

China Green Food Industry Report, 2008



- The report expounds on the general situation of China green food industry and also analyzes the development status, the existing problems, the market development, the market demand of China's green food industry. We also provide you in the report the developing trend of China's green food industry. Furthermore, it makes an analysis of the production and operation of some key producers and puts forward some proposals for the development and investment of the green food industry.

- With the rapid development of the organic industry, more and more enterprises are eager to enter into the green food sector. Some countries, such as the United States of America, Germany, Denmark, Switzerland, Austria and the United Kingdom have already formed a relatively complete market structure. The expenditure on organic food reached a new high of US\$40 billion globally for the first time in 2007. Though many reports in most of parts of the world said they had had high growth rates of the organic products, North America and Europe are supposed to have the highest growth rates in terms of business turnover. It is expected that the global sales of organic products would break the mark of US\$60 billion in 2010.\
- In 2006, the overall production of China green food expanded stably and the brand effects became increasingly strong. China's green food industry had a fast and sound development. China strengthened its competitive edge of its green food industry, kept the industry standardized and maintained a healthy development. So its pace of development and overall production remained at the top throughout the country.
- According to the statistics from China Green Food Development Center, China's annual output of green food reaches 15 million tons. However, the consumption level is still quite low, only taking up 3% of market shares of food commodities. There are mainly three reasons for the low consumption level: firstly, production scale is not big; secondly, the consumers' consumption awareness still needs to be improved; thirdly, the market is full of real and fake green food, making consumers confused.

- The development strategy of China green food industry is as follows: firstly, to assure the quality and focus on the development of key products; secondly, to accelerate the pace of developing industry system to promote the industrialization of green food; thirdly, to carry out the integrated development strategy with focus on producers, production base and farmers; fourthly, to accelerate the pace of development with the help of both the government and the market; fifthly, to carry out the international development strategy, aiming at promoting the agricultural product export.
- It is highly worthy to invest in the leading green food producers that play an important role in achieving national and provincial agricultural industrialization, because they are backed by the government policy and preferential treatment, like tax breaks.

Consumers are very sensitive to the green food price, so those green food producers with the advantages in cost and resources usually have strong competitiveness.

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