

# CHINA UPDATES

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### **USCHPA Gains New Members**

The US - China Health Products Association is proud to welcome new members Calabrian Citrus Bergamot Ltd. (UK), ZH Biotech (Taiwan), Trace Minerals Research (US) and Good Health (New Zealand) to the growing family of companies that are interested in expanding their business in China and supporting the association's mission of working towards the continued development of China's dietary supplement and overall natural health product industry by advocating for a more open and transparent regulatory environment. The association is committed to increasing the trade and availability of its member's products, which will benefit the health and wellbeing of both industry and consumers alike.

The association also saw the continued support for 2013-2014 from New Hope Natural Media, TSI Group, DSM, NSF International and Natural Plant Products.

For more information on the above companies, [CLICK HERE](#) (Source: USCHPA)

### **Association Attends NPC Expo Shanghai**

USCHPA partner with UBM ([www.ubm.com](http://www.ubm.com)) to help promote and attend UBM's Natural and Nutraceutical Products China (NPC Expo) held in Shanghai June 25-27, 2013. NPC is held in conjunction with

China Updates is a service provided by U.S.-China Health Products Association. The Newsletters are issued approximately three times a month. China Updates provides news on regulatory environment, new legislation, association activities and any information related to China's natural health products industry.

UBM's FiAsia and CPHI. The combined expo makes it the largest show in China devoted to ingredients for the dietary supplement, food and pharma industry.

NPC Expo is devoted more to the finished goods side of the industry. This year NPC was noticeably larger than last year and was extremely busy. The association had a booth at the show and hosted a variety of its members in the booth that could not attend the show. Nature's Only, Green Foods, TSI Group, Aker BioMarine and ZH Biotech had staff, brochures and/or products to show in the association's booth. Member Aker BioMarine also had its own 30sqm booth, which was surrounded by interested parties throughout most of the three days as did NSF

International. Overall, the association was very happy to see the show increase in size and has developed quite quickly to become the must attend show for those interested in China's ever expanding natural products industry.

Next year the association is planning to organize a pavilion for its members and industry partners. If you are interested in attending the show in 2014 and you'd like to take part in the association-based pavilion, let us know. Email us at [info@uschinahpa.org](mailto:info@uschinahpa.org) Booth space will be allocated on a first come first serve basis, so don't hesitate or you'll miss your chance to attend.

Expo websites can be found here:



(Source: USCHPA)

## Wilmar Receives Nutrition Innovation Award

The Association's Jeff Crowther gave a presentation to over 200 people discussing the U.S. dietary supplement industry as well as outlining China's path to becoming the largest market for dietary supplements and natural health products in the near future.

Following the presentation, USCHPA together with its partner UBM and presentation host the Shanghai

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L – R: Zhang Fumin (Shanghai Health Product Assoc), Olav Masseling (UBM), Wilmar Representative, Jeff Crowther (USCHPA)

Health Products Association presented Wilmar (<http://www.wilmar-international.com/>) with a nutrition innovation award for their use of DSM sourced Omega-3s in their very popular “Golden Dragon Fish” cooking oil (金龙鱼). Since researched showed most Chinese were not getting their daily requirement of Omega-3s, so Wilmar spent millions to develop a cooking oil that would be rich in Omega-3. Since all Chinese use cooking oil on a daily basis, it was an innovative way to boost levels of Omega-3s by using a highly familiar consumer good as the delivery system. (Source: USCHPA)



## EU Health Commissioner Urges China to do away with Animal Testing

During a 4-day visit to China, Borg took part in several meetings focusing among others, on product safety, medical devices, cross-border health threats and cooperation in the area of animal diseases control and anti-microbial resistance.

One of the key issues discussed concerned the European ban on animal testing for cosmetics, which applies fully since 11 March 2013; and apply equally to products imported into the EU from China.

With this ban, Borg believes that Europe positions itself as the strictest cosmetic market in the world in favor of animal welfare and has paved the way for alternative methods to be developed and eventually replace animal testing in the field of cosmetics.

“I have encouraged the Chinese authorities to avoid unnecessary testing for cosmetics,” he said on his return.

### Alternatives

It is the health commissioner’s belief that there are many areas where animal testing can be replaced; for example, where the proof of safety can be based on ingredients.

“I see first signs of acceptance of alternative methods in China which I welcome very much. Acceptance of validated alternative methods, starting with those that are OECD accepted, is clearly key to limit animal testing for cosmetics internationally,” he continued.

“I invited the Chinese authorities to work in closer cooperation with the EU Joint Research Centre in the area of alternative methods. I have also welcomed China’s participation as an observer at the next meeting of the International Cooperation on Cosmetics Regulation, aiming for acceptance of validated alternative

methods at international level.”

Overall, China is now the EU's 2nd trading partner behind the United States and the EU is China's biggest trading partner, meaning it is in mutual interests to preserve and nurture the commercial bonds, in full compliance with respective legislations.

## Reception

Commissioner Borg's comments have been welcomed by Humane Society International's Be Cruelty-Free Campaign, and director Troy Seidle has called it 'hugely significant.'

“China, unlike other markets, requires animal testing for cosmetic products already safely on sale in the EU and elsewhere, so the Commissioner's statement is particularly welcome,” he said.

“HSI's work in China, including our 'Be Cruelty-Free' campaign, has received a massive boost from the Commissioner's decision to add animal testing to the topics raised.” *(Source: cosmeticsdesign-europe.com)*

## The Task of Feeding China

Management of land and water resources must be strengthened to ensure healthy growth of food production to meet demand

How to better feed its huge population remains a constant concern for China. The country's food security has improved significantly and the number of undernourished people has declined considerably over the past three decades. But increasing consumption and growing resource constraints, as a result of China's rapid economic growth, have made better feeding China a daunting task.

The fact that it has comparatively little arable land and freshwater sources has made self-sufficiency in food, especially in the two staples of rice and wheat, the top priority for China. Its achievements in this regard, though, have been remarkable since the late 1970s when agricultural and rural reforms were introduced.

"Since 1978, its volume of agricultural production has grown almost five-fold and the country has made significant progress toward food security with the number of undernourished falling by almost 100 million since 1990," Jose Graziano da Silva, director-general of the UN Food and Agriculture Organization, said at the opening ceremony of the 2013 World Agricultural Outlook Conference in Beijing on June 6.

But it will be a long-term challenge for China to maintain this momentum. Last year, the World Trade Organization said China had replaced the United States as the world's largest importer of agricultural products. Although China is self-sufficient in basic food grains, it has become so by importing other agricultural products, which compete for land and water. For example, China's dependence on foreign soybean is close to 80 percent now, and the import of oilseeds and dairy products is likely to remain high in the coming years.

According to the 2013-22 World Agricultural Outlook, published by the Organization for Economic Cooperation and Development and the FAO in June, the consumption of the main agricultural products over the next decade in China is expected to outpace the growth in agricultural production by about 0.3 percent a year, driven by growing population, higher incomes, urbanization and changing diets.



Better feeding a population of 1.3 billion people, in particular reducing the number of undernourished people, estimated to be about 158 million, remains the government's top priority and the basic goal of its agricultural policy. The country has to make greater efforts to manage land and water resources, mitigate the effects of climate change on agriculture and safeguard biodiversity.

Smallholder farming is a basic feature of China's agriculture. In the 1980s, the household contract responsibility system replaced the commune system, enabling individual farmers to lease land from the collectives and become largely autonomous in their decision making. This boosted agricultural output, sometimes at the cost of the environment and sustainability.

Farmers, however, cannot accord priority to the environment and sustainability until their incomes - far less than that in urban areas - reach a respectable level. And the onus of increasing their incomes lies with the government. Also, local authorities should provide farmers with more information to help them adopt



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climate-smart agricultural practices and become more innovative.

"Only when farmers attach importance to sustainable agricultural development and its values become incorporated into conscious behavioral norms will it be possible to make agricultural development sustainable in China," said Ni Hongxing, director-general of the Agricultural Trade Promotion Center, affiliated to the Ministry of Agriculture, in a recent report.

The central government, on its part, should take measures to ensure adequate supply of labor for agriculture, because attracted by the lure of higher wages in urban areas, rural workers, particularly the young and educated, have been making a beeline for cities leaving an aging labor force in rural areas. If this trend continues, it will deprive the agricultural sector of the modern, skilled workforce it needs for large-scale farming with modern machinery and equipment, which would increase agricultural output. Without modern large-scale farming, productivity will be severely constrained.

The central government has instituted a policy to prevent further loss of agricultural land. But the economic downturn will put further pressure on local authorities to use land for development to increase their revenues. So the central government has to ensure that they don't cross the red line.

Climate change, too, is putting pressure on precious land and water resources. While the area of cultivated land in China has decreased rapidly in recent years, the quality of much of the remaining arable land has been deteriorating, with 70 percent classified as low-yield farmland, according the OECD. Affected by global warming, reduced rainfall, depletion of surface water and groundwater levels, China's northern region, its main grain belt, faces serious soil erosion. On top of this, soil in many areas has been contaminated with sewage, garbage, industrial effluents and other pollutants.

The impact of climate change is also evident in declining and increasingly variable water sources. With relatively low levels of precipitation and high annual variations in rainfall, China faces serious water shortage. With the effects of climate change becoming more pronounced, the water available for agriculture could reduce further threatening the stability of food production.

Providing enough food for the Chinese people has implications for the international market, which is a question of great importance not just to China, but also to the rest of the world.

"In an integrated world economy, rising food prices will become the world's rising food prices. China's land scarcity will become everyone's land scarcity. And water scarcity in China will affect the entire world," says Lester Brown, president of the Earth Policy Institute, in his book *Who Will Feed China?*

But with China's population projected to grow by about 9 percent, until it peaks at 1.46 billion around 2030, the question is: Can China increase its agricultural output to meet the demand and achieve self-sufficiency?

China needs to design a policy to suit its domestic conditions and improve its support for sustainable agriculture. The government's focus is on resolving asymmetry and imbalance between the huge number of smallholders and the large Chinese market. But it also has to strengthen the management of land and water resources and address the effects of climate change on agricultural production. (*Source: China Daily*)

### Cooling Off the Traditional Way

While the rest of the world swelters as the mercury shoots up, China keeps cool with the help of ancient practices that have been passed down for countless generations. Liu Zhihua tells you what they are.

It is summer, but a rare heat wave recently had the weather bureau send out high temperature alerts to almost a third of all China's provinces.

Such weather can cause, at best, sunburn and, at worst, heatstroke, with a spectrum of symptoms in between, such as headaches, bubbling colds, mouth ulcers, indigestion and low spirits.

When heat waves linger across China, people resort to time-tested ways to keep cool and healthy, many of

which are based on the principles of traditional Chinese medicine, which has kept the Chinese in good health for thousands of years.

Mostly, the main belief is food is medicine, and you have to keep healthy in summer by knowing what to eat and drink, rather than simply getting out of the heat and keeping cool.

"Traditional Chinese medicine emphasizes keeping harmony with nature and the environment, and living healthily in accord with seasonal changes," says Xia Zhongyuan, a TCM practitioner with China-Japan Friendship Hospital in Beijing.

"It is not just about treating illness but is more about a lifestyle that maintains body, mind and spirit."

Beijing resident Xu Dali remembers experiencing the



magic of TCM when he was a young boy.

The 30-year-old used to spend his summer holiday in Shaoguan city, Guangdong province, where his aunt lives. It was a lot of fun, but the heat caused him to suffer nosebleeds. This is a typical symptom of too much internal heat, or shanghuo, he was told.

His aunt made him a cooling herbal tea, or liangcha. Xu was made to drink a bowl of this slightly bitter medicinal tea every day to stop the nosebleeds.

"It was like magic. My nose would stop bleeding if I had the tea faithfully every day, but if I did not drink it, my nose started bleeding the next morning," Xu remembers.

Liangcha was and still is a very common homemade summer drink in Southern China. The dark brown tisane is usually bitter and sometimes slightly sweet, depending on the combination of herbs used.

The most commonly used are mint, honeysuckle, lotus leaves, perilla, chrysanthemum and Arhat fruit, all of which TCM believes have cooling properties to diffuse internal heat.

Xia, the TCM specialist, says herbal tisanes are very popular in South China, partly because the weather there is hotter and more humid than in the north, although the gap is closing these days.

Different prescriptions of herbs prevent, relieve or cure a variety of summer ailments, such as sore throats, colds and indigestion.

There are many shops selling tisanes in southern cities, such as Guangzhou and Hong Kong.

Up north, the cooling drinks became popular more as soft drinks, and herbal teas are sold in cans, unlike the freshly brewed pots in the south.

Diet is also important to keeping healthy in summer, and a light diet with "cooling" food is best, observes Xie Lijun, a TCM specialist with the No 3 Hospital of Beijing University of Chinese Medicine.

"Food and drink in daily life play an important role in TCM practice," Xie says.

Foods with a cooling nature include cucumbers, beans, mushrooms, pearl barley and watermelons. They are light but rich in vitamins and proteins. They also help the body remove excessive humidity, Xie notes.

It is also eating according to seasons, because most of these vegetables, fruits and melons ripen in summer.

Despite the urge to drink and eat cold food or drink in summer, Xie says it is better to have hot food in summer. Even cooling herbal teas are best drunk while still warm.

Moderation is still the best guide though, as Xia, the specialist with the China-Japan Friendship Hospital, says too much cooling food may cause upset stomachs in people with weak digestions.

A final caution from Xia: Staying in an air-conditioned room for too long may also subject your body to stress. Likewise, being exposed to too much sun is also unhealthy.

The secret is to keep cool and eat healthily. *(Source: China Daily)*

## **China to Ban 13 kinds of Chemical-laden Health Food**

China's food and drug watchdog announced that 13 types of health food will be banned, as they have been found to contain undesirable chemicals.

According to a statement issued by the China Food and Drug Administration (CFDA), the 13 products contain sibutramine, phenolphthalein, metformin and other chemicals.

According to Chinese law and regulations, health food and medicines are differentiated, as chemicals are not allowed to be added to health food.

Sibutramine can lead to high blood pressure, abnormal liver function and other serious side effects. The chemical has been banned in China since 2010.

The SFDA urged regulatory bodies around the country to fully implement the ban, as well as transfer cases involving criminal activity to the police. *(Source: Xinhua.net)*

**If you have China related news that you would like to share with the association for publication in its newsletter please contact us at:**

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