

Trade Notes...

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China and Taiwan Join the WTO

At the World Trade Organization (WTO) meeting in Doha, Qatar, in November 2001, China and Taiwan won approval to become new members of the WTO. China's and Taiwan's entries to the WTO will mean new export opportunities for a broad range of U.S. products. Last year, U.S. agricultural exports totaled more than \$2 billion to Taiwan and more than \$1.7 billion to China. The two markets ranked as the fifth and sixth largest, respectively, for imports of U.S. agricultural products. In the WTO, Taiwan will be officially known as Chinese Taipei.

China Approves U.S. Genetic Centers

The Chinese Department for Animal and Plant Quarantine Supervision has approved approximately 30 U.S. artificial insemination and embryo transfer centers to export genetic material to China. The approval is valid until Oct. 30, 2003. In 2001, China imported nearly \$2 million worth of U.S. genetics, including beef and dairy cattle, cattle semen and breeding swine. This record level represents a 180-percent increase over the previous year.

Produce Business Honors SUSTA for Marketing Excellence

Produce Business magazine awarded the Southern United States Trade Association (SUSTA) its Marketing Excellence Award 2001, for SUSTA's "Go South!" promotion. SUSTA was cited for its unique way of promoting fresh produce from 16 southeastern U.S. states in Ontario, Canada. SUSTA recreated a Mardi Gras theme using the slogan "Go South! For Quality Produce from the Southern U.S." The Mardi Gras promotion—emphasized with colorful beads, coins, banners and posters in supermarkets—touted U.S. produce as a way to beat the winter blues.

Japan Pet Food Market Promising for U.S. Products

U.S. products attracted interest at a pet fair in Osaka, where 80 companies exhibited in 130 booths. The show was sponsored by Japan Wayne Company, a leading wholesaler of pet products in western Japan. While American pet food products attract considerable interest in Japan, the difficulty for new-to-market U.S. companies is the relative absence of suitable trade shows; most pet shows in Japan are geared toward Japanese companies or Japanese agents of foreign companies. International pet food sales have grown almost 14 percent annually for a decade, and this year are projected to reach a record 1 million tons valued at \$1 billion. The FAS Agricultural Trade Office in Osaka plans to participate in the Japan Pet Business Show in the spring of 2002, recruiting new-to-market U.S. companies that are looking for business partners in Japan.