



FOOD & BEVERAGE COMMITTEE

The **AmCham China Food and Beverage committee** consists of member companies in food and beverage industries from snack food, beverage, dining and fast food industry. It is interconnected with Agriculture committee being served as a whole supply chain group. Its 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

The mission is to link multi-level stakeholders **across the agricultural and food supply chain** in the United States and China. The goal is to advance mutual agri-food trade, food security, food safety, sound nutrition, and sustainability. It aims to promote cooperative activities between the U.S. and China and best practices in both countries. It also seeks to improve the policy environment and to share and discuss cross-sector business and policy issues to strengthen communications and exchange.

Main Activities

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

Information sharing/networking

Special Project Activities

White Paper delivery meetings with regulators at State Government level-MARA 农业农村部, SAMR (国家市场监督管理总局), etc and related organizations;

Call-for-Comments help members' voice heard and suggestions delivered to the departments of central government for new policies and regulations;

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

Regulator meetings with U.S. counterparts and AmCham 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

Past Activities

Workshop with China Customs Brokers Association

China Certification and Accreditation Association Symposium

Past Special Projects Outcomes

SAMR Regulator Food Safety Capacity Workshops

US-China Meat Industry Executive Roundtable

MARA Inspector Training Series

Food Safety Workshop Series

US-China Standards Workshop

Suggestions and Feedback to GACC on Decree 248/249

Sustainability and Low Carbon Innovation Workshop Series

Meat Industry Innovation Workshop Series

Suggestions and Feedback to SAMR on Plant Based Protein Labelling

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 industry associations including MARA, SAMR, NHC, CFSA, MEE, as well as various Chinese industry associations, CAAS, CAS, etc

Leadership



Co-Chair:
Li Xiaokun,
Coca-cola



Co-Chair:
Henry Xu,
Starbucks

Member Profile

Member Companies

30

Committee Subscribes

150+

2025 Committee Strategic Focus

Advocacy (A)

High Priority

Food Safety and Quality:

engagements between industry supply-chain and SAMR

Food Security and Sustainability:

engagements with industry supply-chain and MARA/NDRC/MEE/ NHC/SAMR

Food Safety & Quality: engagements between industry supply-chain and SAMR

engagements between industry supply-chain and DRC/NHC/CDC/ SAMR

Business (B)

Medium Priority

Community (C)

Low Priority

Regular and Annual General Member Meetings

Annual F&B Member Mixers

2025 Working Plan (Subject to Change)

Delivery of the White Paper to relevant departments

Networking social events connecting member companies

Exclusive member-only sessions and forums on key topics such as food safety, food security, sustainability, and nutrition

Active Committee Members

Starbucks (China) Co., Ltd.

MDLZ

Cargill

Coca Cola

McDonalds

PepsiCo

MARS Foods