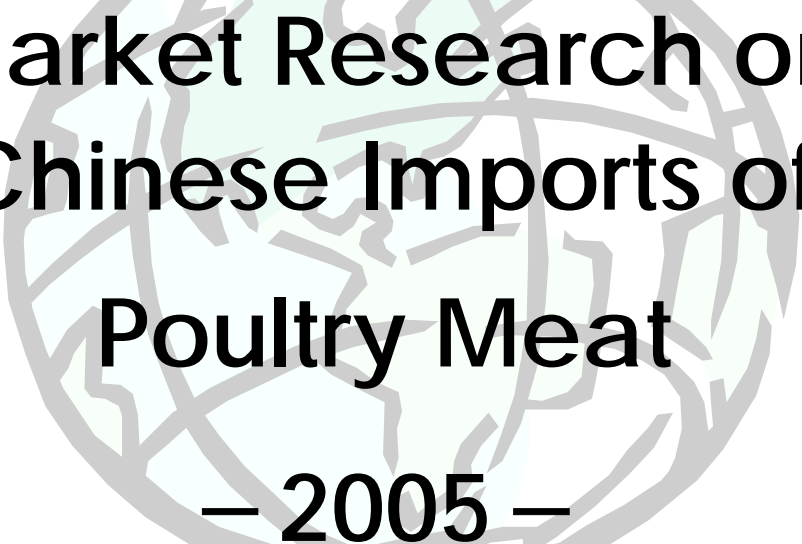


Prospecção de Mercado - PMR

Discriminação <i>Código do Posto (4 dígitos)/número sequencial (4 dígitos)/ano (4 dígitos)</i>	0658/0002/2006
Número de série	0002
Posto/SECOM	PEQUIM
Data de preenchimento	07/08/2006
Código NCM	02070000
Descrição do produto	Carnes e miudezas, comestíveis, frescas, refrigeradas ou congeladas, das aves da posição 0105
Limite de validade	08/2007
País importador	China
Observações	-
Responsável pela elaboração	ACMR - All China Industry Research
Função/Cargo	ACMR Customer Service Line
Telefone	(8610) 68032288
Fax	(8610) 68012338
E-mail	sales@acmr.com.cn
Nome do arquivo Word	PMR_0658_0002_2006.DOC
Aprovado por	Sec. Luciano Pereira de Souza - Chefe do SECOM



**Market Research on
Chinese Imports of
Poultry Meat
— 2005 —**

Commercial Section

Embassy of Brazil in Beijing

(all rights reserved)

Content

1. Product definition	1
2. Comments on the poultry meat market	1
2.1. Size of the chinese poultry meat market	2
2.2. Chinese imports of poultry meat.....	3
2.3. Chinese imports of poultry meat from brazil from 2000 to 2004 (volume)	5
2.4. Origins of chinese poultry meat imports.....	7
2.5. Chinese exports of poultry meat	8
2.6. Consumption of poultry meat in the chinese market	10
3. Market access information on the product.....	11
3.1. Influence of competing countries.....	11
3.2. Transportation and technological requirements of poultry meat imports	11
3.3. Analysis of importing poultry meat from brazil	12
4. Major poultry meat importers.....	13
5. Tariff.....	14
5.1. Import tariff.....	14
5.2. Specific duty	15
5.3. Value-added tax.....	15
6. Non-tariff control on import product.....	16
6.1. Relevant laws and regulations	16
6.2. Product standards	19
6.3. Procedure of poultry meat import.....	20
7. Distribution channels of imported poultry meat.....	21
8. Main fairs concerning to the sales of the product	22
9. Associations and trade organizations.....	23
10. Conclusion	24

1. Product Definition

This report covers meat and edible offal of poultry under the customs code of 0207 (hereinafter referred to as the poultry meat).

2. Comments on the Poultry Meat Market

In recent years, Brazil, the largest chicken meat exporter in the world, witnesses significant increase of its poultry meat exports to China. From 2002 to 2004, Brazil exported 225 tons, 8,397 tons and 61,978 tons of poultry meat to China. In 2004, Brazil was the second largest exporter of poultry meat to China (only next to the United States). In the year, its poultry meat exports to China was USD 53.39 million, accounting for 34.80% of total Chinese import.

Brazil boasts the lowest feeding cost of poultry raise, which indicates competitive price of its chicken meat in entering the Chinese market. As Chinese consumers have larger demand for offal products, the cheap Brazilian chicken offal products can have a large market in China.

Chinese consumers have huge demands of chicken owing to the chicken are widely acceptant in China. More over, chicken's output grows fastest in the world, and the price is lower than other meats so that chicken has the price advantage. Compared with other meats products, the poultry market would keep the high consumption level.

But the poultry meats import volume basically keeps declining during 2000 to 2004 in China. On the one hand, in recent years, the bird flu took place in globe, which impact the demand of poultry meats at a certain extent. On the other hand, China are increasing the poultry industry investment, declining the cost, improving the poultry meats supply volume and increasing the products quality, which affect the poultry meats import volume.

In the concrete, in 2004, the poultry meats import volume is obviously less than in former years in China. The poultry meats total import volume

is 185, 000 tons, indicating a y-o-y decrease of 71.27% in 2004. While in 2003, the import volume increased 12.07% vs. 2002; the volume was still less than that in 2001.

2.1. Size of the Chinese Poultry Meat Market

Sheet 1 Size of the Chinese Poultry Meat Market from 2000 to 2005

	2000	2001	2002	2003	2004	2005
Domestic production (1,000 tons)	14760.0	15750.0	14580.0	15930.0	15724.4	
Export (1,000 tons)	405.0	403.0	328.0	276.0	119.0	674.7
Import (1,000 tons)	850.0	705.0	574.0	644.0	185.0	13.0
Market capacity (1,000 tons)	15205.0	16052.0	14826.0	16298.0	15790.4	
Percentage of imports (%)	5.59%	4.39%	3.87%	3.95%	1.17%	

Source: China Customs and the China Association of Poultry Industry; sorted by ACMR

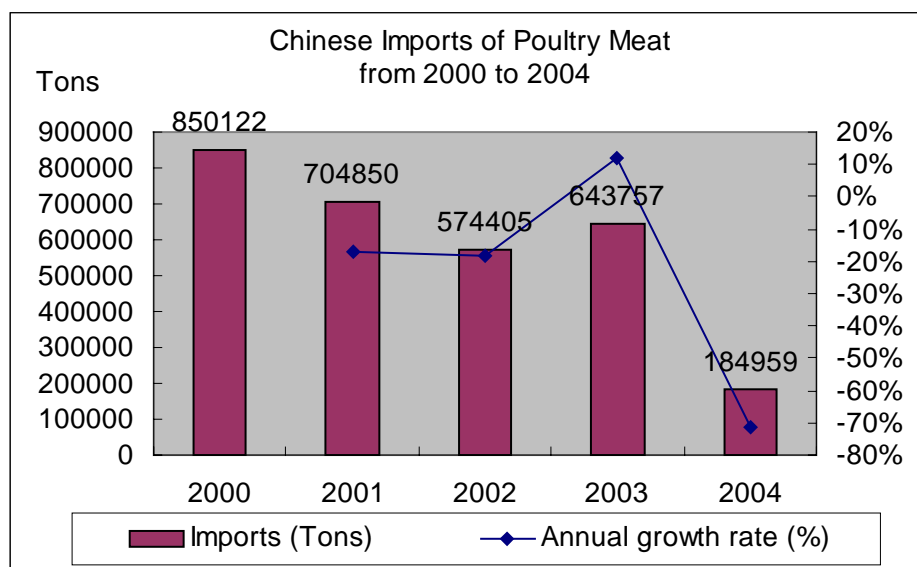
Chinese domestic production fluctuated from 14.76 million tons to 15.72 million tons from 2000 to 2004. However, the export and import declines dramatically. And the percentage of imports decreased from 5.59% to 1.17% from 2000 to 2004.

Chinese gross output of poultry meet amounted to 15.75 million tons, an increase of 6.71% over the previous year in 2001. The poultry meet's gross output is down to 14,580 thousand tons, a decline of 7.43% over the previous year in 2002. Chinese gross output of poultry meet return to 15.93 million tons, up 9.26% over the previous year in 2003. Owing to the bird flu's effect, Chinese gross output of poultry is 15.72 million tons, down 1.31% over the previous year in 2004.

Chinese gross export amount of poultry meet is 11.9 million tons, and the import number of poultry meet is 18.5 million tons in 2004, and the gross import amount of poultry meet is the least share in recent 5 years, which accounts for 1.17%.

2.2. Chinese Imports of Poultry Meat

Chart 1 Chinese Imports of Poultry Meat from 2000 to 2005 (Volume)



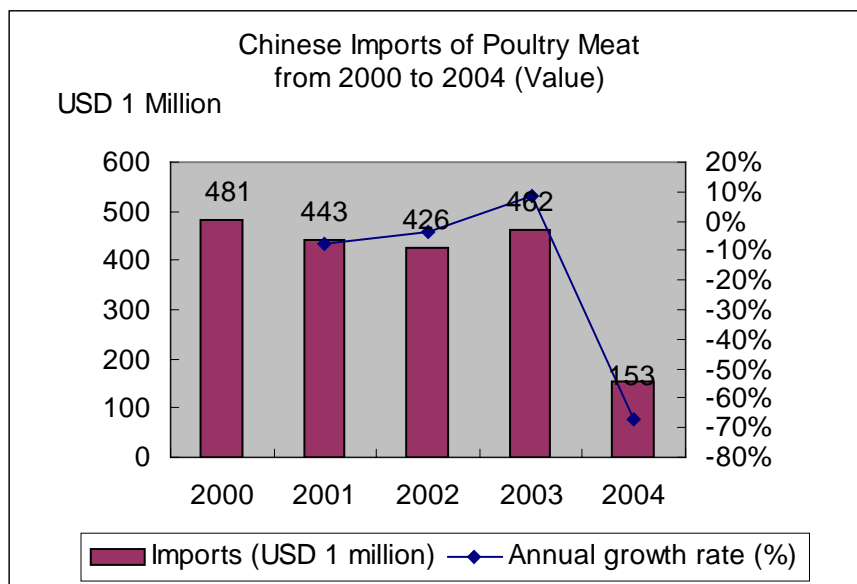
Sheet 2 Chinese Imports of Poultry Meat from 2000 to 2005 (Volume)

	2000	2001	2002	2003	2004	2005
Imports (ton)	850122	704850	574405	643757	184959	13088
Annual growth rate (%)		-17.09%	-18.51%	12.07%	-71.27%	-92.92%

Source: China Customs

In recent years, Chinese poultry meet import amount shows decline trend except that of 2003. The poultry meet import number declined clearly, down 71.27% over the previous year in 2004.

Chart 2 Chinese Imports of Poultry Meat from 2000 to 2004 (Value)



Sheet 3 Chinese Imports of Poultry Meat from 2000 to 2005 (Value)

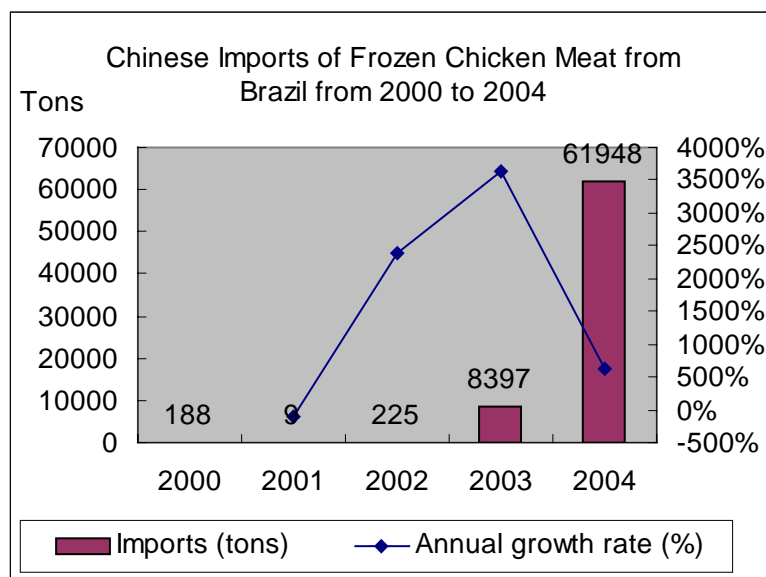
	2000	2001	2002	2003	2004	2005
Imports (USD 1 million)	481	443	426	462	153	11
Annual growth rate (%)		-7.90%	-3.84%	8.45%	-66.88%	-92.81%

Source: China Customs

The poultry meat import value keeps as same change steps as that of China poultry meat import from 2002 to 2004.

2.3. Chinese Imports of Poultry Meat from Brazil from 2000 to 2004 (Volume)

Chart 3 Chinese Imports of Poultry Meat from Brazil from 2000 to 2004 (Volume)



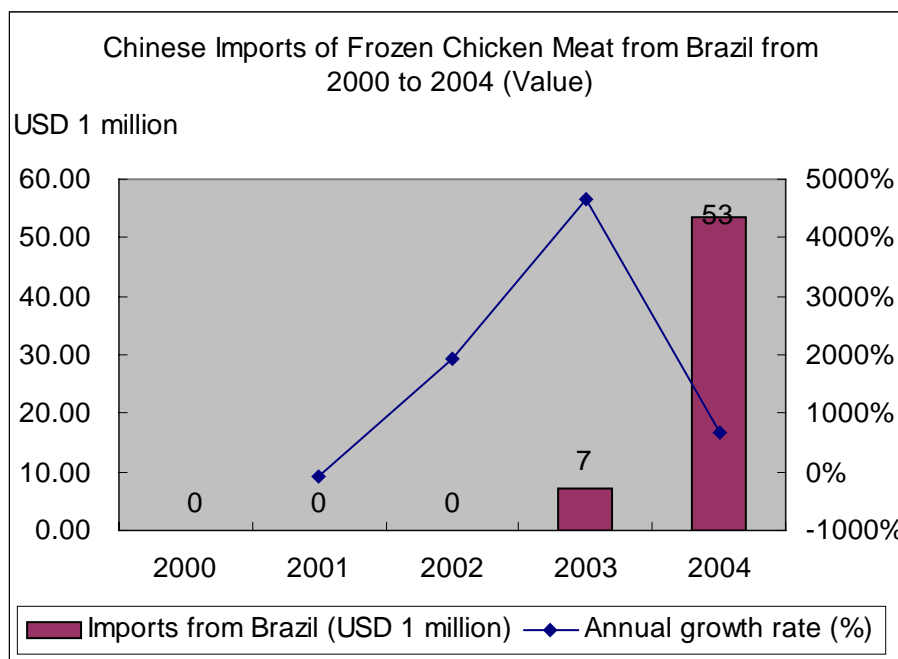
Sheet 4 Chinese Imports of Poultry Meat from Brazil from 2000 to 2004 (Volume)

	2000	2001	2002	2003	2004
Imports from Brazil (Tons)	188	9	225	8397	61948
Annual growth rate (%)	—	-95.21%	2400.00%	3632.00%	637.74%

Source: China Customs

In recent years, Chinese poultry meat import amount declines year after year, but Chinese poultry meat import amount from Brazil increase obviously. In 2004, China import poultry amount to 61,948 tons from Brazil, up 637.74% over the previous year.

Chart 4 Chinese Imports of Poultry Meat from Brazil from 2000 to 2004 (Value)



Sheet 5 Chinese Imports of Poultry Meat from Brazil from 2000 to 2004 (Value)

	2000	2001	2002	2003	2004
Imports of from Brazil (USD 1 million)	0.11	0.01	0.15	7.00	53.39
Annual growth rate (%)	—	-93.54%	1942.17%	4665.68%	663.01%

Source: China Customs

As the changes of China import amount of poultry meet from Brazil, the China import value of poultry also increased significantly from 2000 to 2004.

2.4. Origins of Chinese Poultry Meat Imports

Sheet 6 Origins of Chinese Poultry Meat Imports from 2000 to 2004

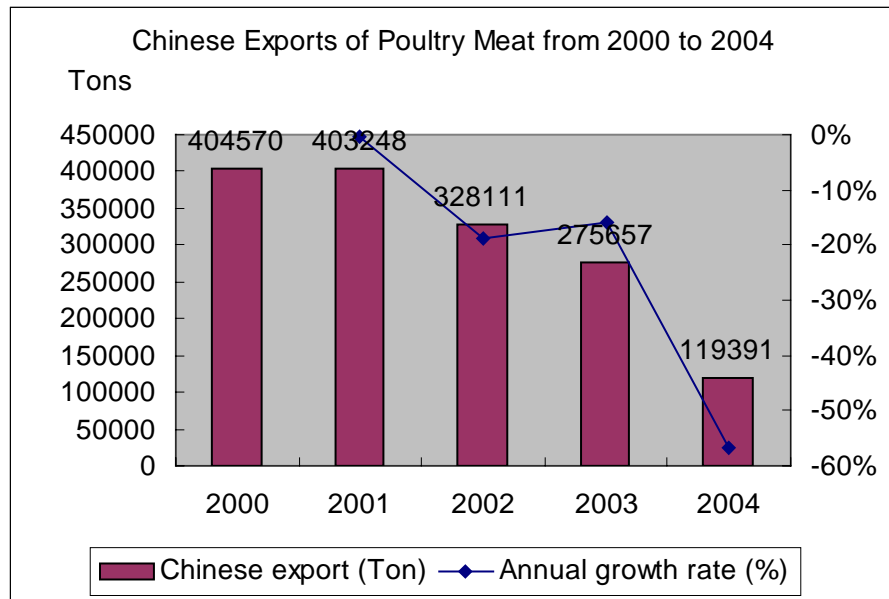
Origin	2000	2001	2002	2003	2004			
	Import (Tons)	Import (Tons)	Import (Tons)	Import (Tons)	Import (Tons)		Import (USD million)	
					Absolute value	Percentage	Absolute value	Percentage
The U.S.	664575	564505	543235	623387	79404	42.93%	62.31	40.61%
Brazil	188	9	225	8397	61948	33.49%	53.39	34.80%
Argentina	19174	11868	4149	4236	42586	23.02%	36.76	23.96%
Canada	29953	19462	2070	4585	775	0.42%	0.73	0.47%
Thailand	21179	15985	5834	2534	172	0.09%	0.15	0.10%
Other	850122	704850	574406	643757	74	0.04%	0.08	0.05%
Total	850122	704850	574406	643757	184959	100.00%	153.41	100.00%

Source: China Customs

In recent years, bird flu broke out in the world, including in China, Canada and some Southeast Asian countries, which seriously affected poultry meat trade. In 2004, the poultry meat export number by Canada, Thailand and Vietnam that used to be major sources of Chinese chicken meat imports almost dropped to zero. China poultry meat main import number is from America, Brazil, Argentina, which accounted for 99.44% in 2004.

2.5. Chinese Exports of Poultry Meat

Chart 5 Chinese Exports of Poultry Meat from 2000 to 2004 (Volume)



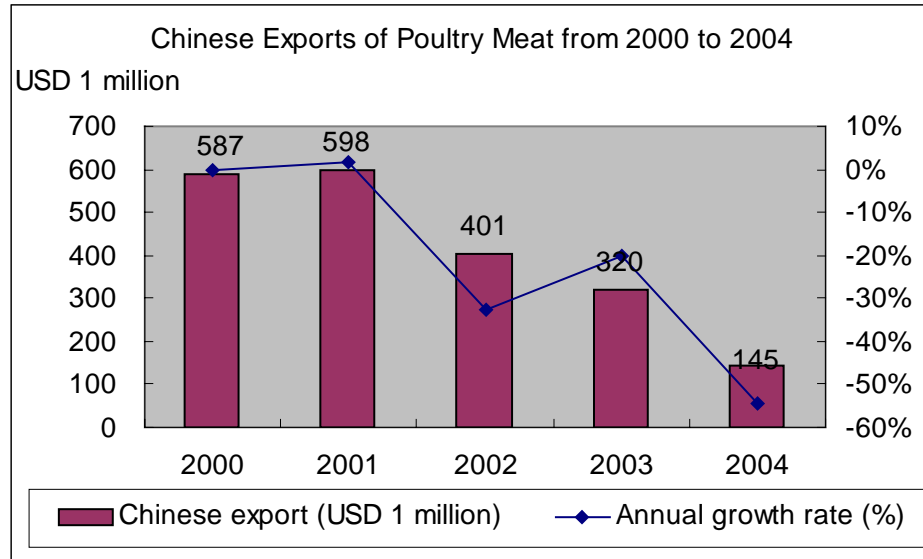
Sheet 7 Chinese Exports of Poultry Meat from 2000 to 2004 (Volume)

	2000	2001	2002	2003	2004
Chinese export (Tons)	404570	403248	328111	275657	119391
Annual growth rate (%)	—	-0.33%	-18.63%	-15.99%	-56.69%

Source: China Customs

China poultry meat export number declined in recent years. The gross export amount is 119,391 tons in 2004, down 56.69% over the previous year.

Chart 6 Chinese Exports of Poultry Meat from 2000 to 2004 (Value)



Sheet 8 Chinese Exports of Poultry Meat from 2000 to 2004 (Value)

	2000	2001	2002	2003	2004
Chinese export(USD million)	587.37	597.50	401.07	319.51	144.89
Annual growth rate (%)	—	1.73%	-32.88%	-20.33%	-54.65%

Source: China Customs

China poultry meat export value declined from 2000 to 2004. The poultry meat export value is \$144.89 million dollar, down 54.65% over the precious year.

2.6. Consumption of Poultry Meat in the Chinese Market

From 2001 to 2004, supply and demand of chicken meet fluctuates affected by the SARS and bird flu; in 2004, the average person consumption dropped to 7.1 kg, indicating a y-o-y decrease of 3%. But, as a whole, the chicken consumption keep increase in recent years in China. In 1984, per capita consumption of chicken meat was 1.03 kg in China, however, it rose to 7.3kg in 2000. Chicken meat consumption is the second large consumption among all meat products consumed by Chinese.

The poultry market will keep increase. Chicken meat consumption is lower than that of other countries in the world. In 2004, per capita consumption of chicken meat in the world was 10 kg; it was 28 kg in Taiwan (Mainland China and Taiwan share similar consumption habit); and for Europe and the United States was 15.6 kg and 42kg respectively.

On the other hand, Chinese consumers prefer chicken meat which often served as an important dish on dining tables. At present, poultry meat consumption in the urban area is 2.1 times of that in the rural area. Along with the income enhancing of Chinese city inhabitant and the family population decrease, the payout of dining outside are increasing gradually. According to research, 32.2% of poultry meat is consumed while consumers are dining out. Take the fast food industry in Beijing as an example, KFC and McDonald, who serve fast food made from chicken, maintained an average growth rate of 20% in the past five years.

Especially, the speediness development of economy will push citification development and promote chicken consumption, and then will drive the chicken consumption continual increase in China.

3. Market access information on the product

3.1. Influence of Competing Countries

China mainly imports poultry meat from the United States, Brazil, Argentina, Canada and Thailand. In recent years, the majority of Chinese imports were from the United States and Argentina, and the volumes were maintained stable.

In recent years, Chinese poultry imports from Canada and Thailand dropped. In 2004, affected by bird flu, imports from the two countries were 775 tons and 172 tons respectively, presenting substantial decrease.

Since 2002, Chinese chicken meat imports decreased. However, imports from Brazil increased significantly; in 2004, it exceeded 1/3 of total Chinese imports, indicating strong competitiveness of Brazilian poultry meat.

3.2. Transportation and Technological Requirements of Poultry Meat Imports

Chicken imports include frozen chicken meat, offal products and processed chicken meat; containers mainly transport these products.

Transportation of frozen chicken meat and offal products requires constant low temperature; otherwise, the product quality will be affected. Although processed chicken meat does not have such high demand, the container must keep freshness of the product.

In general, meat products have higher demand for transportation than other products.

3.3. Analysis of Importing Poultry Meat from Brazil

Brazilian poultry products boast advantages both in price and in quality.

Consumers in western countries mainly consume chicken breast and consume little offal products, while Chinese consumers have large demand for chicken offal products. Therefore, Brazil can get higher profit for its offal products in China.

Chinese government has tightened control over food safety, product quality, use of materials and food additives, as well as hygienic processing, packaging, transportation and storage of food. Relevant authorities start to follow international standards in food safety inspections. Therefore, we'd suggest Brazilian chicken meat exporters to carefully study relevant policies and regulations issued by the AQSIQ (General Administration of Quality Supervision, Inspection and Quarantine of PRC), especially those about entry inspection and quarantine test of meat imports and agricultural product safety to avoid trouble in customs clearance.

Relevant policies	Amend time
<Law of the People's Republic of China on Import and Export Commodity Inspection>	Apr. 2002
<Products quality Law of the People's Republic of China >	Jul. 2000
<Frontier Health and Quarantine Law of the People's Republic of China>	Dec.1986
<Food Sanitation Law of the People's Republic of China>	Oct.1995

4. Major Poultry Meat Importers

Sheet 9. Major Poultry Meat Importers

Company	Location	Telephone	Fax	Website/E-mail
Shanghai Youjin s Import & Export Corporation	Shanghai	86-21-58777378	86-21-58777377	N/A
Shanghai Rongliang International Trade Co., Ltd	Shanghai	86-21- 68868863	86-21-51157033	N/A
Dawan International Trade Company	Shanghai	86-21- 68887373	86-21- 51087879	N/A
Mike Group	Dalian, Liaoning	86-411-82103333	86-411-82103888	http://mkjtgs.sme.cn/index.jsp (Chinese web)
Huizhou Marine lives Imports and Exports Company	Huizhou, Guangdong	86-752-2224304	86-752-2228467	N/A
Guangdong Xin You Li Trade Company	Guangzhou, Guangdong	86-20-83333759	86-20-83339592	N/A
Shanghai Foodstuffs Import & Export Corporation	Shanghai	86-21- 58303730	86-21-58304115	http://www.shfi.ec.com/english/gsgk/gsjj.asp
Foshan Huafa Food Co., Ltd	Foshan, Guangdong	86-757-82244398	86-757-82282424	N/A
Wuxi Tianpeng Group	Wuxi, Jiangsu	86-510-8310099	86-510-83101279	http://www.wxtp.com.cn/news/index.asp (Chinese web)

Note: N/A means that the enterprise has no web.

Source: China Customs, checked by ACMR

5. Tariff

5.1. Import Tariff

In 2006, for poultry imports to China, tariff for most-favored-nation (MFN) is 19.5%.

Sheet 10. Import Tariff

Customs code	Product	MFN %	Gen. %
0207.1100	Chicken, not cut in piece, fresh or chilled	20	70
0207.1311	Chicken, cuts and offal, fresh or chilled	20	70
0207.1319	Chicken, others	20	70
0207.1321	Chicken midjoint wing	20	70
0207.1329	Chicken, other	20	70
0207.2400	Turkey, not cut in pieces, fresh or chilled	20	70
0207.2500	Turkey, not cut in pieces, frozen	20	70
0207.2600	Turkey, cuts and offal, fresh or chilled	20	70
0207.2700	Turkey, cuts and offal, frozen	10	70
0207.3210	Duck, fresh or chilled	20	70
0207.3220	Geese, not cut in pieces, fresh or chilled	20	70
0207.3230	Guinea fowls, not cut in pieces, fresh or chilled	20	70
0207.3310	Duck, not cut in pieces, frozen	20	70
0207.3320	Geese, not cut in pieces, frozen	20	70
0207.3330	Guinea fowls, not cut in pieces, frozen	20	70
0207.3400	Fatty livers, fresh or chilled	20	70
0207.3510	Cuts and offal of ducks, fresh or chilled	20	70
0207.3520	Cuts and offal of geese, fresh or chilled	20	70
0207.3530	Cuts and offal of guinea fowls, fresh or chilled	20	70
0207.3610	Other, frozen, cuts and offal of ducks	20	70
0207.3620	Other, frozen, cuts and offal of geese	20	70
0207.3630	Other, frozen, cuts and offal of guinea fowls	20	70

Source: China Customs

5.2. Specific Duty

Poultry products listed below are subject to specific duty:

Sheet 11. Specific Duty

Customs code	Product	MFN (RMB/ kg)	Gen. (RMB/ kg)
0207.1200	Chicken, not cut in pieces, frozen	1.3	5.6
0207.1411	Chicken, frozen, cut, with bone	0.6	4.2
0207.1419	Chicken, frozen, cut, nes.	1.0	9.5
0207.1421	Chicken midjoint wing, frozen	0.9	8.1
0207.1422	Frozen chicken claw	0.5	3.2
0207.1429	Frozen chicken offal	0.5	3.2

Source: China Customs

5.3. Value-added Tax

VAT levied on imported meat product is 13%.

6. Non-tariff control on import product

6.1. Relevant Laws and Regulations

Poultry meat imports are subject to governance of the Food Hygiene Law of People's Republic of China, Law of the People's Republic of China on the Entry and Exit Animal and Plant Quarantine and Inspection, as well as the Management of Entry Inspection and Quarantine of Meat Products. Tests on the meat imports are:

1. AQSIQ is with responsibilities for the entry and exit animal and plant quarantine and inspection, and issues the <the list of permitted meat import country, permitted import meat category, and application >.
2. As provided in the “Regulations concerning Registration and Administration of Foreign Manufacturers of Food Products”, all foreign enterprises exporting meat products (including poultry and brovin meat, meat product, edible by-product and internal organs) that are listed in the “List” must apply to the Certification and Accreditation Administration of the People's Republic of China (CNCA) for registration; Those fail to register are not allowed to export such products to China. The CNCA is responsible for the formulation and publication of the “List of Imported Products that are Subject to Manufacturer Registration” . .

(Please visit the website of CNCA, www.cnca.gov.cn, Chinese version; <http://www.cnca.gov.cn/20040420/column/227.htm>, English version)

3. Harmful residues and additives on poultry product; container, packaging materials, tools and equipment for food production.
4. Entry and exit of animal and plant, animal and plant products and other quarantine objects, containers and packages of the above mentioned products, as well as transportation tools come from the epidemic stricken areas are subject to quarantine.
5. Procedure, content and institutions of quarantine on entry meat products.

Relevant laws and regulations provide that:

Food Hygiene Law of the People's Republic of China

The Food Hygiene Law of the People's Republic of China promulgated in 1995 aims to enhance supervision of food hygiene and standardize food productions.

Imported foods, food additives and containers, packaging, utensils and equipment used for food must comply with the national hygiene standards and the hygiene control regulations.

The above-mentioned imports shall be subject to hygiene supervision and inspection by the frontier agencies for hygiene supervision and inspection of imported food. Only those proved to be up to the standards through inspection shall be allowed to enter the territory. The Customs authorities shall grant clearance of goods on the strength of the inspection certificate.

When declaring such products for inspection, the importer shall submit the relevant data and inspection reports on the pesticides, additives, fumigants and other such substances used by the exporting country (region).

Law of the People's Republic of China on the Entry and Exit Animal and Plant Quarantine and Inspection

The Law of the People's Republic of China on the Entry and Exit Animal and Plant Quarantine and Inspection provides that, the entry animal and plant, animal and plant products and other quarantine objects, containers and packages of the above mentioned products, as well as transportation tools from the epidemic stricken areas are subject to quarantine. Frozen beef import is categorized as meat imports.

Before signing trading contract, the Chinese importer must first apply to supervising inspection and quarantine bureau or the AQSIQ for quarantine inspection. The Certificate of Quarantine for Entry Animal and Plant is valid for three months or become invalid after use; except for live animals, the certificate is only valid within the calendar year.

Management of Entry Inspection and Quarantine of Meat Products

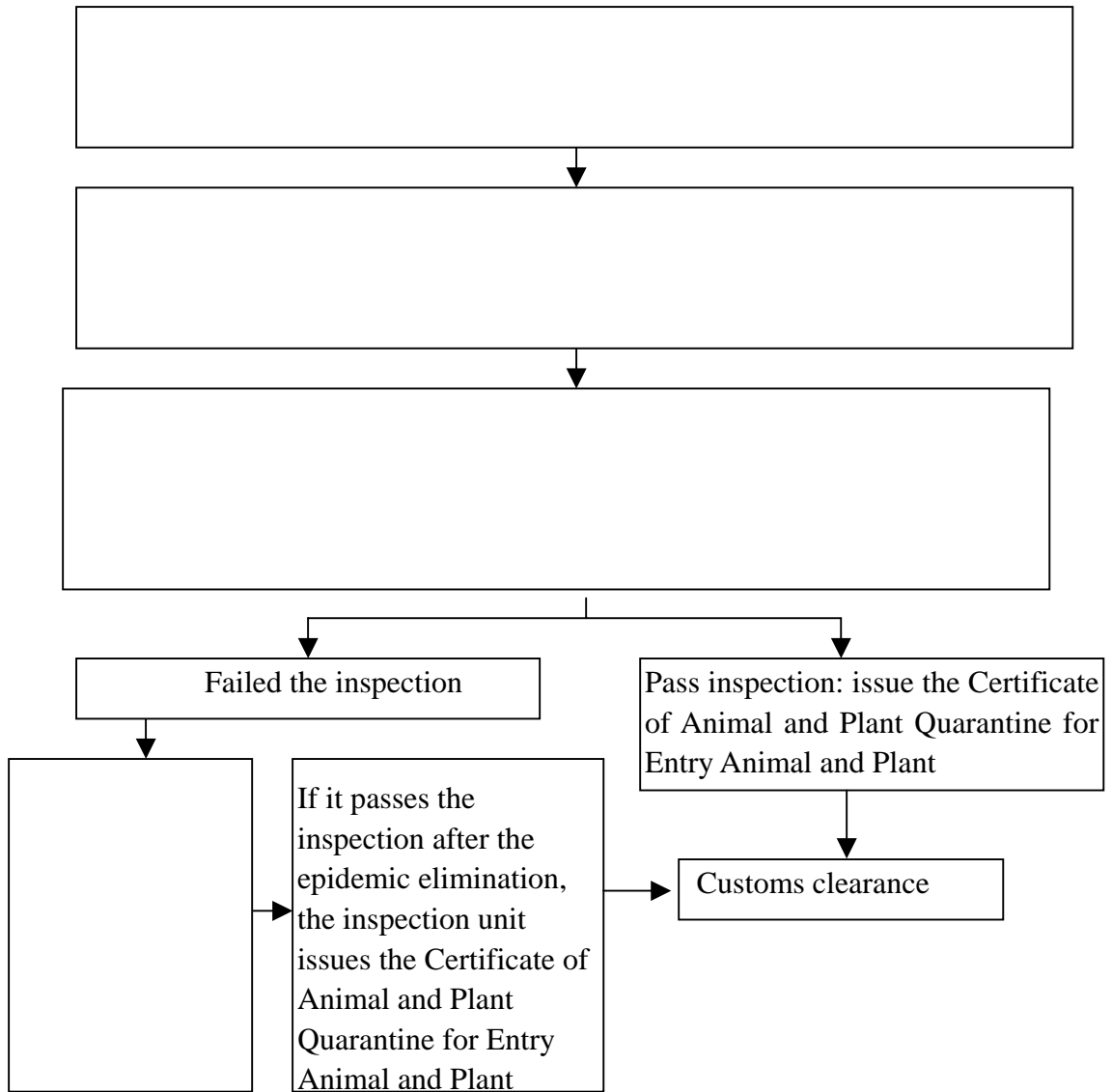
In recent years, animal epidemics cause negative influence to people's life. To standardize inspection and quarantine of entry meat, he AQSIQ announced the Management of Entry Inspection and Quarantine of Meat Products, which details procedure of meat product entry, content of inspection and qualification of inspection authorities.

A veterinarian signs "Certificate of Quarantine for Entry Animal and Plant" for imported meat product if it passes inspection at the port, sense inspection and laboratory inspection. If necessary, the veterinarian can insist on a second check. The procedure cast tighter requirements on meat imports.

6.2. Product Standards

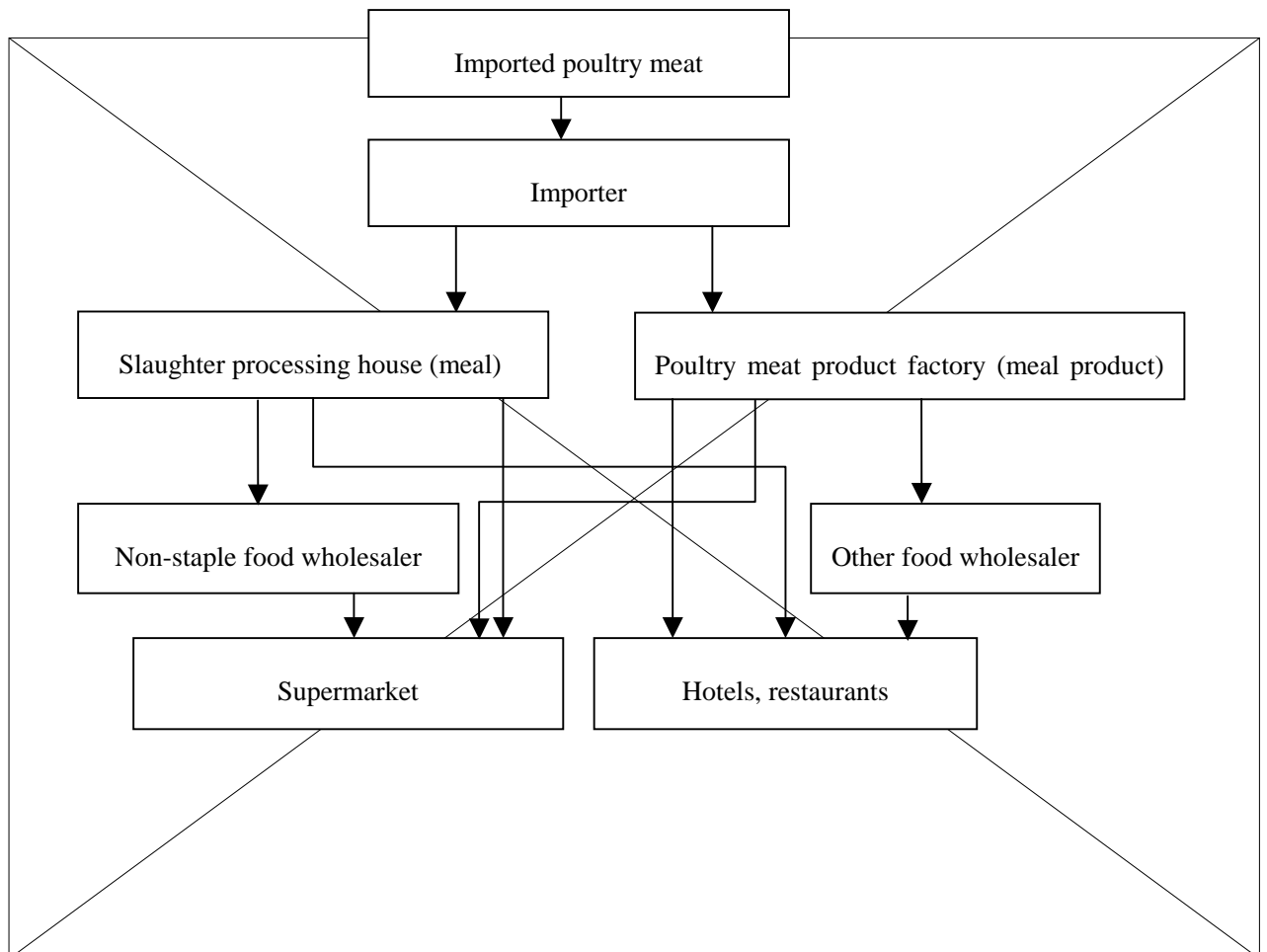
Sales of meat products in China are governed by various standards promulgated by the AQSIQ (General Administration of Quality Supervision, Inspection and Quarantine of PRC), the Ministry of Health and the Ministry of Agriculture; among which the “Standards of Agricultural Product Safety” issued by the AQSIQ in 2001 is the primary one. The Standards specify pollution-free standards of eight categories of food products, including poultry meat, aquatic product, vegetable and fruits. The GB16869-2005 (Fresh and frozen poultry product) issued in January 2006 lists safety requirements for poultry meat product produce and sales in China, including butchering, process, the packaged fresh poultry meet and unpackaged fresh poultry meet, the standard is the same with packaged and unpackaged poultry meat and frozen meat.

6.3. Procedure of Poultry Meat Import



7. Distribution Channels of Imported Poultry Meat

Procedure of poultry meat import: importers sell imported poultry meat to slaughterhouse or poultry meat processing factory; after preliminary processing or intensive processing, the product is sold to wholesalers, supermarket, restaurant or hotels. Distribution channels listed following:



8. Main fairs concerning to the sales of the product

China International Meat Industry Exhibition

Address: Beijing Exhibition Center, Beijing

Date: July 25th –27th, 2006

Tel: 86-10-51661768

Fax: 86-10-51661769

Web: http://www.cimie.com/web/index_en.jsp, (English Web).

E-mail: chinameat_song@163.com meat@cimie.com

SIAL China 2006

Date: May 29th -31st , 2006

Tel: 86-10-65886235

Fax: 86-10-65886233

Contact person: Ms. Maggie Shang

Web: <http://www.sialchina.com/page.htm> (English web)

E-mail: shang@sialchina.cn or info@sialchina.cn

Shanghai International Meat Industry Exhibition

Date: September 6-8, 2006

Tel: 86-21-64602706

Fax: 86-21-64602848-808

Address: Room506, No.2, Lane 3758 Chunshen Road, Shanghai

Zip code: 201100

Contact person: Caiming (MR.)

Web: <http://www.meatexpo.com.cn/cn/index/english.asp> (English web)

E-mail: julang996@263.net

9. Associations and Trade Organizations

National Poultry Industry Association under China Animal Agriculture Association

Telephone: 86-10-65911643, 65911892

Fax: 86-10-65917940

Contact person: Jin Guangjun, Gong Guifen

E-mail: jqy@caaa.com

Address: Room 408, Section B, No. 55 North Beizhan Road, Chaoyang District, Beijing

Post code: 100026

Website: [http:// www.caaa.cn/](http://www.caaa.cn/), (Chinese Web); <http://www.caaa.org.cn/> (English Web).

China Meat Association

Telephone: 86-10-66095157, 66071160

Fax: 86-10-66033686, 66095405

Contact person: Deng Fujiang (Secretary general)

Address: No. 45, Fuxingmennei Street, Xicheng District, Beijing

Post code: 100801

E-mail: chinameat@sina.com, chinameat@hotmail.com

Web: <http://www.chinameat.org/chinameat/english/enlishINDEX.asp> (English Web)

10. Conclusion

1. Chinese poultry meat import decreased in recent years. Affected by bird flu, China only imported 185,000 tons poultry meat in 2004, indicating a y-o-y decrease of 71.27% vs. 2003. In 2004, imported accounted for 1.17% of the total market capacity.

2. Although the overall poultry meat import decreased, Chinese imports from Brazil increased, especially since 2002. In 2004, China imported 61,900 tons of poultry meat from Brazil, which is six times of the volume in 2003.

3. Affected by bird flu, the Chinese poultry market capacity dropped 3.11% from 2003 to 2004 to 15,790,400 tons. It is estimated that if the bird flu is controlled properly, the Chinese poultry meet market will expand, and consumers will have larger demand for high quality meat that is clear and healthy.

4. If bird flu is controlled worldwide and no other serious accident occur in the future, Chinese import of Brazilian poultry meat will increase steadily.

5. Chinese government has tightened control over food safety, product quality, use of materials and food additives, as well as hygienic processing, packaging, transportation and storage of food. Relevant authorities start to follow international standards in food safety inspections.

6. Brazil government should highlight the largest green poultry meat base of the world for the purpose of better promoting products.

7. Brazil relevant organizations and associations should communicate more with Chinese organizations to seek more market opportunities and priorities.

8. It would be better for Brazil supplier to highlight the natural and green meat from South America which can help suppliers get edges and added- value, since China consumer has more and more “green food” sense.

9. Besides meals, Brazil suppliers can also export chicken offal products, which has little demands in western countries, to pursue high profit by using the consuming difference between Chinese and occidental.