

Efforts to cultivate food sector fruitful

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Zhang Yongxia, mayor of Yantai

revenue generated from the food industry will reach 300 billion yuan by the end of 2017.

Fruit hometown

"With its favorable climate conditions and geographical location, Yantai has become one of China's most important fruit planting, processing and exporting bases," Zhang Yongxia said.

The city is known as China's hometown of fruit. Fruits produced in Yantai, such as apples, cherries, pears and grapes, are known far and wide, said Zhang.

Yantai apples, which were given geographic indication status by the State Quality Supervision and Inspection and Quarantine Administration in 2002, have become one of the things the city is renowned for.

With a cultivating history of more than 140 years, Yantai has 181,333 hectares of apple orchards, with an annual output of 4.23 million metric tons, according to statistics from the Yantai Agriculture Bureau.

The city has more than 200 varieties of apples. The brand



Visitors at the 16th Fruit, Vegetable and Food Fair check out wines produced in Yantai. The city is home to more than 20 international wine businesses and many domestic vintners. PHOTOS BY WANG QIAN / CHINA DAILY



Left: Yantai apples attract foreign visitors' attention at the fair. Right: Unmanned plant protection helicopters from Shandong are displayed at the fair.



Yantai Apple has a value of 10.59 billion yuan, the leading amount in China's fruit industry for seven consecutive years.

With a bright color and sweet taste, Yantai apples are exported to more than 60 countries and regions with an annual export volume of 600,000 tons, accounting for one-fourth of the country's total apple exports.

Twenty-one tons of Yantai apples were shipped from Yantai to the United States on Nov 9. It was the first time for Yantai apples to enter the US market. As a country with strict inspection and quarantine measures, the US had previously forbidden apple imports from China for 17 years.

"As the price in the US is twice the price in Asian countries, expanding to the US market will surely promote the apple industry in Yantai and increase locals' income," said Bai Guoqiang, head of Yantai Agriculture Bureau.

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 US.

At almost the same latitude as Bordeaux in France, Yantai is also considered one of the world's top seven coastal grape-growing areas. It was named the only "international grape and wine city" in Asia by the International Office of Vine and Wine in 1987.

The city now has more than 18,000 hectares of vineyards, 11,000 hectares of which provide grapes for winemaking. It is home to more than 20 international wine businesses and a large number of domestic vintners, including the brands Changyu, Great Wall and Dynasty. Chateau Lafite Rothschild selected Penglai, a

county-level city of Yantai, to develop its first vineyard and chateau in China.

International food expo

To further boost its food industry, Yantai holds a series of international food expos and trade fairs every year.

During the 16th Fruit, Vegetable and Food Fair held in the city last month, thousands of participants from more than 10 countries and regions including Japan, South Korea and Italy came to Yantai in search of business opportunities.

The four-day event attracted organizations and companies from home and abroad to display fruits, vegetables, seedlings, food processing equipment and agricultural machinery at nearly 900 booths.

Six overseas organizations and delegations including the Japan Consul General in Qingdao participated in the fair and brought their latest developments in fruit and vegetable production and related equipment manufacturing.

Some high-tech products at the expo were particularly interesting, including irrigation equipment from Israel, Italy's agriculture testing machines, apple-planting technology from Japan and unmanned plant protection helicopters from Shandong.

"Held in Yantai every year since 1999, the event has become one of China's most influential expos in the fruit, vegetable and food industry. It provides a sound exchange and cooperation platform for Chinese and foreign companies in the sector," Zhang said at the event's opening ceremony.

The fair's organizers said that the event has attracted more than 1.7 million delegates from across the world during the past 15 years. This year's event alone attracted 58,000 visitors and the trade volume hit 230 million yuan.

Xiamen special

Jimei, Arles bring renowned photography festival to China

By HU MEIDONG
and LIN TING in Xiamen



This festival in Jimei is par excellence. Many works featured in the show have long-lasting value."

Huang Rui, founder of the 798 Art District in Beijing

Jimei, in Chinese, means a cluster of beauty. It is well known in China for its clusters of excellent education and tourist resources, as well as being the hometown of many prominent overseas Chinese. Tah Kah Kee, also known as Chen Jiageng, was one of these. A businessman and philanthropist, Chen established the Jimei Study Village in 1913, which offers comprehensive education from kindergarten to university or vocational schools.

Arles, a coastal city in Provence that is famous for its lavender fields, has a long history and many heritage sites.

In recent years, the Xiamen government has been sharpening its cultural edge. Jimei, with its scenic and historic beauty, accommodates many of the city's major cultural events, including the Strawberry Music Festival that ended in early November, one of China's most popular music festivals.

Jimei New Town

The Jimei and Arles photography festival is being held in three venues in Jimei New Town. The new town is a long-



Jimei New Town, where the Jimei and Arles photography festival is taking place, is a long-term project of the Xiamen government to build an ideal residential, business and tourist destination. PHOTOS PROVIDED TO CHINA DAILY



Left: In Chinese, Jimei means a cluster of beauty. Dragon Boat Pond is one of the district's picturesque tourist destinations. Right: The photography festival attracts many visitors on its first day.



term project of the Xiamen government to build an ideal residential, business and tourist destination.

Artworks are on display in the new town's Yuanbo Yuan, the Garden Expo Center; the

Jiageng Art Center; and the Southern Headquarters of the Three Shadows Photography Art Center.

The Garden Expo Center is made up of small islands, making unique and pictur-

esque landscapes of "gardens above the sea". The Jiageng Art Center, part of the Jiageng Theater, is known for Jiageng-style architecture. The Jimei Study Village, designed by Chen Jiageng, is a prime

example of the style and features a combination of Oriental and Western architecture, which became influential later throughout the province.

Huang Rui, founder of the renowned 798 Art District

in Beijing and also a famous contemporary artist, said the Jimei and Arles photography festival, in terms of exhibition space design and artwork curation, has reached the level of that in major cities such as New York, Beijing and Shanghai.

"I've been to many art exhibitions," he said. "This festival in Jimei is par excellence. Many works featured in the show have long-lasting value."

Festival highlights

The Jimei and Arles photography festival features five exhibition projects from the Rencontres d'Arles in the summer. The many separate exhibitions display thousands of artworks, including photos, videos and installation art.

Li Zhenhua, executive director of the Jimei and Arles photography festival, said more than 300 artists and curators from around the world are involved in the festival, including Daido Moriyama, one of Japan's most important and famous photographers; Timmy Yip, a filmmaker from Hong Kong who won an Academy Award for art direction; Taiwanese photographer Ruan Yizhong; Liu Xiangcheng, a Pulitzer Prize winner for photo journalism; and Chinese artist Rong Rong, founder of the Three Shadows Photography Art Center.

In addition to well-established artists, the show also features work from emerging artists around the world.

As well as the exhibitions, there are also opportunities for visitors to interact with the artists, making real exchanges between artists and audience possible.

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