

# AGRICULTURE, FOOD AND BEVERAGE INDUSTRY GROUP



The AmCham China Agriculture, Food, and Beverage Industry Group (AFB) includes two Committees from three major industry sub-segments: 1) Agriculture, 2) Food, and 3) Beverage, 4) Managed Services. The industry group's 2022 strategic plan is grouped around three types of activities: Advocacy, Business, and Community (ABCs) as well as Special Projects (S).

**Committee Priorities:** Advocacy-High Business-Medium (information sharing) Community-Low (networking)

## MISSION

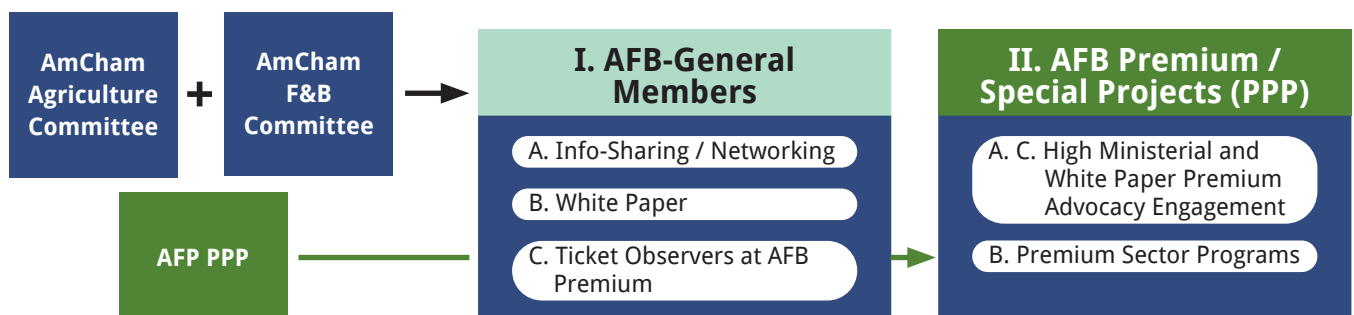
AFB's mission is to link multi-level US and Chinese stakeholders across the agricultural and food supply chain; advance mutual agri-food trade, food safety, sound nutrition, sustainability, and low carbon transformation through the promotion of cooperative activities between the US and China; promote best practices in both countries; improve the policy environment; and share and discuss cross-sector business and policy issues to strengthen communications and exchanges.

## INTRODUCTION

In October 2021, AmCham integrated the operations of the AmCham China Agriculture Committee, Food & Beverage Committee, and the Agriculture Food Partnership (AFP) into a single Agriculture, Food, and Beverage (AFB) Industry Group.

The Agriculture Committee, Food & Beverage Committee, and Agriculture & Food Partnership will continue to operate as normal. However, it is now served by a single industry team with centralized industry expertise and improved advocacy capabilities to better serve our members. It is built off the existing foundations established by the Agriculture and F&B Committees over the years while leveraging the strengths and industry expertise of AFP, which has laid a solid foundation with various key government and industry stakeholders in the industry throughout eight years of technical exchange programs on the ground both in China and the US. With this reorganization, members in these industries will have access to greater information sharing, policy advocacy, technical capacity building, and commercial business cooperation.

## AFB AT A GLANCE



## MAIN ACTIVITIES

Agriculture Chapter and Food & Beverage Chapter (drafted by Committee members) in annual AmCham China *White Paper*.

White Paper Delivery Meeting with regulators at State Government level-SAMR ( 国家市场监督管理总局 ), MOFCOM( 商务部 ).

Call for comments help members' voices be heard and delivers suggestions to the departments of central government for new policies and regulations.

Regular debriefing events showcase industry experts and officials to explain new policies and topical issues for members in closed-door meetings.

Regulator meetings with US counterparts and AmCham China member companies to promote capacity building and exchange on best practice.

Special Projects in low carbon/sustainability, resilient food chains/trade, and food safety/nutrition.

## KEYS ACHIEVEMENTS

SAMR Regulator Food Safety Capacity Building Workshop

Food Safety Workshop Series

Sustainability and Low Carbon Innovation Workshop Series

US-China Meat Industry Executive Roundtable

US-China Standards Workshop

Meat Industry Innovation Workshop Series

MARA Inspector Training Series

Suggestions and Feedback to GACC on Decree 248/249

Suggestions and Feedback to SAMR on Plant Based Protein Labelling

## AGRICULTURE COMMITTEE LEADERSHIP



*Co-Chair:*

**Gao Yong**, Buyer



*Co-Chair:*

**Huang Juhui**,  
BRF China

## FOOD & BEVERAGE COMMITTEE LEADERSHIP



*Co-Chair:*

**Rachel Yu**, Coca-Cola



*Co-Chair:*

**Alice Fan**, Pepsi



*Co-Chair:*

**Angie Zhang**, Starbucks

## MEMBER PROFILE

Among our **60+** member companies, approximately **26** are in the Agriculture Committee, and **31** are in the Food & Beverage Committee.

In total, over **250** individuals participate in these two Committees.

## 2022 COMMITTEE STRATEGIC FOCUS

<b>Advocacy (A) and Special Projects</b> High Priority	<b>Business (B)</b> Medium Priority	<b>Community (C)</b> Low Priority
<ul style="list-style-type: none"> <li>Advocacy and technical follow-up for Decree 248 and 249</li> <li>Roundtables, and Projects in Decarbonization/ Sustainability, Resilient Food Supply Chain/Trade, and Food safety &amp; Nutrition with key government, academic, and business stakeholders</li> <li>Rebuild US-China high-level bilateral ministerial relations and dialogues in Agriculture, Food &amp; Beverage sectors, through public-private, closed-door roundtables, bilateral industry memorandums and white papers, and a 2022 Ministerial Event.</li> </ul>	<ul style="list-style-type: none"> <li>Briefings and Best practice sharing in Decarbonization/ Sustainability, Resilient Food Supply Chain/Trade, and Food safety &amp; Nutrition</li> </ul>	<ul style="list-style-type: none"> <li>Regular and Annual General Member Meetings</li> <li>Annual AFB Member Mixer</li> </ul>

**Key Partners:** To deepen impact of all programs and advocacy, the Industry Group maintains and works with key partners within the following ministries and related quasi-government industries including MARA, SAMR, NHC, CFSA, MOST, NDRC, MEE, as well as various Chinese industry associations, CAAS, and CAS.

## 2022 WORKING PLAN (SUBJECT TO CHANGE)

Q1	Q2	Q3	Q4
<ul style="list-style-type: none"> <li><b>Jan:</b> 2022 Committee Strategy and Workplan Planning Meeting</li> <li><b>Feb:</b> Meeting with USDA and FDA and technical follow-up event on Decree 248-249</li> <li><b>Mar:</b> Decarbonization and Sustainability Roundtable</li> <li><b>Mar:</b> Sustainable Food Systems White Paper Kick-off for 2022 Ministerial</li> </ul>	<ul style="list-style-type: none"> <li><b>April:</b> Finalize AmCham China <i>White Paper</i></li> <li><b>May:</b> <i>White Paper</i> delivery meeting at SAMR</li> <li><b>June:</b> <i>White Paper</i> delivery meeting at MOFCOM and DRC</li> </ul>	<ul style="list-style-type: none"> <li><b>Jul:</b> US-China Stakeholders Meetings on Sustainable Food Systems</li> <li><b>Aug:</b> Finalize Food Systems <i>White Paper</i>.</li> <li><b>Sep:</b> 10-year Anniversary of Xi to Iowa-US-China Agricultural Symposium and Ministerial Event</li> </ul>	<ul style="list-style-type: none"> <li><b>Oct:</b> Resilient Food Supply Chain and Trade Workshop</li> <li><b>Nov:</b> 2023 <i>White Paper</i> Kick-Off Meetings</li> <li><b>Dec:</b> Food Safety and Nutrition Workshop</li> </ul>

## ACTIVE COMMITTEE MEMBERS

### Agriculture Committee

ADM (Shanghai) Management Company

Bayer

Beijing Alltech Biological Products (China) Co., Ltd.

BRF (Shanghai) Management Consulting Company

Bunge (Shanghai) Management Company Limited

Cargill Investments (China) Ltd.

Corteva

Cotton Council International

Double L

FMC (China) Investment Co., Ltd

International Potato Center (CIP) China Center Asia Pacific

Kemin (China) Technologies Co.,Ltd. Beijing Branch

Land O'Lakes (Beijing) Trading Co., Ltd.

Lassen Canyon Agricultural Develop Company Beijing, China

LDC (China) Trading Company Limited

Mosaic Fertilizers (Beijing) Co., Ltd.

Syngenta (China) Investment Co., Ltd.

Trella Urban Forestry Technology LLC

United States Meat Export Federation Inc. Beijing Representative Office

US Grains Council Beijing Office

US Soybean Export Council, Inc. (USSEC)

US Wheat Associates

APCO

John Deere

USMEF

### Food & Beverage Committee

Starbucks (China) Co., Ltd.

Coca Cola

PepsiCo

MDLZ

McDonalds

MARS Foods

Cargill

Wal-Mart (China) Investment Co., Ltd.

Wal-Mart Food Safety Collaboration Center

Danone

Ferrero China

Dupont

LDC (China) Trading Company Limited

OSI Food

MeadJohnson

Moet Hennessy

ADM

Nestle

Fonterra

P&G

FSPA

Alltech

Ecolab

3M

Bunge

Marubeni

Taikoo Sugar under Swire group

Swire Coca-Cola

Reckitt

Abbott

ThermoFisher