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Voluntary Public

Date: 2/10/2015

GAIN Report Number:

China - Peoples Republic of

Post: Chengdu ATO

Tapping Southwest China's Growing Bakery Ingredients Market

Report Categories:

CSSF Activity Evaluation
Agricultural Trade Office Activities
Market Promotion/Competition
Fresh Fruit
Dried Fruit
Tree Nuts
Grain and Feed
Dairy and Products
Raisins
Food Processing Ingredients

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Report Highlights:

ATO Chengdu carried out a three-phase U.S. Bakery Ingredients Promotion event in October 2014 including one cookbook compilation, one bakery training seminar and in-store promotion. The in-store promotion took place in 17 bakery companies, of which 11 are chain stores. This four-week event

followed the Cochran program on bakery ingredients in 2013. It featured U.S. prunes, cranberries, raisins, pecans, walnuts, pistachios, wheat, dry peas, and dairy products.

To access the full report, please contact atochengdu@fas.usda.gov

General Information: