How to export organic berry products to China?



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Introduction

- Currently frozen bilberries are being exported for approx. 7 million euros worth
- It seems that there are no Finnish companies exporting organic wild berries to China
- Organic certification is beneficial in marketing berry products in China
 - Chinese consumers are not familiar with bilberries
 - Organic certificate has become widely recognised in China

Why Chinese consumers want imported organic products?

- Health benefits
- Taste
- Environmental friendliness
- Increasing disposable income
- Food safety scandals in China
- Organic production is poorly controlled in China

Distributors

- Exhibitions
 - International Organic and Green Foods Expo
 - BIOFACH CHINA
- Distributors
 - city, provincial or region-wide and may collaborate with distributors in other
 - their own nation-wide distribution network

For example:

Shanghai City Supermarket Co., Ltd.

Nanjing MaoShengYuan Technological Limited organic valley food

Distribution Channels

Supermarket :

Carrefour, Walmart, Hymal, Metro Local Supermarkets: Lotus,RT-mar, Centry LianHu, GMS, Wumart, Vanguard

Advanced supermarkets:

Features: The price of your side,
the proportion of organic food
than other supermarkets and general stores

Organic Food shops:



Distribution Channels

Internet sales

Mainstream B2C website: Dangdang, excellence, red kids, Jingdong Mall, easy fruit net

Organic food companies directly under the site

Organic food distribution sites

- Gift sales
- Restaurant sales



licenses



Food circulation license



Certificate of Self-declaration Manufacturers' Record

All products need to have the Chinese organic certificate

- Products with other than the Chinese organic certificate cannot be sold in China
- If the product has the Chinese organic label, the origin country's organic labels can be visible on the package



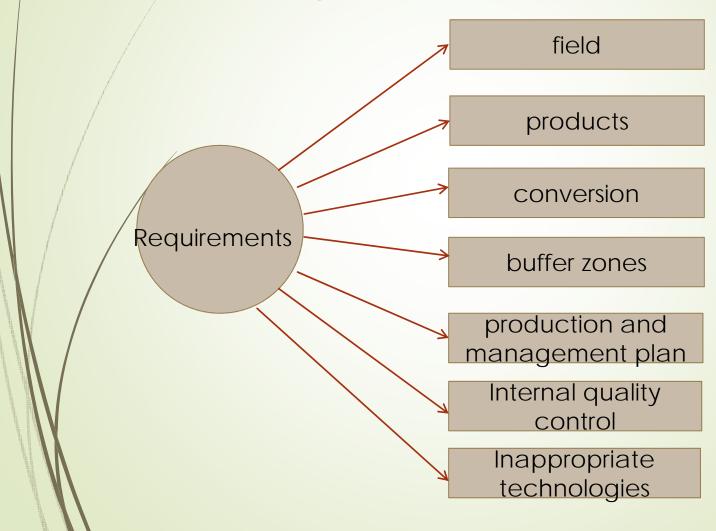




Relevant laws and regulations

- a) Product Quality Law of the People's Republic of China
- b)Law of the People's Republic of China on import and export commodify inspection.
- c)Regulations of the People's Republic of China on Certification and Accreditation
- d)Measures for the Administration of Organic Product Certification
- e)GB/T19630-2011 Chinese National Organic Standard

Basic Requirements of Organic Certification





V

broad
equivalency,
use of pesticide
less stringent
selling point



Chinese Organic Certificate Application

- Find a suitable CNCA approced certification body
- Fill in the application documents
 - Application Form for Organic Product Certification, Questionnaire for Organic Product Certification, and Documents in Documentation List for Organic Product Certification
- Onsite inspection
- Inspection report and possible supplementary documents
 - Decision
- Signing the contract
- Maintaining certificates

Thank You!

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