



With a pleasant climate and good natural environment, Yantai in Shandong province is a hub for vegetable-related foods and beverage products.

PHOTOS BY JU CHUANJIANG / FOR CHINA DAILY

Food fair boosts international image

Yantai showcases fruits and vegetables to global visitors, **Wang Qian** reports.

Thousands of agricultural companies and representatives from more than 10 countries and regions including France, South Korea, Thailand and Australia went to Yantai, in Shandong province, in search of business opportunities at an international fruit, vegetable and food fair on Sept 26.

Themed “green, health and future”, the 15th International Fruit, Vegetable and Food Exposition showcased more than 1,000 fruits, more than 3,000 fruit and vegetable-related foods, beverage products and food processing equipment.

More than 20 overseas organizations and delegations participated in the fair and brought their latest developments in fruit and vegetable production and processing. They included the South Korea Consulate General in Qingdao and the small and medium enterprise association of Wakayama prefecture in Japan.

“Held in Yantai every year since 1999, the fair has provided a significant exchange and cooperation platform for Chinese and foreign companies on fruit and vegetable cultivation and processing,” Meng Fanli, mayor of the city, said at the opening ceremony of the fair.

“Over the years, it has become one of China’s most influential expos in the fruit, vegetable and food industry,” Meng said. He added that the fair attracted 1.5 million visitors

and 2,100 major delegations from across the world during the past 14 years.

The foreign trade value was reported at more than \$12 million in all, including \$9.22 million in exports.

As China’s major fruit and vegetable production area, Yantai’s own products were a highlight of this year’s event, led by its apples, which were given geographic indication status by the State Quality Supervision and Inspection and Quarantine Administration in 2002.

Statistics from the local agriculture bureau showed that 181,333 hectares of apple cultivation in Yantai yielded 4.95 million tons last year.

This accounted for 16 percent of the country’s total and made the city the nation’s largest red Fuji apple producer.

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MENG FANLI
MAYOR
YANTAI



Apple booths at the 15th International Fruit, Vegetable and Food Exposition in Yantai.

It brought in 12.7 billion yuan (\$2.1 billion) in revenue, which accounted for more than 80 percent of local farmers’ income.

More than 120 varieties of apple-related products received certification for pollution-free agricultural products and organic food.

Almost 20 fruit companies received the European Union’s Good Agricultural Practices certification (GAP), which earned Yantai the name of China’s green food city.

Yantai’s apple GI trademark was valued at 9.4 billion yuan last year, which ranked top among fruit brands and second among agricultural product brands in China, according

to a report by a research center for Chinese agricultural brands.

Cherries are another well-known fruit from Yantai, where cherry trees have grown for 130 years.

More than 25,000 hectares of cherry trees produce about 190,000 tons of the fruit a year.

The cherries are exported to more than 60 countries and regions, including South Korea, Germany and the United States.

Yantai features a complete fruit production and processing line. Every year more than 2 million tons of fruit grown in the city are processed into more than 100 varieties of products such as juice, jam and canned and preserved fruit.

With farming and process-

ing strengths, local agricultural companies have expanded abroad.

Last year more than 300,000 tons of fruit was exported to more than 60 countries and regions, which accounted for 20 percent of the nation’s total exports.

The city government has committed to making Yantai an internationally known center for fruit cultivation and processing.

It plans to have 280,000 hectares of fruit cultivation by 2015, which is expected to produce 6 million tons of fruit annually, said Meng.

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Performers show a South Korean folk dance at the expo.



Foreign visitors are interested in a new apple brand.



Juice from Japan is popular at the expo.

Yantai eyes up a larger slice of the market

By ZHAO RUIXUE
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The coastal city of Yantai is putting its efforts into building a brand for itself as “China’s food city”.

According to the city’s plans, the brand will be based on food diversity and security and revenue generated from the food industry will reach 300 billion yuan (\$49.18 billion) by the end of 2017.

“We have carried out a series of policies to boost the city’s food sector, aiming to develop the city into a heavyweight in both China and the overseas food market,” said Meng Fanli, mayor of Yantai.

With the help of the local government’s efforts, Yantai has a competitive edge in 16 food sectors including oil, meat,

aquatic products, fruit and vegetables, vermicelli, cake, candy, instant foods, dairy products and condiments.

Last year, revenue generated from the industry hit 170 billion yuan, the highest of all cities in China.

By the first half of this year, 528 enterprises were doing business in the city’s food industry and generated revenue of 84.24 billion yuan. Among those involved Changyu Pioneer Wine Co, oil producer Shandong Luhua Co Ltd, Shandong Longda Meat Foodstuff Co Ltd, Yantai North Andre Juice Co Ltd and Shandong Oriental Ocean Sci-tech Co, played leading roles in their sectors. Apples, pears, cherries and wine produced in Yantai are well known around the country, said Meng.

300
billion

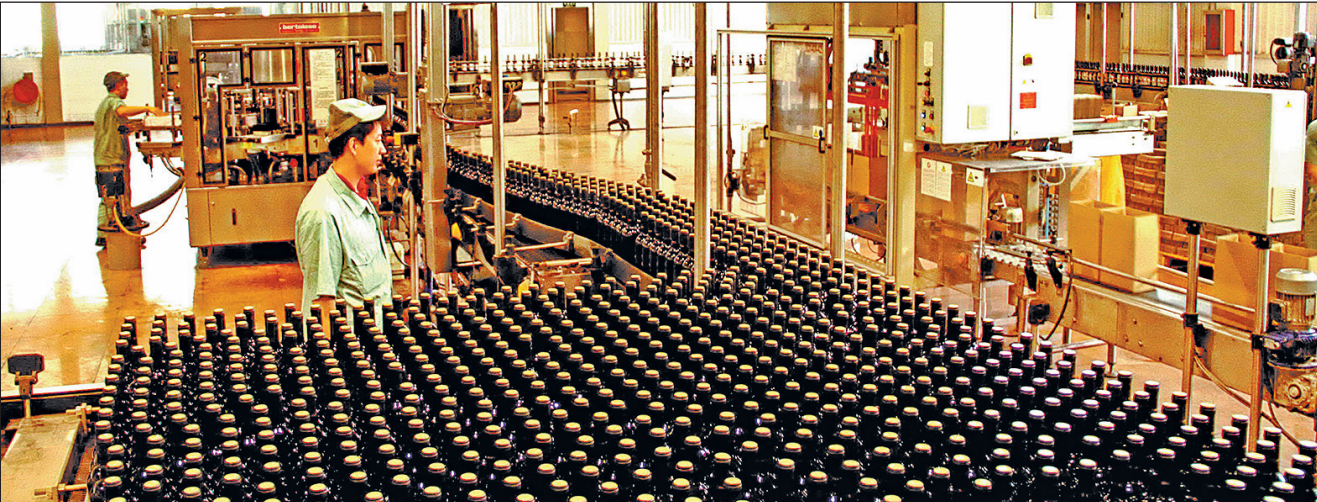
yuan revenue from the food industry by the end of 2017

The 152 wine makers in Yantai produced 331 million liters of wine last year and generated 21.8 billion yuan in revenue and profits of 2.9 billion yuan.

The city has cultivated three nationally famous brands and five trademarks in the wine sector. It also has eight famous Shandong brands and 13 leading provincial trademarks.

Chateau Lafite Rothschild selected Penglai to develop its first vineyard and chateau in China.

The city’s food industry is also a foreign investment destination. More than 300 foreign



The production line at Changyu Pioneer Wine Co.

funded enterprises are in Yantai and involve a total foreign investment of \$2 billion.

Food products made in Yantai are exported to more than 70 countries and regions includ-

ing Russia, America and South Korea. The Food Exposition and Trade Fair for China, Japan and South Korea has been held in Yantai for 12 consecutive years and has become a plat-

form for Asian countries to exchange food information.

To ensure food quality, Yantai government encourages enterprises to build environment-friendly and green farms.

The first assessment and trade fair on quality food will be held in Yantai from Oct 25 to 27. Meng said the event would help upgrade the city’s level in the food industry.