

## OUTBOUND MISSION

# 2017 CHINA FEED & FORAGE OUTBOUND TRADE MISSION

Wednesday, Jun 14 - Monday, Jun 19, 2017  
Registration: Wednesday, Feb 22 - Tuesday, Apr 4, 2017  
📍 Nanjing and Shanghai, China | Asia - (inactive)

## EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

### China Feed and Forage Outbound Trade Mission: Shanghai and Nanjing, China, June 14-19, 2017

Don't miss this opportunity to participate in an Outbound Trade Mission tied with the China Dairy Industry Association Dairy Conference & Exhibition - the largest event targeting this market sector in the country according to the Shanghai ATO. The promotion will include one-on-one meetings with qualified buyers, a product showcase and trade reception, a market briefing and educational seminar on regulatory compliance and government relations, as well as entrance to the conference and exhibition.

The Chinese government is intent on making more meat and milk available to the country's growing population. As a result, China's demand for alfalfa and other quality forage and feed supplements is likely to continue to grow. China imported a record 1.13 million tons of hay in 2015. Total exports to China have increased five-fold since 2010 with most of the hay being alfalfa (82 percent) that is destined for Chinese dairies.

Official figures show production and consumption of dairy products in China have soared, averaging a 12.8 per cent annual growth rate since 2000. The cost of feed can represent up to 60% of the total cost of producing milk in intensive dairy production and improving dairy efficiency is essential in China's efforts to increase domestic production. Providing high-quality forage and feed supplements to the market will meet this need.

### Benefits of Participation:

- Learn about the opportunities and demands of the China Market
- Meet one-on-one meetings with buyers, importers, and distributors
- Showcase your products to a broad spectrum of potential customers
- Participate in market briefings, facility and retail tours

### Participant companies will need to provide their own:

- International airfare arriving no later than June 14<sup>th</sup> and departing no earlier than June 19<sup>th</sup>
- Meals and incidental expenses
- Product samples shipping arrangements

### WUSATA will provide:

- Up to five nights lodging at designated mission hotel(s) for one attendee per company\*
- Coordinated group transportation to meetings
- Custom one-on-one appointments with pre-qualified buyers, importers, and distributors
- Interpreters (where needed for business meetings)
- Market briefings and facility tours



## PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Suitable products include: Livestock Feed and Nutrition

## INDUSTRY FOCUS

Livestock Feed and Nutrition

Companies wishing to attend this trade activity must be export-ready.

\*Limit one representative per company – additional company delegates may participate at their own expense.

**Please note: Companies exhibiting in the show may sign-up for this mission. However, exhibiting in the show is not required for mission participation.**