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CFDA: Unnecessary 'added-value' should be eliminated from Infant Milk Powder

The state food and drug regulators recently released a document on management measures of infant formula products, which will take effects since the coming October.

Experts estimated that over 2000 milk powder brands are available in the market at this moment, and they would be reduced to about 600. A large number of brands and formulas will be eliminated. "About three fourth of brands under one company will disappear," said one expert.

The new government document shows that formula designs of relevant products should not be marketing-oriented, but based on the strict scientific experiment.

More and more infant formula products are promoting themselves with various labels, which underlines risks of food safety and false advertisement.

In the past decade, China's infant formula market has entered a phase of "high added value", and many products take advantage of parents' consumption mentality to sell products that do not provide what the consumers really need regarding functions and nutrition.

At this point, China has 103 companies producing infant formula products that add to nearly 2000 ingredients. Among them, one single company even has over 180 formulas. After the new document takes effects, companies are under stricter



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supervision when registering formulas. (Source: Changjiang Daily)

Hunan Regulator Have Food Vendors Held Accountable

Recently, the Hunan provincial regulator released a guideline that includes details of holding food vendors who conduct illegal sales accountable.

The local food regulators are asked to implement relevant measures and will also be held accountable if illegal conducts are spotted in their areas.

The guideline lists ten situations in which personnel involved, including vendors and local government, should be held accountable.

The guideline is also to hold directors of schools, educational institutions, construction sites and cafeterias of workplaces accountable if illegal food-related conducts are spotted.

The new guideline also clarifies on how to hold officials accountable, especially those who failed in efforts to curb trend that might lead to spread of food safety problems. (Source: Hunan FDA)

China's Special-Use Food Conference Kicked Off in Beijing

Supported by CFDA, China's special-use food conference was held in Beijing recently, which aimed to promote understanding of the latest government document on managing food of this kind.

Officials from the State Council, CFDA, state quality monitoring authority and state office of TCM protection attended the conference, together with 400 representatives from companies.

with an aging society, the demand towards food of special use is rising in China. Teng Jiakai, deputy bureau chief of CFDA said that promoting special-use food industry is important for the country's

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economy. Chinese government pays a a lot of attention towards scientifically managing food of special use and clarifying on its legal status. (Source: China Economic Net)

Food safety situation still a concern: Top legislature

The top legislature said Thursday that China's food safety situation remained "severe," and called for better supervision and food safety standards.

Dirty food processing environments, fraud and adulteration in food production, and irregularities in transportation had been uncovered, said Zhang Dejiang, chairman of National People's Congress (NPC) Standing Committee, when delivering a report to lawmakers on the inspection of the implementation of the Food Safety Law.

The country has over 11.85 million licensed food businesses, according to Zhang.

The report follows an NPC Standing Committee nationwide inspection of the enforcement of the law in April and May.

Led by Zhang and four vice chairpersons of the NPC Standing Committee, five inspection groups went to 10 provincial regions including Tianjin, Inner Mongolia, Fujian, Hubei, Guangxi, and Chongqing. They visited breeding centers, markets for farm produce, food producers, catering businesses and

other units.

Inspectors found that some food producers lacked a sense of responsibility. A few were driven purely by profits.

In the planting phase, pesticides and chemical fertilizers are not being used appropriately, said Zhang.



In addition, although almost 683 food safety standards and over 4,000 limits to pesticide levels have been issued, food safety standard supervision in some areas is weak, said Zhang.

However, the general situation of food safety in China has improved, as the food sampling qualification rate was 96.8 percent in 2015, up 2.1 percentage points from 2014.

An inter-departmental cooperation mechanism for food safety has been established, added Zhang, saying that severe punishment against offenses have had a deterrent effect.

In 2015, China Food and Drug Administration supervised the investigation of 364 major food safety cases, and food and drug administration authorities at all levels investigated over 240,000 cases, issuing fines worth 1.165 billion yuan

(US\$175.3 million).

Since the revised Food Safety Law was enacted, the police uncovered 15,000 criminal cases involving food safety issues, with over 26,000 suspects questioned.

Zhang suggested that publicity of the food safety law should be further strengthened, and supervision over cultivation and planting be enhanced, and there should be a standards system consistent with international and Chinese conditions.

The NPC Standing Committee chairman also suggested that food test agencies be improved.

This week's NPC Standing Committee session runs until Saturday. Also on Thursday, top legislator Zhang presided over a meeting of the chairpersons of the NPC Standing Committee, which heard reports ranging from the revisions of the laws concerning wild animals protection and energy saving to the qualification of some NPC members. (Source: Xinhua)

China Eclipses the US to Become the World's Largest Retail Market

China will also remain the world's largest retail ecommerce market, with sales expected to top \$899.09 billion this year, representing almost half (47.0%) of digital retail sales worldwide.

With China having one of the most developed ecommerce markets in the world, eMarketer expects purchases made digitally will represent a globe-topping 18.4% of the country's total retail sales this year. China will continue to see massive gains in retail ecommerce over the next few years, with sales topping \$2.416 trillion in 2020. Spending via mobile is also booming and this year will account for 55.5% of all ecommerce sales and reach 68% by 2020.

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China's booming ecommerce market can be attributed in part to the proliferation of the dominant domestic marketplaces such as Alibaba, Tmall and JD.com, which took advantage of the country's undeveloped traditional retail infrastructure. eMarketer forecasting director Monica Peart commented, "Alibaba, Tmall and JD.com positioned themselves well to capitalize on growing consumer demand by creating their own payment systems (e.g., Alibaba's Alipay) and logistical services (e.g., JD.com operates a self-owned logistics network).

"In addition, with rising incomes and increased internet access in rural areas the cultural appetite to shop digitally will continue and we can expect to see further growth in mobile spend," noted Peart.

Asia-Pacific as a whole remains the world's largest retail ecommerce market, with sales expected to top \$1 trillion in 2016 and more than double to \$2.725 trillion by 2020. According to eMarketer's forecast, the region will also see the fastest rise in retail ecommerce sales, climbing 31.5% this year. Expanding middle classes, greater mobile and internet penetration, growing competition of ecommerce players and improving logistics and infrastructure will all help to fuel ecommerce growth in the region.

Asia-Pacific will continue to lead all regions in total retail sales with \$8.997 trillion this year, accounting for 40.8% of the global total. Burgeoning consumer economies in China, India and Indonesia will drive retail sales over the next four years as disposable incomes in those countries continue to rise. (Source: emarketer)

Lifestyle Changes Spiking China's Blood Pressure: Study

The study by the Harvard T.H. Chan School of Public Health suggests that major changes in Chinese society - including a dramatic shift to a more Western diet and lifestyle, along with urbanization and industrialization - may have contributed to the surge in cardiovascular diseases such as heart attack and stroke.

Also found were increases in high-cholesterol cases, obesity and Type 2 diabetes.

The study, published on Monday in the Journal of the American College of Cardiology, contends that increasing body mass index (BMI), lower physical activity, smoking and unhealthy diets have contributed to the rise in cardiovascular disease (CVD), the No 1 cause of death in China.

Tobacco use is falling in China, but 53.4 percent of the nation's men still smoke. In 2011, tobacco use was connected to 1.3 million CVD-related cases, the study found.

Low-grade cigarettes can be had for 3 yuan (49 cents) a pack in China, the world's largest cigarette market. China has 300 million smokers; the US has an estimated 60 million.

In 2015, Beijing city authorities passed anti-smoking legislation banning smoking in all indoor public places, workplaces and on public transportation.

The study's authors also noted that while the Chinese diet has improved in some areas - with more fiber, fruit, nuts and omega-3 fatty acids - the consumption of red meat and sugary beverages is growing.

High salt intake - which averaged 5.4 grams daily in 2011 - was blamed for 20 percent of CVD cases in China. The increases in hypertension and BMI were

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more prevalent among younger people and rural residents, the authors said.

"Our estimates suggest that the continued rise in high blood pressure, an increasingly sedentary lifestyle, increasing obesity, and worsening dietary trends will add millions of new cases of heart attacks and stroke over the next two decades," said Yanping Li, a research scientist in the Department of Nutrition at Harvard's Chan School and the study's lead author.

The researchers analyzed data collected from 1991 to 2011, from 26,000 people in nine provinces, as part of the China Health and Nutrition Survey.

They looked at 17 dietary and lifestyle risk factors, including high systolic blood pressure, high cholesterol, high blood sugar, high BMI, low physical activity, smoking and 11 dietary factors - and analyzed data from the China Health Statistical Yearbook and the National Population Census.

The study found that high blood pressure, high cholesterol and high blood glucose accounted for most CVD disease cases in China in 2011. The three risk factors were associated with 3.1 million, 1.4 million and 0.9 million new cases, respectively, of heart attack or stroke.

Of the 6.8 million Chinese over age 35 who died in 2011, about 3 million - 44 percent - were related to CVD.

The researchers contend that high blood pressure was responsible for roughly 40 percent of heart attacks or stroke. In 1979, high blood pressure, or hypertension, was found in 7.7 percent of the population; by 2010, it was 33.5 percent - comparable to the rate among US adults.

"China is facing a rising epidemic of cardiovascular disease, and it shows no sign of abating," said senior

author Frank Hu, professor of nutrition and epidemiology.

"It's imperative to continue to monitor the problem, which has serious social and economic consequences," he said. "Prevention of chronic diseases through promoting healthy diet and lifestyle should be elevated to a national public policy priority." Other Harvard Chan School researchers involved in the study included Dong Wang, Sylvia Ley, Yuan Lu, and Goodarz Danaei. The Swiss Re Foundation provided funding for the study. (Source: China Daily)

'Crawfish insurance' Launched in Nanjing



China's first food safety liability insurance, known colloquially as "crawfish insurance," was recently launched in the eastern city of Nanjing. Consumers will receive compensation up to 20,000 yuan (\$3,015) if they get rhabdomyolysis after eating crawfish at a restaurant. As of now, five restaurants have purchased the insurance.

This summer, a number of people in Nanjing were diagnosed with rhabdomyolysis after eating crawfish. The compensation for these customers not only brought unwanted costs for the owners of the restaurants, but also disputes between the merchants and consumers. The insurance company launched "crawfish insurance" to prevent just such a situation.



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Instead of being paid for by the customers, the insurance will be purchased by restaurants. It covers customers' medical expenses for symptoms of rhabdomyolysis developed within 12 hours of eating the crawfish. Restaurants can choose to pay the insurance company either 1,500, 2,500 or 3,500 yuan annually; for these annual amounts, the insurance company compensates afflicted consumers with 10,000, 15,000 and 20,000 yuan respectively. The maximum compensation over a year should not exceed 1.5 million yuan.

According to Wang Shengqi, an employee with the local market supervision administration, the first "crawfish insurance" contract was signed on Aug. 11 in Nanjing, making Nanjing the first city in China to launch the unique insurance. A manager surnamed Ge, who works in one of the restaurants that purchased the insurance, believes the deal is very worthwhile, since it offers added security for both customers and restaurants.(Source:jschina)



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