

Key data/information in this sample page is hidden, while in the report it is not.

## **2 Industry development**

### **2.1 Promotion management methods for school milk programme released**

On 30 December 2013, the Dairy Association of China (DAC) released the *Promotion Management Methods for the School Milk Programme (PMMSMP)*, taking effect from 1 January 2014. This is aimed at promoting the development of school milk and standardizing the programme.

The December announcement follows the notice Adjustment of Promotion Methods for School Milk which was issued in September 2013 – that had explained that responsibility for the programme was transferring to the DAC to allow the programme to become more market-oriented and better promoted nationwide. China initiated the school milk programme in Sept., 2000 with the goal of ensuring that students get safe, nutritious and affordable milk in schools. By the end of 2013, the programme had been extended to cover 60,000+ primary and middle schools spread across 31 provinces, supplying in excess of XX million 200ml/carton to students every day.

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## **3 Industry standard**

### **3.1 China issued Guideline for food and nutrition development**

In early February, the General Office of the State Council issued the *Guideline for China's Food and Nutrition Development for 2014-2020 (Guideline)*, aiming to support improved food production and also the population's nutrition.

China feeds about 20% of the world's population with less than 10% of its arable land and less than 6% of its water resources. Despite these constraints, Chinese agriculture has made great strides in productivity and has expanded production significantly. However, whilst food production capacity has been strengthened and people' diets and health have been improved, malnutrition is still a serious problem in some rural areas. In 2011, for instance, one in five children under aged 5 in poor areas suffered from malnutrition. Meanwhile, many urban residents also suffered obesity-related health problems or malnutrition.

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## **4 International cooperation**

### **4.1 New Zealand milk powder imports exceeded trigger level**

On 17 Jan. 2014, the General Administration of Customs of China (GACC) announced that XX tonnes of milk powder had been imported from New Zealand by that date, exceeding this

year's trigger level for the category (XX tonnes).

As a result, under the terms of the two countries' 2008 Free Trade Agreement (FTA), it raised the tariff on New Zealand milk powder (HS codes: 04021000, 04022100, 04022900 and 04029100) from 18 January to 10% in line with the most favoured nation (MFN) tariff, so up by XX% compared with the previous XX%.

Table 4.1-1 Tariff Reductions on Selected Dairy Products from New Zealand, 2008-2013

Basket	Description of Product	HS Code	MFN	2008	2009	2010	2011	2012	2013
1	Milk & cream of ≤1% fat, not concentrated or sweetened								
	Milk & cream of >1% but ≤6% fat, not concentrated or sweetened								
	Milk & cream of >6% fat, not concentrated or sweetened								
2	Milk & cream in solid forms of ≤1.5% fat								
	Milk & cream in solid forms of >1.5% fat, unsweetened								
	Milk & cream in solid forms of >1.5% fat, sweetened								
	Concentrated milk & cream, unsweetened (excl. in solid form)								
	Concentrated milk & cream, sweetened (excl. in solid form)								
3	Butter								
	Other fats & oils derived from milk								
4	Fresh cheese, including whey cheese & curd								
	Grated or powdered cheese								
	Processed cheese, not grated or powdered								
	Blue-veined cheese								
	Other cheese								

Note: MFN = most favoured nation

Source: General Administration of Customs of China