

## Best High-Value Product Prospects

The following chart shows China import statistics on the most valuable export products from the U.S., as well as their market development constraints.

Product Category	2007 Imports (\$million)	3-Yr Avg. Import Growth	Import Tariff Rate	Key Constraints on Market Development
Red Meats Fr/Ch/Fz	143	100.1%	12 – 25%	Competition from other import sources (Australia), limited capacity for handling fresh imports, growing competition from domestic product, BSE restrictions on U.S. beef, drug residues in U.S. pork.
Processed Fr. & Veg.	102	61.6%	5 – 30%	Competition from Asian countries with similar tastes; rapid development of domestic industry.
Poultry Meat	348	321.8%	20% (specific duties are applied to broiler cuts)	Import quotas, sanitary barriers, and competition from other exporting countries.
Wine & Beer	15	140.5%	Bottled: 14% Bulk: 20%	Fierce competition from Old World and other New World wine exporting countries.
Dairy Products	154	149.3%	6 – 20%	Competition from the EU, New Zealand and Australia.
Fresh Fruit	39	-50.9%	10 - 30%	Competition from domestic products. U.S. advantage is in special varieties.
Tree Nuts	54	10.7%	0 – 25%	Competition from low-price, low quality exporters; counterfeits.
Fruit & Veg. Juices	7	57.4%	7.5 – 30%	Competition from other exporting countries.
Breakfast Cereals	4	-7.1%	20 – 30%	Breakfast cereals are still a novelty in China.
Nursery Products and Cut Flowers	2	-5.3%	0-23%	Lack of phyto protocols, lack of approved import quarantine facilities.
Salmon Whole/Evis	158	121.1%	10 – 14%	Cost and competition from other exporters, esp. Norway.
Crab & Meat	14	-34.5%	10%	Limited supplies

Note: All data are derived from FAS BICO reports.