at \$166.25 million in 2022, or 10.16 percent of China’s total; followed by Beijing (\$160 million) and Zhejiang (\$156.39 million).<sup>7</sup>

Hotel revenues plummeted in 2020, with a slight rebound in early 2021. Then, heightened restrictions in late 2021 and 2022 again led to sharp declines in hotel revenues. With China’s move away from the zero-COVID policies in late December 2022, there was a significant boost as customers unleashed nearly three years of pent-up demand for travel and hospitality. The hotel business started to pick up in January 2023 and has continued the trend. Some five-star hotel managers in south China like Shenzhen and Sanya claimed to have over 90-95 percent occupancy rate since the start of 2023.

**Table 1 – China Star-rated Hotel Facts (2019 – Q2 2023) <sup>8</sup>**

<b>Year</b>	<b>Number of star-rated hotels be reviewed</b>	<b>Total revenues (in US\$ billion)</b>	<b>Portion of food revenues</b>	<b>Portion of hotel room revenues</b>	<b>Average room occupancy rate</b>
2019	8,920	2.65	38.19%	42.49%	55.18%
2020	8,423	1.70	41.63%	39.92%	38.98%
2021	7,676	1.92	41.13%	40.69%	41.77%
2022	7,337	1.64	39.73%	40.32%	38.35%
Q1 2023	6,324	0.46	40.78%	43.25%	43.28%
Q2 2023	6,663	0.57	38.85%	46.60%	52.41%

**Table 2 – Major Advantages and Challenges in the China Market**

<b>Advantages</b>	<b>Challenges</b>
U.S. food and agricultural products are known to have high quality. Cooperator and ATO promotions reinforce the reputation of U.S. products as safe and healthy.	Some U.S. products are subject to higher tariffs than similar products from countries with beneficial trade agreements
Majority of consumers aged 18-50 consider western style restaurants classic or trendy. Imported food and agricultural products in restaurants carry higher prices and are thought to be of superior quality.	Political tensions with trade partners undermine importer confidence in China
Population of 1.4 billion, 65 percent urbanization, and growing middle class create strong demand and potential for consumption of imported food and agricultural products	Slow down economy growth and tepid consumer consumption. Mass consumers are more price sensitive than before.
Trade shows with USA Pavilions and educational seminars bridge the gap for importers not yet familiar with U.S. food and agricultural products.	Competitors are investing more resources in marketing of their products.

## Section II: Roadmap for Market Entry

### A. Entry Strategy

U.S. exporters of food and agricultural products planning to enter the China HRI market may wish to begin creating their market entry strategy using the following suggested steps:

- Determine whether the target product has market access in China and research relevant food laws and regulations related to product registration, packaging, and labelling. The following reports provide initial guidance on exporting to China.
  - [USDA Food and Agricultural Import Regulations \(FAIRS\) Report](#)
  - China Exporter Guide: For the most updated Exporter Guide, please search by using: <https://gain.fas.usda.gov/#/search>.
  - FAS China Reporting on Facility Registration Decrees 248 and 249: (See for example [“Decree 248 Facility and Product Registration Expectations”](#))
- Conduct market research to determine product potential. Seek to understand the price competitiveness, seasonality, distribution channels and availability to China of similar products.
- Visit or participate in USDA endorsed or non-endorsed trade shows and trade missions to tap into the resources offered by FAS China, State and Regional Trade Associations (SRTG) and local representatives of USDA Cooperators. Currently four trade shows are USDA endorsed: The China Fisheries & Seafood Expo (Qingdao, Shandong Province); Food Hotel China (Shanghai); SIAL Show (Shanghai); and Food Ingredients China (Shanghai).
- Develop direct contact with importers in China that target major hotels, restaurants, and caterers. U.S. exporters should employ local importers, distributors, or in-country representatives to guide them through China’s food regulations and local trade practices.
- After establishing direct contact with importers, strive to educate them (in person if possible) about the quality of your product so that the importer is fully aware of its advantages. Key points would include health benefits, consumption trends in the U.S., ingredient sourcing and traceability, and marketing successes in other countries.
- Provide technical assistance to importers on product usage and actively support promotional and educational activities for the first few years.
- Maintain strong communications with your importer to ensure they have timely responses regarding certification information and import documentation.

### B. Distribution

China’s HRI distribution is somewhat fragmented due to varied cuisine styles across provinces. Fresh food and ingredients account for a large portion of daily purchases in the HRI sector. Although high-level industry players have historically expressed a desire to create vast food

supply companies that service restaurants and hotels (modeled after U.S. suppliers such as Sysco), no such company yet exists in China. And not one that operates across all of China. However, chain international hotels have economies of scale and the capacity to procure consistent food and beverage products with their centralized purchasing system. Similarly, most chain restaurants have increased resilience and stability within their respective internal ingredient supply chains. Restaurant and supermarket networks across China have been successful at providing supply chain services at competitive prices.

### **Subsector Profiles**

#### **Major International Chain Hotels and Resorts in China**

The removal of COVID-19 related restrictions on travel in China resulted in a boom for both business and recreational travel within the country. However, international travel remains limited due to visa constraints, as well as the cost and frequency of international flights. Consumer demand is picking up for family-friendly hotels, theme parks, and resorts with restaurants. However, some hotel managers commented that consumers tend to order from local restaurants through on-line delivery platforms to limit their overall meal spendings. The top luxury hotels in China include:

**Table 3 – Top Ten International Upscale Hotels in China <sup>9</sup>**

<b>Name of Hotel</b>	<b>Website</b>	<b>Remarks</b>
The Marriott Hotels	<a href="http://www.marriott-hotels.marriott.com">www.marriott-hotels.marriott.com</a>	Ritz Carlton and St. Regis hotels are among the group's top luxury brands
The Hilton Hotels	<a href="http://www.hilton.com.cn">www.hilton.com.cn</a>	The Waldorf and Conrad Hotels are among the group's top luxury brands
IHG Hotels	<a href="http://www.ihg.com.cn">www.ihg.com.cn</a>	Six Senses, Intercontinental and Hotel Indigo are among the group's top luxury brands
Accor Hotels	<a href="http://www.accor.com">www.accor.com</a>	Raffles, Fairmont, and Banyan Tree are among the group's top luxury brands
Four Seasons Hotels & Resorts	<a href="http://www.fourseasons.com">www.fourseasons.com</a>	Four Seasons brand
Wyndham Hotels & Resorts	<a href="http://www.wyndamhotels.com">www.wyndamhotels.com</a>	Wyndham Grand and Wyndham are among the group's top brands
The Shangri-La Hotels	<a href="http://www.shangri-la.com">www.shangri-la.com</a>	Shangri-La brand
Hyatt Hotels	<a href="http://www.hyatt.com">www.hyatt.com</a>	Park Hyatt and Alila are among the group's top luxury brands
Mandarin Oriental Hotels	<a href="http://www.mandarinoriental.com">www.mandarinoriental.com</a>	Mandarin Oriental brand
Rosewood Hotels	<a href="http://www.rosewoodhotels.com">www.rosewoodhotels.com</a>	Rosewood brand

In China, premium imported food and beverage products typically appear first in hotel restaurants, then in stand-alone restaurants. Most international hotel chains employ experienced and well-trained chefs with an advanced understanding of international food ingredients. This helps market international food ingredients in places where they might be uncommon.

## Restaurants

The return of dine-in consumers is helping the restaurants grow, especially chain restaurants. Most publicly listed restaurants announced gains in the first half of 2023. For example, Haidilao, the leading hot pot chain restaurant, recorded \$313.89 million revenue during the first six months of 2023, compared to only \$9.72 million in the same period of 2022, almost 30 times higher. However, the sluggish economy, inflation, and consumer preference for high quality at low prices is pushing restaurants to improve efficiency and limit costs. According to industry research, the average per check value of Haidilao has dropped from \$14.58 (2022) to \$14.29 (first half of 2023). Similarly, the per check spending at Nayuki, the tea drink chain, has dropped from \$5.10 (2022) to \$4.50 (first half of 2023)<sup>10</sup>. Quick service restaurants have opened more new outlets, while leading tea companies are also quickly expanding through franchising.

**Table 4 – China’s Leading Chain Consumer Food Service Businesses in 2021** <sup>11</sup>

Company	Restaurant Type	2021 Brand Share %	2022 Brand Share %	Brand(s)
Yum! Brand Inc.	Quick Service Restaurant/Hot Pot	7.4	7.9	KFC, Pizza Hut, Taco Bell, Xiao Fei Yang
Haidilao International Holding Ltd.	Hot Pot	4.2	4.0	Haidilao
McDonald’s Corp	Quick Service Restaurant	3.4	3.6	McDonald’s
Starbucks Corp	Cafe	2.6	2.3	Starbucks
Zhengzhou Liang’an Enterprise Management Co. Ltd.	Tea drinks	1.8	1.9	MXBC
Luckin Coffee (Beijing) Co. Ltd.	Cafe	0.8	1.5	Luckin
Hua Lai Shi Catering Management & Service Co., Ltd	Quick Service Restaurant	1.3	1.2	Hua Lai Shi
Shenzhen Meixixi Food & Beverage	Tea drinks	1.0	1.2	Heytea

Management Co. Ltd.				
Shanghai Zhengxin Food Co. Ltd.	Quick Service Restaurant	1.2	1.1	Zhengxin
Ting Hsin International Group	Quick Service Restaurant	0.9	0.9	Dicos

### Institutional Food Service Operators

The institutional food service sector in China is mainly composed of numerous small players. While revenue for the entire sector is expected to reach \$277.78 billion in 2023, the top 100 players account for less than 30 percent of the market share. China’s top 100 institutional food service providers recorded a total revenue of \$22.65 billion in 2022, of which \$19.79 billion (87.4 percent of total revenue) were generated from institutional catering services (cafeteria, canteen etc. of schools, companies, and hospitals)<sup>12</sup>. Consumers born in the 1990s are the main customer of institutional food service providers, accounting for over 70 percent. Convenient, time saving, and reasonable prices are the main incentives for consumers to choose to eat at the canteens. While taste, food appearance and safety are the areas that need further improvements. Food and labor account for 92.1 percent of overall costs of institutional food service providers. Given the per check consumption is lower than restaurants, the institutional food service providers are more price sensitive on food and ingredient costs.

### Pre-Made = Hot Topic

While prepared meals are becoming a hot topic with giant food processors increasing their investment in the business, consumers in China, especially the parents of school-aged students, are boycotting pre-made meals in school canteens and have placed this fast-growing industry in controversy. The major concerns are for safety, hygiene, and nutrition, given the current lack of regulation in pre-made meals. Consequently, in October 2023, China’s Education Ministry announced that caution should be exercised in serving pre-made meals and should not be promoted to schools.

**Table 5 – Percentage of Different Institutional Food Service Providers and Average Consumption** <sup>13</sup>

	Percentage of revenue	Growth Rate	Average Consumption (US\$)
Cafeteria at universities	30.10%	15.70%	2.31
Canteens at companies	26.50%	17.50%	2.85
Canteens at middle & high schools	16.60%	13.30%	1.97
Canteens at government	12.30%	5.70%	2.93
Canteens at hospitals	9.00%	1.00%	2.61
Canteens at primary schools	5.50%	8.00%	1.79

**Table 6 – Top 10 Institutional Food Service Operators in China<sup>14</sup>**

<b>Company Name</b>	<b>Website</b>
Shenzhen Zhong Kuai Catering Group Co. Ltd.	<a href="http://www.zkcyjt.com">www.zkcyjt.com</a>
Beijing Kinghey Catering Management Co. Ltd.	<a href="http://www.kinghey.com">www.kinghey.com</a>
Sodexo	<a href="http://www.cn.sodexo.com">www.cn.sodexo.com</a>
Beijing Aramark Service Industry (China) Co. Ltd.	<a href="http://www.aramark.cn">www.aramark.cn</a>
Beijing Jin Feng Catering Co. Ltd	<a href="http://www.kingjinfeng.com">www.kingjinfeng.com</a>
Wuhan Hua Gong Logistics	<a href="http://www.huagonghq.com">www.huagonghq.com</a>
Beijing Kuai Ke Li Catering Management Co. Ltd.	Website not available
Shanghai Mckintey Group	<a href="http://www.mckintey.com">www.mckintey.com</a>
Shenzhen Yu King Group	<a href="http://www.yxfood.com">www.yxfood.com</a>
Dongguan Hong Jun Food Management Co. Ltd	<a href="http://www.dghongjun.com">www.dghongjun.com</a>

### Section III: Competition

In 2022, China imported a total of \$86.6 billion of consumer-oriented agricultural products and seafood from all countries, slightly 1.6 percent increase from 2021.

**Table 7 – Top China Imports of Consumer-Oriented Products, Seafood and Competition<sup>15</sup>**

<b>Product Category</b>	<b>Gross Imports 2022 (\$ million)</b>	<b>1<sup>st</sup> Supplier</b>	<b>2<sup>nd</sup> Supplier</b>	<b>U.S. Rank</b>
Seafood Products	22,551	Ecuador 16%	Russia 13%	6 <sup>th</sup> (6%)
Dairy Products	15,210	New Zealand 45%	Netherlands 16.7%	5 <sup>th</sup> (5%)
Pork & Pork Products	6,575	Spain 26%	Brazil 16%	3 <sup>rd</sup> (15%)
Beef & Beef Products	18,000	Brazil 42%	Argentina 15%	4 <sup>th</sup> (10%)
Fresh Fruits	12,652	Thailand 40%	Chile 26%	11 <sup>th</sup> (1%)
Soup & Other Food Preparations	4,710	United States 24%	Australia 16%	1 <sup>st</sup> (24%)
Meat Products NESOI	3,655	New Zealand 38%	Australia 23%	3 <sup>rd</sup> (14%)
Processed Vegetables	4,545	Thailand 69%	Vietnam 22%	5 <sup>th</sup> (1%)
Poultry Meat & Products (excl. eggs)	4,165	Brazil 36%	United States 30%	2 <sup>nd</sup> (30%)
Tree Nuts	3,284	United States 25%	Vietnam 15%	1 <sup>st</sup> (25%)
Distilled Spirits	2,310	France 61%	United Kingdom 21%	7 <sup>th</sup> (1%)

#### Section IV. Best U.S. Product Prospects Categories

The consumer-oriented and seafood products with the best market potential are shown in the table below based on import value.

Interest in wellness and health benefits among buyers in China increased dramatically following the end of pandemic. Increasing disposable income and urbanization have fostered consumer preferences for nutritious, balanced foods as a key to good health. Instead of traditional carbohydrate-focused meals, consumers are adding more protein into daily meals such as beef, pork, poultry, and seafood items.

Beverages including coffee and tea, as well as non-alcoholic products are trending, particularly among young consumers. China imported 68,424 tons of coffee (roasted beans and extracts) in 2022, a 28 percent increase over 2020.<sup>16</sup> Specialty coffee and tea shops, limited-service restaurants providing simple meals, and milk tea shops in street stalls and kiosks generated growing interest from consumers. Bakery goods are increasingly popular, boosted by the growth in café culture. Previously only seen in luxury hotels in China, stand-alone bakeries and pastry shops are also growing popular. Imported ingredients such as flours, butter, dried nuts, and dried fruits are crucial to producing high-quality, western-style bakery foods. Other luxury items such as caviar, oysters, and distilled spirits have increasing visibility on restaurant menus as they become more affordable and accessible in first- and second-tier cities.

**Table 8 – Best Product Prospects** <sup>17</sup>

<b>Imported U.S. Products</b>	<b>Prospects</b>	<b>2021 import value (million USD)</b>	<b>2022 import value (million USD)</b>	<b>Percentage Change</b>
Seafood Products	Seafood is considered healthy and a source of nutrient protein.	1,181	1,292	9%
Dairy Products	Top consumer-oriented import product from the world	725	773	7%
Pork & Pork Products	Pork is a staple food in China. Imported pork prices are competitive with domestic products and have potential for long-term sales growth	1,660	986	-41%
Beef & Beef Products	Beef is considered one of the best sources of protein and is widely used in Chinese cuisine.	1,344	1,816	35%
Meat Products Nesoi	Meat is increasingly in demand in the HRI, retail, and food processing sectors.	250	499	100%

Poultry Meat & Products	Poultry is widely used in Chinese cuisine, particularly in restaurants and processing plants.	1,093	1,240	13%
Tree Nuts	Nuts are widely used in snacks and bakery products. Although there is a year-on-year decline, the United States is considered a top supplier.	1,048	822	-22%
Distilled Spirits	Chinese young generations are more willing to try various alcoholic products, including imported whiskey and distilled spirits.	24.13	24.69	2%

### Section V: Key Contacts and Further Information

China has strict documentation requirements for imported food and agricultural products including import product registration, quarantine, quality and import control. U.S. exporters are encouraged to familiarize themselves with general information about relevant government agencies such as the Ministry of Agricultural & Rural Affairs of China (MARA) and the General Administration of Customs of China (GACC). For specific Chinese Ministry websites and additional contacts, please review the most recent China Exporter Guide, and if applicable, speak with your USDA Cooperator and/or importer.

For more information on China’s food import regulations, please refer to [CH2023-0048: Food and Agricultural Import Regulations and Standards Export Certificate Report](#).

USDA’s Foreign Agricultural Service (FAS) has the following offices in China:

Office of Agricultural Affairs (OAA) Tel: +86 10 8531 3600   Fax: +86 10 8531 3636 Email: <a href="mailto:AgBeijing@fas.usda.gov">AgBeijing@fas.usda.gov</a>	
Agricultural Trade Office (ATO) Beijing Tel: +86 10 8531 3950   Fax: +86 10 8531 3974 Email: <a href="mailto:ATOBeijing@state.gov">ATOBeijing@state.gov</a>	Agricultural Trade Office (ATO) Shanghai Tel: +86 21 6279 8622 Email: <a href="mailto:ATOShanghai@fas.usdas.gov">ATOShanghai@fas.usdas.gov</a>
Agricultural Trade Office (ATO) Guangzhou Tel: +86 20 3814 4500   Fax: +86 20 3814 5310 Email: <a href="mailto:ATOGuangzhou@fas.usda.gov">ATOGuangzhou@fas.usda.gov</a>	Agricultural Trade Office (ATO) Shenyang Tel: +86 24 2318 1380   Fax: +86 24 2318 1332 Email: <a href="mailto:shenyangATO@state.gov">shenyangATO@state.gov</a>

### Attachments:

No Attachments

**Sources:**

1. China Statistical Yearbook 2022
2. Trade Data Monitor
3. Sanya Tourism, Culture, Radio, TV and Sports Bureau
4. Trade Data Monitor
5. Guangzhou Nansha Pre-Prepared Dishes Industry Association
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8. China's Ministry of Culture and Tourism
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10. Hong Can Review
11. Euromonitor iiMedia Research
12. China Cuisine Association
13. China Cuisine Association
14. China Cuisine Association
15. Trade Data Monitor
16. Trade Data Monitor
17. Trade Data Monitor

**Note:**

Exchange rate used \$1 = RMB7.20

**Attachments:**

No Attachments