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PROJECT MEAT

a final draft report

Prepared for

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1. MARKET ASSESSMENT OF PROCESSED PORK PRODUCTS

1.1 Overview

With convenience being the buzzword of the 1990s, processed pork products are slowly winning consumers' heart in big cities, such as Guangzhou, Beijing, and Shanghai. Fast pace of life and the trend toward convenience have spurred demand for these items. Coupled with the influence from western lifestyle, many Chinese consumers are starting to consume these products.

The following charts summarize the different products types found during store visits. Although these charts are only an rough approximation of the processed pork products market, it is clear that ham and knacker represent the bulk of the market in all the cities under study. Salami is a new product in China and many people are not aware of it. The majority of products sold in retail stores are small packs suitable for average size family in China. Deli counters are very rare and can only be found in some of the most modern supermarkets. Due to its early development and affordable price, luncheon meat spam (packed in can) is very popular among Chinese families.

For chilled products, they are mostly manufactured and consumed in the geographical proximity of local manufacturers. Location of manufacturers is not an important consideration for products displayed at ambient temperature, as the long preservation period enable them to be shipped to other parts of China.

Figure 1a - Classification of Product, Beijing - by Product Type

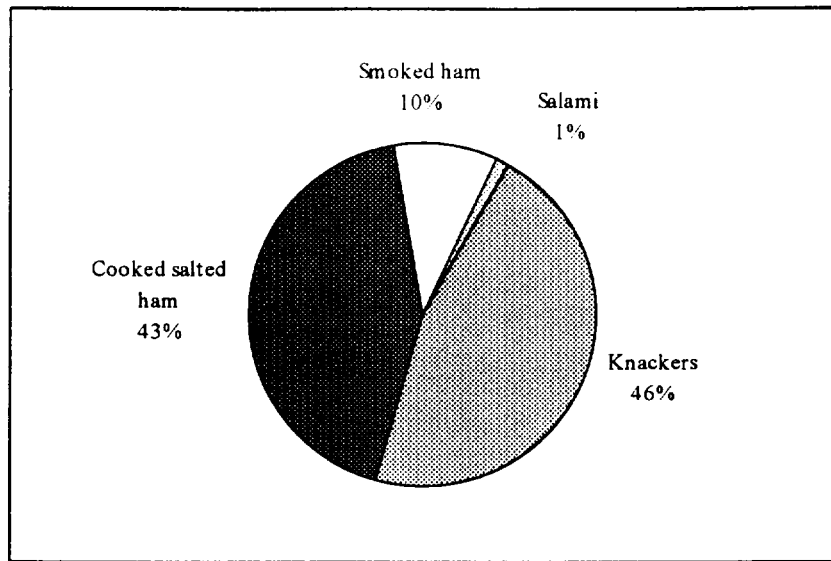


Figure 1b - Classification of Product, Guangzhou - by Product Type

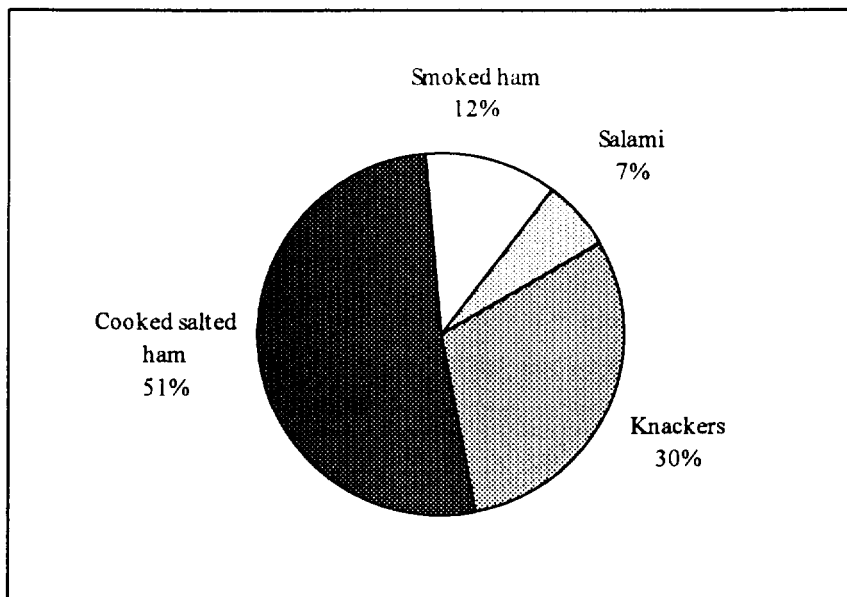
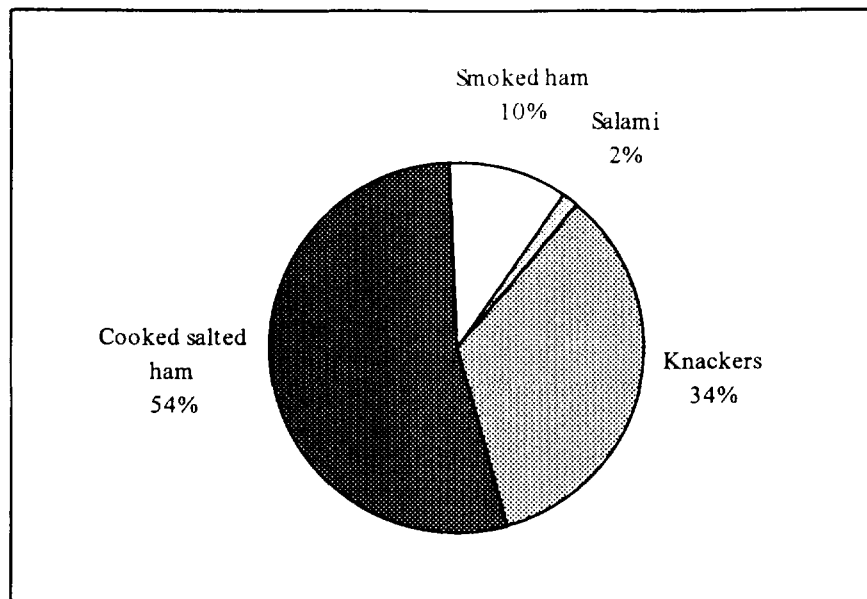


Figure 1c - Classification of Product, Shanghai - by Product Type



1.2 Seasonal Trends

People consume processed pork products all year round. The peak selling seasons tends to concentrate in the winter. The Lunar New Year holidays is the busiest period in terms of sales of processed pork products. Cold weather and festivals are the main reasons driving the increase in consumption in the winter.

1.3 Positive Factors for Market Growth

- Fast pace of life lead to high emphasis on convenience, and less time spent on the preparation of food.
- Increase in living standards, more people can afford these products. Meats consumption in the Chinese diet is expected to increase as well.
- Increase in products acceptance, as people become more westernized, especially teenagers.
- The increasing selection and availability of new types of products and flavors has attracted many people to try these products.

- Convenience and hygienic packaging (vacuum packs)
- Good quality products

The best growth segments are family packs (small packs) products. It is mainly due to its convenient small size that can be carried and stored easily. It is suitable for average size family. Products that can be finished shortly after purchased do not pose any hygienic problems. Its appropriate new taste and the increasing variety of products has helped to boost its sales. As for non-family packs products, sales largely rely on the demand from hotels, restaurants, and group purchases. Individual consumer prefer family packs than non-family packs for obvious reasons explained above. As the Chinese economy slow down, restaurants and hotels business will adversely be affected leading less demand for non-family packs products. It is expected that hams will continue to represent a large portion of the market.

1.4 Barriers to Future Purchase of Processed Pork Products

Although the future is optimistic, uncertainties remain. The price on these products are perceived to be more expensive than traditional Chinese food. Although this has changed, as smaller packages with cheaper price are readily available in the markets. Hygiene standard remains a big concern for many consumers, as some retailers are selling chilled products at room temperature. Some poor packaging has also led to contamination of products. The traditional Chinese eating habit has hindered its popularity, as most Chinese still prefer to buy fresh meats from wet markets. Products' variety and acceptability are still low, as compared to the western world. More education is needed both to increase the awareness and the consumption of the products.

2. METHODOLOGY

In order to provide sound recommendations, we had used multiple methods in drawing the pertinent data and information. This would provide a comprehensive picture to the client regarding the processed pork products markets in Guangzhou, Shanghai, and Beijing.

(For reference purposes, a store check has been performed in a Park'n Shop and a 7 eleven store in Hong Kong).

Research Components:

1. **Desk Research** - Desk Research was composed of a thorough search of published materials and the SRG China databases in Hong Kong. Published materials included industry journals, newspaper and magazine articles, company reports, as well as published government statistics considered pertinent to the study.
2. **Enquiries** - Through SRG China's extensive network and key contacts in China and Hong Kong, enquiries were made with key people, which included relevant professionals in the public and private sectors regarding the subject under investigation.
3. **Store Check**- 60 store checks have been conducted in Guangzhou, Shanghai, and Beijing. For reference purposes, a store check has been performed in a Park'n Shop and a 7 eleven store in Hong Kong. The breakdown of respondents is tabulated as follow

	<i>Large Grocery Stores and Supermarkets</i>	<i>Park'n Shop and 7 eleven</i>	<i>Total</i>
Shanghai	20	0	20
Guangzhou	20	0	20
Beijing	20	0	20
Hong Kong	0	2	2
Total	60	2	62

3. MARKET PROFILE

Since the adoption of open door policy in 1979, China has re-emerged as an important player in the world's economy, ranking in 1994 as the seventh largest in terms of GNP, and the world's eleventh largest trading nation. Rising standard of living and level of consumption has triggered an enormous demand for consumer goods. The following section contains a market profile on three major cities under study, namely Beijing (北京), Guangzhou (广州), and Shanghai (上海). The information is intended to serve as an important reference for exploring the China market.

Table 3a - Market Profiles of Beijing, Guangzhou and Shanghai

Economic Indicators (1994)	Beijing (北京)	Guangzhou (广州)	Shanghai (上海)
Area	16,800 sq. km	1444 sq. km	6186 sq. km
Population	11.1 million	6.37 million	13.6 million
Gross Domestic Product (GDP)	Rmb101.5 billion	Rmb97.6 billion	Rmb197.6 billion
Per Capita GDP	Rmb9144	Rmb15,322	Rmb14,463
Retail Sales	Rmb67.9 billion	Rmb44.8 billion	Rmb81.5 billion
Exports	US\$2.0 billion	n/a	US\$9.9 billion
Imports	US\$8.0 billion	n/a	US\$10.2 billion
Direct Foreign Investment			
- number of projects	2500	2907	3802
- contracted amount utilized	US\$1.4 billion	US\$2.0 billion	US\$2.5 billion

4. MANUFACTURERS' PROFILES

Table 4a - Details of Major Manufacturers Investigated

Brand	:	Shuang Hui 双汇
Manufacturer	:	China Shuang Hui Group Luohe Meat Products United Processing Factory 河南漯河肉类联合加工厂
Location of Production Plant(s)	:	100 Remin East Road, Luohe, Henan 河南漯河市人民东路100号
Type(s) of Product Produced	:	Ham sausage, beef sausage, cooked salted ham
Annual Production	:	150,000 tons of sausage, valued Rmb 1,800 million (1995)
No. of Production Lines	:	65
Geographical coverage for the three cities under study	:	Beijing, Guangzhou, Shanghai
Product display	:	On regular shelves at room temperature

Brand	:	Mr. Sausage 香肠先生
Manufacturer	:	Guangzhou International Meat Products Co., Ltd. 广州国际肉类制品有限公司
Location of Production Plant(s)	:	73 Modiesha Street, Xingang Road East, Guangzhou, Guangdong 广州市新港东路磨碟沙大街73号
Type(s) of Product Produced	:	Ham sausage, pork luncheon meat
Annual Production	:	n/a
No. of Production Lines	:	n/a
Geographical coverage for the three cities under study	:	Guangzhou
Product display	:	At chilled condition

Table 4a - Details of Major Manufacturers Investigated (cont)

Brand	:	Zheng Rong 郑荣
Manufacturer	:	Zheng Rong Food Co., Ltd. 中外合资郑州郑荣食品有限公司
Location of Production Plant(s)	:	242 Nanyang Road, Zhengzhou, Henan 郑州南阳路242号
Type(s) of Product Produced	:	Ham sausage, ham, roasted meat
Annual Production	:	n/a
No. of Production Lines	:	n/a
Geographical coverage for the three cities under study	:	Beijing, Shanghai
Product display	:	On regular shelves at room temperature

Brand	:	Marco Polo 马可波罗
Manufacturers	:	China Shuang Hui Group 中国双汇集团
Location of Production Plant(s)	:	Heng Shan Road, Luohe city, Henan 中国河南漯河市衡山路
Type (s) of Product Produced	:	Ham
Annual Production	:	n/a
No. of Production Lines	:	n/a
Geographical coverage for the three cities under study	:	Beijing
Product display	:	At chilled condition

Note: Both Marco Polo and Shuang Hui are produced by China Shuang Hui Group.

Table 4a - Details of Major Manufacturers Investigated (cont)

Brand	:	Chun Du 春都
Manufacturers	:	Luoyang Chun Du Group Co., Ltd. 洛阳春都集团股份有限公司 Shanxi Datong Tongfeng Meat Products Factory (affiliate plant) 山西大同同风肉制品厂
Location of Production Plant(s)	:	126 Daobei Road, Luoyang, Henan 洛阳市道北路126号 Datong, Shanxi 山西大同
Type(s) of Product Produced	:	Ham sausage, beef sausage, chicken sausage, ham, spicy pork leg
Annual Production	:	200,000 tons of ham sausage (1995)
No. of Production Lines	:	130
Geographical coverage for the three cities under study	:	Beijing, Shanghai
Recognition	:	<ul style="list-style-type: none"> • Recommended as one of the most famous brand of food products by China Food Industrial Association in May, 1995 • The largest ham sausage producer in the world
Product display	:	On regular shelves at room temperature

Sources of information:

- Store check findings
- China Food Journal (中国食品报), 1996
- "Cai Yuan" Magazine (财源), 1996
- Market News (市场报), 5/6/1996
- "Meishi Daobao" (美食导报), 6/8/1996
- "Roulei Gongye" (肉类工业), Issue 6, 1995

5. DISTRIBUTION

5.1 Distribution Channels

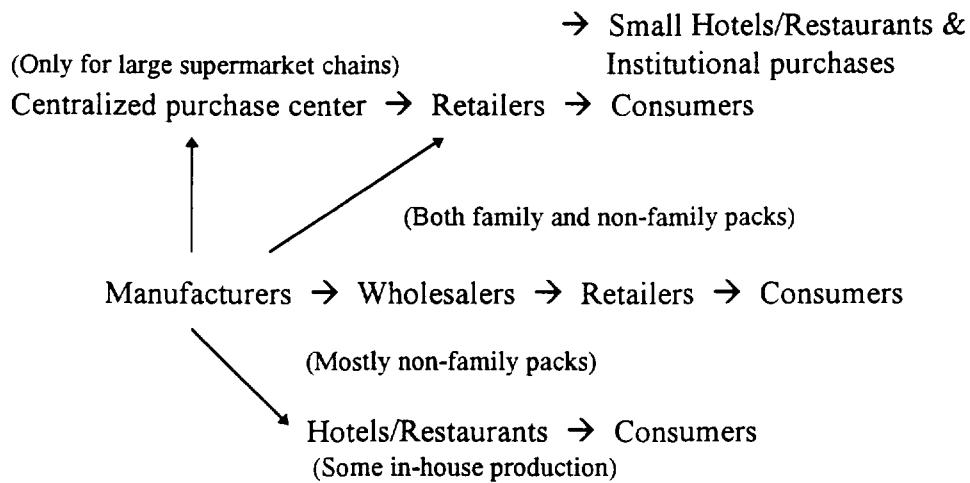
5.1.1 Business Ownership

Retailers (supermarkets and large grocery stores) under study are mostly state-owned or collectively-owned enterprises. Sino-foreign joint-ventures are most pre-dominant in Guangzhou.

Along with a fast pace of economic growth and market reforms, China is anxious to push forward the modernization of its distribution mechanism. Foreign participation is expected to increase, and the distribution channels will be further broadened to ensure efficient circulation of products. During the Ninth Five Year Plan period (1996-2000), the agenda on the modernization of the circulation system is further confirmed by the Chinese government. In particular, China is committed to develop local chain stores into tran-regional chains on the basis of regional networks. Foreign investments in the wholesaler and retailer business are expected to increase. There will be more categories of stores included in the distribution channel.

5.1.2 Shifting of Distribution Channels

The prevalent distribution practice is shown as follow:



Note: Retailers refer to supermarket and large grocery store.

The most common practice is for manufacturers to sell straight to retailers. They, in turn sell directly to consumers. Although distributing processed pork products through wholesalers/distributors is still utilized by the industry, it has become less importance. The trend is towards reducing intermediate levels, and thereby increasing profit margins for parties along the distribution channels. Other advantages by reducing intermediate levels include on-time delivery, better control of quality, fast feedback, and the maintenance of products' freshness. Any complaints can be forwarded to the producers directly, without going through wholesalers/distributors. With the removal of intermediaries, priced can be lowered, triggering increases in the sales of processed pork products.

For supermarket chains in general, individual member store do not deal directly with manufacturers. Often, there will be a Centralized Purchase Center taking care of all purchasing arrangements for its members.

Other than selling directly to consumers, some retailers have made sales to small hotels/restaurants, private companies, and government organizations. These institutional purchases are always welcomed by retailers, because they are mostly in bulk leading to fast turnover of inventory.

Some retailers have leased out counters to manufacturers to sell their products. In this case, retailers do not take possession of the products, and manufacturers pay rent to retailers on a regular basis for usage of the leased counter. Consignment sales is often used as a way to distribute products by manufacturers.

It is expected that there will be more privately-owned retail outlets equipped with proper refrigerating facilities. These shops will take on a more important role in the retailing of processed pork products (especially chilled products) in the near future.

6. Promotion

6.1 Product Displays

There is no difference in displaying imported and local brands of products. As a matter of fact, imported products are rarely seen in all the cities under study, namely Guangzhou, Shanghai, and Beijing. For the same type and size of products, they are usually grouped together so that consumers can compare different products and pick up any products very easily.

Although many products, such as cooked salted ham and smoked ham are meant to be put at refrigerating conditions, some stores are selling these products at room temperature. Many respondents claim that there are not enough refrigerating display facilities available for them. As a result, some chilled processed meats are displayed on regular shelves during the day time. At night, these products will be taken back to the refrigerator. For high turnover products, some of them are put on display at room temperature to leave room for other products in the refrigerator. Because of the cold weather in the winter time, many stores are selling processed pork products at room temperature.

6.2 Promotional Activities

Unlike the confectionery industry, promotion for processed pork products are not highly emphasized. Most retail outlets allow in-store promotional activities with a fee. However, there are very little promotional activities done on processed pork products. Appendix I list some of the promotional activities found during store visits. Many of these activities apply to all in-store products, not exclusively for processed pork products. Examples are membership card, gifts, and lucky draw.

Discount is often used as the promotional tools for processed pork products. A small number of manufacturers have provided chilled display cases exclusively for their own products.

Note: T.V advertising has been done by Chun Du, Shuang Hui, and Zheng Rong. These products tend to have higher awareness.

7. STORE CHECK FINDINGS

7.1 Store Check Information - China

- Table 7a summarizes the number of stores selling different types of products. As it can be seen below, not many stores carry all four products categories. In Guangzhou, retailers (supermarkets and large grocery stores) tend to carry more categories of products as compared with Shanghai and Beijing. This can be explained by the sophistication of consumers' taste and the difference in products acceptance.
- Table 7b, 7c and 7d list the most common brands for each product categories in the three cities under study. Notice that Shuang Hui and Chun Du have very high awareness in the cities under study. Mr. Sausage is relatively well-known in Guangzhou.
- Appendix 2 and 3 list all other information obtained from store checks, including name brands, expiry period, packaging, products type, weight, price range, the name and address of manufacturers. Although there are limited number of can products recorded in store checks, some luncheon meats spam (packed in can) made from different ingredients are available in many retail outlets. However, they are not pure ham products, and many of which tend to use lower quality of meats.

Table 7a - Number of Stores Selling Different Types of Products

	Beijing	Shanghai	Guangzhou	Total
Number of stores selling all four product types	2	1	0	3
Number of stores selling three product types	9	10	18	37
Number of stores selling two product types	9	7	2	18
Number of stores selling one product types	0	2	0	2
Total	20	20	20	60

Table 7b - The Most Common Brands - Beijing

	Knackers	Cooked salted ham	Smoked ham	Salami
First	春都 Chun Du	鹏程 Peng Cheng	得利斯 De Li Si	健士 Jian Shi
Second	双汇 Shuang Hui	皇喜 King's Happiness	大红门 Da Hong Men	烤得利 Ko De Li
Third	双鸽 Shuang Ge	得利斯 De Li Si	鹏程 Peng Cheng	

Note: The most common brands are determined by the number of citations in store check.

Table 7c - The Most Common Brands - Shanghai

	Knackers	Cooked salted ham	Smoked ham	Salami
First	郑荣 Zheng Rong	顶好 DIHO	顶好 DIHO	健士 Jian Shi
Second	双汇 Shuang Hui	南希 Nancy's	健士 Jian Shi	
Third	春都 Chun Du	维美 Wei Mei	龙塔 Long Ta	

Note: The most common brands are determined by the number of citations in store check.

Table 7d - The Most Common Brands - Guangzhou

	Knackers	Cooked salted ham	Smoked ham	Salami
First	香肠先生 Mr. Sausage	金麒麟 Jin Qi Lin	梅林 Mei Lin	金凤 Jin Feng
Second	双汇 Shuang Hu	香肠先生 Mr. Sausage	南洋 Nan Yang	香肠先生 Mr. Sausage
Third	金凤 Jin Feng	金多宝 Jin Duo Bao	金麒麟 Jin Qi Lin	

Note: The most common brands are determined by the number of citations in store check.

7.2 Store Check Information - Hong Kong

A store check has been performed in a Park'n Shop and a 7 eleven store in Hong Kong. The results obtained from store checks are shown in Appendices 4 and 5. Most of these products are found in Park'n Shop, and only can products are found in 7 eleven. The bulk of the products found are hams and sausages. Two of the most commonly seen brands are Tulip and Value Fresh.

SRG CHINA

Appendix

Keys:

For Appendices 1 and 3

Type of Products / Product Type ~ Knacker ----- a
Cooked salted ham -- b
Smoked ham ----- c
Salami ----- d

For Appendix 3

Packaging ~ Vacuum pack ----- a
Plastic wrap ----- b
Plastic box ----- c
Tins ----- d
Unpacked ----- e

Appendix 1
Promotion

CITIES	Beijing	Beijing	Shanghai	Shanghai	Shanghai	Shanghai	Shanghai	Shanghai	Shanghai	Shanghai	Shanghai	Shanghai	Shanghai	Shanghai	Shanghai	Shanghai
BRANDS NAME	鹏程 Peng Cheng	鹏程 Peng Cheng	顶好 DIHO	顶好 DIHO	金元宝 ALW	快乐 Kuai Le	快乐 Kuai Le	龙华 Long Hua	龙塔 Long Ta	龙塔 Long Ta	南丰 Nan Feng	南希 Nancy's	南希 Nancy's	南希 Nancy's	普生 Pu Sheng	远洋 Yuan Yang
TYPE OF PRODUCTS	a	b	b	c	a	b	c	b	b	c	b	a	b	c	a	a
Hand Written Posters			1	1	1							1	1	1		
Gifts																
Discount			1	1	1	1	1	1	1	1			1		1	
Lucky draw																
Others (please specify)	special display counter	special display counter									membership card		membership card			membership card

Appendix 1
Promotion

CITIES	Shanghai	Guangzhou	Guangzhou	Guangzhou	Guangzhou	Guangzhou	Guangzhou	Guangzhou	Guangzhou	Guangzhou	Guangzhou	Guangzhou
BRANDS NAME	郑荣 Zheng Rong	丹麦堡 DAK	金多宝 King Table	金麒麟 Jin Qi Lin	梅林 Mei Lin	双汇 Shuang Hui	香肠先生 Mr. Sausage	香肠先生 Mr. Sausage	得利斯 Delicious	金多宝 King Table	金麒麟 Jin Qi Lin	梅林 Mei Lin
TYPE OF PRODUCTS	a	c	b	b	c	a	a	b	a	b	b	c
Hand Written Posters	1											
Gifts		1	1	1	1	1	1	1				
Discount	1											
Lucky draw												
Others (please specify)	membership card								membership card	membership card	membership card	membership card

Appendix 2
Manufacturers' information

Brands Name	Name of manufacturers	Manufacturer's address
春都 Chun Du	洛阳春都集团股份有限公司 Luoyang Chun Du Group Co.,Ltd.	洛阳市道北路126号 126 Daobei Road,Luoyang
双汇 Shuang Hui	河南漯河肉类联合加工厂 Luohe Meat Productss United Processing Factory,Henan Province	河南漯河市人民东路100号 100 Renmin East Road,Luohe,Henan
郑荣 Zheng Rong	中外合资郑州郑荣食品有限公司 Zheng Rong Food Co.,Ltd.,Zhengzhou	郑州南阳路242号 242 Nanyang Road,Zhengzhou
马可波罗 MarcoPolo	河南漯河肉类联合加工厂 Henan Luohe Meat Products United Processing Factory	河南人民东路100号 100 Renmin Road East,Henan Province
香肠先生 Mr.Sausage	广州国际肉类制品有限公司 Guangzhou International Meat Products	广州市新塔东路磨碟沙大街73号 73 Modiesha Street,Xinta Road East,Guangzhou
奥士美 Ao Shi Mei	潍坊永坊食品有限公司 Yongfang Food Co.,Ltd.,Weifang	潍坊市坊子区六马路89号 89 Liumalu,Fangzi District,Weifang
大红门 Da Hong Men	北京熟肉制品加工厂 Beijing Meat Products Processing Factory	北京石榴庄西街233号 233 West Street,Shiliuzhuang,Beijing
丹麦堡 DAK	广州同利商行 Guangzhou Tong Li Firm	人民北路863号 863 Renmin Road North,Guangzhou
德维 De Wei	青岛德维集团公司 Qingdao De Wei Group Co.,Ltd.	胶南市铁山路163号 163 Tieshan Road,Jiaonan
得利斯 Delicious	深圳得利斯食品有限公司 Shenzhen Delicious Food Co.,Ltd.	深圳平湖镇 Pinghu Town,Shenzhen
得利斯 Delicious	北京得利斯食品有限公司 Beijing Delicious Food Co.,Ltd.	北京昌平宾桥皇朝宫路西 Huangchaogong Road West,Changpingbin
顶好 DIHO	中美合资上海顶好食品有限公司 Shanghai DIHO Foods Co.,Ltd.	上海安顺路198号 198 Anshun Road,Shanghai
俄罗斯熏肠 Eluosi Xun Chang	北京亚星食品厂 Beijing Ya Xing Food Factory	北京南郊红星区三海子 Sanhaizi,Hongxing District,Beijing

Appendix 2
Manufacturers' information

阜阳 Bu Yang	安徽阜阳肉类联合加工厂 Fuyang Meat Products United Processing Factory, Anhui Province	安徽阜阳市阜胡路16号 16 Fuhu Road, Fuyang, Anhui Province
广东大香肠 Guangdong Daxiangchang	广东 Guangdong	
华都 Hua Du	北京中创华都食品有限公司 Zhongchuang Hua Du Food Co., Ltd.	北京市朝阳区大屯乡六王坟3号 3 Liuwangfen, Datunxiang, Zhaoyang District, Beijing
皇喜 King's happiness	北京市益香肉食品厂 Beijing Yi Xiang Meat Products Factory	北京广渠东路 Guangqu Road East, Beijing
汇利 Hui Li	北京汇利食品有限公司 Beijing Hui Li Food Co., Ltd.	北京小不昌路真顺路口 Xiaobuchang Road, Zhenshun Road, Beijing
健士 Jian Shi	北京西餐食品有限公司 Beijing Western-Style Food Co., Ltd.	
健士 Jian Shi	上海新景西餐食品有限公司 Shanghai Xinjing Western-Style Food Co., Ltd.	上海市龙吴路388号 388 Longwu Road, Shanghai
金都 Jin Du	北京金都肉食厂 Beijing Jin Du Meat Products Factory	北京朝阳区 Zhaoyang District, Beijing
金多宝 King Table	金多宝食品有限公司 King Table Food Co., Ltd.	广州新港东路磨碟沙大街3号 3 Modiesha Street, Xingang Road East, Guangzhou
金凤 Jin Feng	皇上皇食品有限公司 Huangshanghuang Food Co., Ltd.	宝岗马涌西涌边2号 2 Xiyongbian, Mayong, Baogang
金华 Jin Hua	德丰食品 De Feng Food Co.	江南西紫龙大街50号 50 Jiangnan Xizilong Street
金元宝 ALW	上海奥力维食品有限公司 Shanghai Ao Li Wei Food Co., Ltd.	浦东西区杨高中路1900号 1900 Yanggaozhong Road, Pudong West
金钟 Jin Zhong	南洋食品有限公司 NanYang Food Co., Ltd.	深圳罗湖区贝丽南路15号 15 Beili Road South, Luohu District, Shenzhen

Appendix 2
Manufacturers' information

金麒麟 Jin Qi Lin	广州金麒麟食品有限公司 Guangzhou Jin Qi Lin Food Co.,Ltd.	荔湾路小梅大街25号 25 Xiaomei Street,Liwan Road,Guangzhou
京京 Jing Jing	北京京京肉食厂 Beijing Jing Jing Meat Products Factory	北京海淀区西二旗 Xi'erqi,Haidian District,Beijing
康华 Kang Hua	上海康华肉食品厂 KangHua Meat Products Factory,Shanghai	上海钦州路777号 777 Qinzhou Road,Shanghai
烤得利 Kodeli	北京烤得利高级香肠有限公司 Beijing Kodeli Sausage Co.,Ltd.	北京门头沟永定镇石龙北路2号 2 Shilong Road North,Yongding
快乐 Kuai Le	上海龙华食品公司 Shanghai Long Hua Food Corporation	上海龙吴路731号 731 Longwu Road,Shanghai
龙堡 Long Bao	龙岛食品有限公司 Long Dao Food Co.,Ltd.	深圳上步中路2号 2 Shangbuzhong Road,Shenzhen
龙华 Long Hua	上海龙华食品公司 Shanghai Long Hua Food Corporation	上海龙吴路731号 731 Longwu Road,Shanghai
龙塔 Long Ta	上海龙华肉类联合加工厂 Long Hua Meat Productss United Processing Factory,Shanghai	上海龙吴路388号 388 Longwu Road,Shanghai
绿王 Lu Wang	济南绿王食品有限公司 Jinan Lu Wang Food Co.,Ltd.	济南解放路176-1号 176-1 Jiefang Road,Jinan
梅林 Mei Lin	上海梅林食品有限公司 Shanghai Mei Lin Food Co.,Ltd.	上海军工路224号 224 Jungong Road,Shanghai
每日 Mei Ri	中国肉类食品综合研究中心 China Meat Products Comprehension Research Centre	北京永外洋桥70号 70 Yongwaiyang Bridge,Beijing
南丰 Nan Feng	上海南希庆丰食品有限公司 Shanghai Nancy's Qingfeng Food Co.,Ltd.	上海制造局路193号 193 Zhizaoju Road,Shanghai
南希 Nancy's	上海南希庆丰食品有限公司 Shanghai Nancy's Qingfeng Food Co.,Ltd.	上海制造局路193号 193 Zhizaoju Road,Shanghai

Appendix 2
Manufacturers' information

南洋 Nan Yang	深圳南洋食品有限公司 Nan Yang Food Co.,Ltd.,Shenzhen	深圳罗湖区贝丽南路15号 15 Beili Road South,Luohu District,Shenzhen
鹏程 Peng Cheng	北京鲲鹏集团鹏程食品公司 Beijing Kun Peng Group,Peng Cheng Food Co.,Ltd.	北京顺义县顺义镇 Shunyi Town,Shunyi County,Beijing
品高 Pin Gao	北京品香食品有限公司 Beijing Pin Xiang Food Co.,Ltd.	
普生 Pu Sheng	山东莱阳普生畜产有限公司 Laiyang Pu Sheng Animal Husbandry	山东莱阳富水路75号 75 Fushui Road,Laiyang,Shandong Province
赛比乐 Sibylla	北京赛比乐食品工业有限公司 Beijing Sibylla Food Industry Co.,Ltd	北京密云穆家山谷 Miyun Mujiashangu,Beijing
三花 Tulip	三花国际食品公司 Tulip International A/S.	7100 VEJICE DENMARK
山海关 Shanhaiguan	秦皇岛市山海关食品厂 Shanhaiguan Food Factory,Qinhuangdao	秦皇岛市山海关大街1号 1 Shanhaiguan Street,Qinhuangdao
山庄 Shan Zhuang	河北省承德肉联厂 Chengde Meat Products United Factory	河北承德水泉沟路东8号 8 Shuiquangou Road East,Chengde,Hebei Province
上地 Shang Di	北京上地肉类制品厂 Beijing Shangdi Meat Products Factory	北京海淀区树村实验站 Shiyan Zhan,Shu Cun,Haidian District,Beijing
食为先 Shi Wei Xian	北京食为先食品有限公司 Beijing Shi Wei Xian Food Co.,Ltd.	北京永外南顶路232号 232 Yongwainanding Road,Beijing
双鸽 Shuang Ge	国营石家庄市食品四厂 Shijiazhuang Food Factory,No.4	石家庄市南马路经六条 Jingliutiao,Nanmalu,Shijiazhuang
四季香 Si Ji Xiang	天津四季香肉食品公司 Tianjin Si Ji Xiang Meat Products Co.	天津红桥区屠宰场前街44号 44 Tuzaichangqian Street,Hongqiao District,Tianjin
维美 Wei Mei	安徽阜阳肉类联合加工厂 Fuyang Meat Productss United Processing Factory,Anhui Province	安徽阜阳阜胡路16号 16 Fuhu Road,Fuyang,Anhui Province

Appendix 2
Manufacturers' information

味美斯 Wei Mei Si	北京市海淀区京钟食品加工厂 Jing Zhong Food Processing Factory	北京海淀区大钟寺老虎庙甲1号 1 Laohumiao,Dazhong Si,Haidian District,Beijing
喜上喜 Xi Shang Xi	深圳喜上喜肉品加工厂 Xi Shang Xi Meat Products Processing Factory,Shenzhen	广东深圳清水河仓库区5号路 No.5 Road,Cangku District,Qingshui River,Shenzhen
亚得利 Ya De Li	济南亚得利食品有限公司 Jinan Ya De Li Food Co.,Ltd.	济南槐荫区大金庄1107-1号 1107-1 Dajin Zhuang,Huaiyin District,Jinan
亚利 Ya Li	北京三利肉类加工厂 Beijing San Li Meat Products Processing Factory	
永达 Yong Da	河南永达实业食品二厂 Henan Yong Da Food Factory,No.2	河南淇县城西南路 Southwest Road,Qixian City,Henan
友谊 You Yi	北京友谊食品二厂 Beijing You Yi Food Factory,No.2	北京海淀区娘娘庙85号 85 Niangniangmiao,Haidian District,Beijing
雨润 Yu Run	南京雨润食品公司 Nanjing Yu Run Food Co.,Ltd	南京市中华门外油坊桥油棉路5号 5 Youmian Road,Nanjing
育青 Yu Qing	北京育青食品开发公司 Beijing Yu Qing Food Development Co.	北京丰台区西三环南路西局南街 Xiju South Street,Xisanhuan Road South,Fengtai District,Beijing
远洋 Yuan Yang	辽宁省大连海洋渔业集团公司食品公司 Marine Fishery Group Dalian Food Co.	大连甘井子区大连湾 Dalianwan,Ganjingzi District,Dalian
粤桥 Yue Qiao	广东食品企业集团粤桥食品公司 Guangdong Food Group,Yue Qiao Food Co.	番禺市环城西路71号 71 Huancheng Road West,Panyu

Appendix 3
Products price list
Beijing

Brands	Expiry period (months)	Packaging	Product type	Weight (g)	Price range (Yuan)
春都 Chun Du	6	b	a	50	1.10
春都 Chun Du	6	a	a	70	1.16-1.50
春都 Chun Du	3	e	a	80	1.50-1.70
春都 Chun Du	6	b	a	85	2.00
春都 Chun Du	6	a	a	350	6.20
春都 Chun Du	3	e	a	400	7.00-7.40
双汇 Shuang Hui	6	a	a	12.5	4.40
双汇 Shuang Hui	6	e	a	70	1.50-1.60
双汇 Shuang Hui	6	a	a	75	1.50-1.80
双汇 Shuang Hui	12	c	a	125	4.30
双汇 Shuang Hui	6	b	a	200	4.00
双汇 Shuang Hui	6	a	a	225	4.20
双汇 Shuang Hui	6	a	a	300	3.20-3.40
双汇 Shuang Hui	6	a	a	350	6.00-6.40
双汇 Shuang Hui	3	b	b	1000	22.00
郑荣 Zheng Rong	6	a	a	75	1.50
郑荣 Zheng Rong	12	c	a	125	5.00
郑荣 Zheng Rong	6	a	a	150	2.80
郑荣 Zheng Rong	6	a	a	200	4.10-4.40
郑荣 Zheng Rong	6	a	a	400	8.50-9.30
郑荣 Zheng Rong	6	a	b	200	4.50-9.00
郑荣 Zheng Rong	3	b	b	230	5.60
郑荣 Zheng Rong	6	a	b	400	7.90-9.00
郑荣 Zheng Rong	4	b	c	460	11.00
马可波罗 MarcoPolo	3	a	b	1000	21.60-23.40
香肠先生 Mr.Sausage	3	a	a	100	6.30
香肠先生 Mr.Sausage	4	a	b	500	11.90-12.00
香肠先生 Mr.Sausage	4	a	b	1000	22.00
奥士美 Ao Shi Mei	6	a	b	200	4.20
奥士美 Ao Shi Mei	6	a	b	280	5.70
奥士美 Ao Shi Mei	1	a	b	450	11.00
大红门 Da Hong Men	1	b	b	250	7.20-7.50
大红门 Da Hong Men	1/2	b	b	400	11.50
大红门 Da Hong Men	3	a	b	500	7.50-10.00
大红门 Da Hong Men	1	a	c	150	5.60
大红门 Da Hong Men	3	a	c	160	5.76
大红门 Da Hong Men	1	a	c	400	11.50-13.50
大红门 Da Hong Men	1	b	c	500	9.00-9.50
大红门 Da Hong Men	1	a	c	1000	26.40
德维 De Wei	6	a	b	450	8.00
德维 De Wei	2/3	a	c	500	13.30-13.50
得利斯 Delicious	1/2	a	a	240	6.50
得利斯 Delicious	1/2	a	b	300	9.60
得利斯 Delicious	1	a	b	400	9.00-11.00

Appendix 3
Products price list
Beijing

Brands	Expiry period (months)	Packaging	Product type	Weight (g)	Price range (Yuan)
得利斯 Delicious	1/2	a	b	500	11.00
得利斯 Delicious	1	b	c	500	10.50-12.50
俄罗斯熏肠 Eluosi Xun Chang	1/3	a	c	500	12.00-12.50
广东大香肠 Guangdong Da Xiangchang	n/a	n/a	c	500	11.50
华都 Hua Du	1/2	n/a	a	500	10.00
华都 Hua Du	1/2	a	b	250	6.67-7.25
华都 Hua Du	2/3	a	b	1000	20.30
皇喜 King's happiness	2/3	a	a	400	9.80
皇喜 King's happiness	2/3	a	a	500	8.96-10.00
皇喜 King's happiness	3	a	a	600	12.00
皇喜 King's happiness	5	a	b	400	9.19-13.00
皇喜 King's happiness	5	a	b	450	9.40-11.90
皇喜 King's happiness	1/2	a	b	460	9.00-9.60
皇喜 King's happiness	3	a	b	470	11.00
皇喜 King's happiness	2/3	b	b	500	10.30-13.00
皇喜 King's happiness	3	a	b	600	12.50-12.60
皇喜 King's happiness	3	b	b	1000	20.90-21.00
汇利 Hui Li	1	a	a	500	9.20-18.00
汇利 Hui Li	1	a	b	250	6.00-7.50
健士 Jian Shi	10	a	a	250	15.40
健士 Jian Shi	10	a	b	250	10.50-21.50
健士 Jian Shi	10	a	d	250	20.30-20.50
金都 Jin Du	1/2	n/a	a	300	11.50
京京 Jing Jing	1	a	a	450	10.00
京京 Jing Jing	2	a	b	450	10.00
京京 Jing Jing	2	a	b	500	12.00
京京 Jing Jing	2	b	c	400	9.50
烤得利Kodeli	1	a	a	150	11.00
烤得利Kodeli	1	a	a	200	13.00
烤得利Kodeli	1	a	a	250	10.35-16.00
烤得利Kodeli	1	a	b	150	13.20-14.00
烤得利Kodeli	1	a	c	180	11.20
烤得利Kodeli	3	a	d	450	11.70
绿王 Lu Wang	1	a	b	500	11.40-11.80
梅林 Mei Lin	24	d	a	454	14.90
每日 Mei Ri	1/2	n/a	a	500	16.20
每日 Mei Ri	1/2	b	b	200	8.00
鹏程 Peng Cheng	3	a	a	60	1.60
鹏程 Peng Cheng	6	a	a	70	1.50
鹏程 Peng Cheng	6	a	a	75	1.50
鹏程 Peng Cheng	6	a	a	80	1.60

Appendix 3
Products price list
Beijing

Brands	Expiry period (months)	Packaging	Product type	Weight (g)	Price range (Yuan)
鹏程 Peng Cheng	3	a	a	90	2.30
鹏程 Peng Cheng	3	a	a	180	4.50
鹏程 Peng Cheng	6	a	a	200	4.00
鹏程 Peng Cheng	3	a	a	375	7.30
鹏程 Peng Cheng	6	b	a	480	8.00-8.20
鹏程 Peng Cheng	3	a	a	1000	21.83
鹏程 Peng Cheng	3	a	b	180	4.90
鹏程 Peng Cheng	6	a	b	200	3.85-3.90
鹏程 Peng Cheng	6	a	b	375	7.30-7.40
鹏程 Peng Cheng	6	a	b	380	6.70-7.00
鹏程 Peng Cheng	2	b	b	500	7.40-11.85
鹏程 Peng Cheng	3	a	b	1000	12.00-21.83
鹏程 Peng Cheng	3	a	c	500	23.00-24.00
品高 Pin Gao	1/2	n/a	a	500	24.50
赛比乐 Sibylla	2/3	a	a	250	8.70-14.30
赛比乐 Sibylla	1/2	a	b	150	10.40
赛比乐 Sibylla	2/3	a	b	250	13.85
山海关 Shanhaiguan	36	d	a	340	5.80
山庄 Shan Zhuang	6	a	a	300	6.00
上地 Shang Di	1	b	b	500	8.75-12.50
上地 Shang Di	1/2	b	c	500	12.00-12.25
上地 Shang Di	2	b	c	700	15.30
食为先 Shi Wei Xian	2	a	c	250	7.20
双鸽 Shuang Ge	6	a	a	200	4.10-4.30
双鸽 Shuang Ge	6	a	a	400	7.90-9.50
双鸽 Shuang Ge	2	b	a	750	17.60
四季香 Si Ji Xiang	2/3	a	c	400	15.00
维美 Wei Mei	4	a	b	500	12.00
味美斯 Wei Mei Si	1/2	a	b	500	12.50
喜上喜 Xi Shang XI	12	a	c	500	32.00
亚得利 Ya De Li	1	a	a	450	10.00-11.50
亚利 Ya Li	1/2	n/a	a	500	12.50
永达 Yong Da	3	a	b	500	12.40-12.60
友谊 You Yi	2/3	a	c	220	8.10
育青 Yu Qing	2	a	b	460	12.00

Appendix 3
Products price list
Shanghai

Brands	Expiry period (months)	Packaging	Product type	Weight (g)	Price range (Yuan)
春都 Chun Du	6	e	a	85	2.50
双汇 Shuang	6	e	a	40	1.00
双汇 Shuang	6	e	a	45	0.80-1.10
双汇 Shuang	6	e	a	70	1.10-1.40
双汇 Shuang	6	e	a	75	1.80
双汇 Shuang	6	e	a	80	2.00
双汇 Shuang	12	d	b	125	3.90
郑荣 Zheng Rong	6	e	a	38	0.80
郑荣 Zheng Rong	6	a	a	45	0.95-1.10
郑荣 Zheng Rong	6	e	a	80	1.80-2.00
郑荣 Zheng Rong	6	e	a	90	1.90-2.00
郑荣 Zheng Rong	6	e	a	150	2.90-3.00
郑荣 Zheng Rong	6	e	a	200	3.90-4.00
顶好 DIHO	1	a	b	240	6.00
顶好 DIHO	1	a	b	250	5.50-7.20
顶好 DIHO	1	a	b	290	7.20-7.50
顶好 DIHO	1	a	b	350	9.80-12.00
顶好 DIHO	1	a	b	450	9.40-11.00
顶好 DIHO	4	a	b	500	12.50
顶好 DIHO	1	a	c	350	10.80-12.00
顶好 DIHO	1	a	c	450	10.80-11.50
健士 Jian Shi	2/3	a	a	250	14.00-20.25
健士 Jian Shi	2/3	a	b	250	13.34-17.50
健士 Jian Shi	2/3	a	c	250	16.16-35.97
健士 Jian Shi	2/3	a	d	250	19.16-29.89
金元宝 ALW	6	a	a	100	3.00-3.10
金元宝 ALW	6	a	a	200	6.00-6.20
金元宝 ALW	6	a	a	454	13.20-13.70
金元宝 ALW	6	a	b	100	3.00
金元宝 ALW	6	a	b	200	6.00-6.20
金元宝 ALW	6	a	b	454	13.20-13.50
康华 Kang Hua	1	a	a	250	5.60
康华 Kang Hua	1.5	a	b	250	6.00
康华 Kang Hua		a	b	400	8.70
康华 Kang Hua	1/3	a	b	500	11.50-11.55

Appendix 3
Products price list
Shanghai

Brands	Expiry period (months)	Packaging	Product type	Weight (g)	Price range (Yuan)
康华 Kang Hua	1/4	a	c	400	8.70
快乐 Kuai Le	6	a	a	200	4.30
快乐 Kuai Le	1/3	a	b	250	7.30
快乐 Kuai Le	1/3	a	c	250	8.90
龙华 Long Hua	4	e	a	40	2.90
龙华 Long Hua	1	a	b	450	7.80-9.80
龙华 Long Hua	1/3	a	c	150	4.80-5.80
龙塔 Long Ta	6	e	a	50	1.00
龙塔 Long Ta	6	e	a	90	1.80
龙塔 Long Ta	2/3	a	b	110	3.20
龙塔 Long Ta	1	a	b	450	9.80
龙塔 Long Ta	2/3	a	c	150	6.00
南丰 Nan Feng	1	a	b	250	7.20
南丰 Nan Feng	1	a	b	350	8.50
南希 Nancy's	1	a	a	150	3.90
南希 Nancy's	1	b	b	150	2.20
南希 Nancy's	1	a	b	200	5.40-5.70
南希 Nancy's	1	b	b	250	6.80-7.20
南希 Nancy's	1	a	b	350	8.40-8.80
普生 Pu Sheng	6	e	b	40	2.60
普生 Pu Sheng	6	e	a	40	2.50-2.60
三花 Tulip	60	d	a	227	13.50-15.00
三花 Tulip	60	d	a	340	44.30
三花 Tulip	60	d	a	415	16.90-23.40
三花 Tulip	60	d	b	198	25.10
三花 Tulip	60	d	b	200	16.60
三花 Tulip	60	d	b	340	13.50-34.60
维美 Wei Mei	4	a	b	500	12.30-12.50
维美 Wei Mei	4	a	b	1000	23.20-24.00
雨润 Yu Run	1/2	a	b	400	9.10
远洋 Yuan Yang	6	e	a	70	1.40

Appendix 3
Products price list
Guangzhou

Brands	Expiry period (months)	Packaging	Product type	Weight (g)	Price range (Yuan)
双汇 Shuang Hui	6	b	a	70	1.70-1.80
双汇 Shuang Hui	6	b	a	150	2.10
双汇 Shuang Hui	2	a	b	70	2.10-2.50
双汇 Shuang Hui	2	a	b	90	2.00
双汇 Shuang Hui	2	a	b	200	4.20-5.00
双汇 Shuang Hui	2	a	b	350	9.40-11.30
香肠先生 Mr. sausage	6	b	a	200	5.80-5.90
香肠先生 Mr. sausage	2	a	a	250	6.50-6.80
香肠先生 Mr. sausage	2	a	b	100	7.00
香肠先生 Mr. sausage	2	a	b	250	3.80-6.10
香肠先生 Mr. sausage	2	a	d	100	4.50
丹麦堡 DAK	24	d	c	340	16.70
得利斯 Delicious	3	a	a	250	5.80
得利斯 Delicious	1/2	b	a	500	16.00
得利斯 Delicious	1	b	b	250	6.00
得利斯 Delicious	3	a	b	500	14.80
金多宝 King Table	3	a	a	200	5.50
金多宝 King Table	3	a	b	200	4.80-5.10
金凤 Jin Feng	2	a	a	250	5.80-6.40
金凤 Jin Feng	2	a	b	250	5.20-6.80
金凤 Jin Feng	2	a	c	250	7.60
金凤 Jin Feng	2	a	d	250	5.30-6.30
金凤 Jin Feng	1.5	b	b	500	63.00
金钟 Jin Zhong	2	a	a	150	7.60
金钟 Jin Zhong	2	a	b	150	7.60
金钟 Jin Zhong	2	a	c	150	7.60
金麒麟 Jin Qi Lin	2	a	b	250	5.10-5.20
金麒麟 Jin Qi Lin	2	a	b	454	8.50-8.80
金麒麟 Jin Qi Lin	2	a	c	250	5.60-5.80
龙堡 Long Bao	2/3	a	b	250	16.80
梅林 Mei Lin	12	d	b	340	8.00-8.20
梅林 Mei Lin	24	d	c	454	17.60-17.90
南洋 Nan Yang	2	b	a	150	7.60-19.80
南洋 Nan Yang	2	a	b	150	7.60
南洋 Nan Yang	2	a	c	150	7.60
三花 Tulip	12	d	b	340	14.50-14.70
三花 Tulip	24	d	c	340	24.00
粤桥 Yue Qiao	6	b	a	75	2.00

Appendix 4
Products price list
Hong Kong

Brands name	Product name	Name of manufacturers	manufacturer's address	Expiry period	Packaging	Product type	Weight	Price per unit (HK\$)
Tulip	Hot dog skinless sausage	Tulip International	A/S 7100 VEJLE Denmark	5 yr	Can	Sausage	125	\$ 7.90
	cocktail sausage			5 yr	Can	Sausage	125	\$ 8.50
	cocktailsausage in spaghetti sauce			5 yr	Can	Sausage	415(200)	\$ 18.50
	Mini hot dog			5 yr	Can	Sausage	250	\$ 15.00
	Cocktail sausage			5 yr	Can	Sausage	415(250)	\$ 13.90
	Hot dog skinless sausage			5 yr	Can	Sausage	415(250)	\$ 11.50
Hormell	Luncheon meat spam	Hormell Foods Cooperation	Cooperate office, Austin, MN 55912	3 yr	Can	Others	198	\$ 12.50
	Luncheon meat spam			3 yr	Can	Others	340	\$ 19.80
Tulip	Picnic cooked pork shoulder ham		A/S 7100 VEJLE Denmark	5 yr	Can	Cooked salted ham	340	\$ 27.90
	Picnic cooked pork shoulder ham			5 yr	Can	Cooked salted ham	454	\$ 32.50
	Chopped ham square			5 yr	Can	Cooked salted ham	200	\$ 8.90
	Bacon Grill			5 yr	Can	Others	298	\$ 9.30
	Chopped ham with pork			5 yr	Can	Cooked salted ham	298	\$ 12.90
	Chopped ham			5 yr	Can	Cooked salted ham	340	\$ 18.90
	Pork luncheon meat			5 yr	Can	Others	200	\$ 5.30
	Pork luncheon meat			5 yr	Can	Others	340	\$ 7.50
	Spiced luncheon meat			5 yr	Can	Others	340	\$ 8.30
	Pork luncheon meat with red & green pepper			5 yr	Can	Others	340	\$ 8.30
	Teh Ho			Yunnan ham small slices	Hardy Development Co. HK (1981) LTD			Can
Jumbo chopped jinghua ham luncheon meat			Can	Cooked salted ham			340	\$ 8.40
Greatwall	Chopped pork & ham	China National Cereals, Oils & Foodstuffs Import & Export Cooperation Hebei branch		3 yr	Can	Cooked salted ham	198	\$ 8.40
Maling	Chopped pork & ham	Chong Qing Cereals, Oils & Foodstuffs Import & Export Cooperation		3 yr	Can	Cooked salted ham	198	\$ 4.80
	Premium ham luncheon meat	China National Cereals, Oils & Foodstuffs Import & Export Cooperation			Can	Others	198	\$ 5.20
	Premium ham luncheon meat	China National Cereals, Oils & Foodstuffs Import & Export Cooperation			Can	Others	340	\$ 5.90
	Pork luncheon meat	Chong Qing Cereals, Oils & Foodstuffs Import & Export Cooperation		Dec-98	Can	Others	340	\$ 6.50
Greatwall	Chopped pork & ham	China National Cereals, Oils & Foodstuffs Import & Export Cooperation Hebei branch		3 yr	Can	Cooked salted ham	340	\$ 9.60
Teh Ho	Luncheon meat with Yunnan ham	Hardy Development Co. HK (1981) LTD		May-98	Can	Cooked salted ham	340	\$ 8.90
Mei Ling	Chopped pork & ham	Sichuan Cereals, Oils & Foodstuffs Import & Export Cooperation			Can	Cooked salted ham	397	\$ 8.60
Greatwall	Chopped Pork & ham	China National Cereals, Oils & Foodstuffs Import & Export Cooperation Hebei branch			Can	Cooked salted ham	397	\$ 10.30
Mei Ling	Pork luncheon meat	Chong Qing Cereals, Oils & Foodstuffs Import & Export Cooperation		Oct-99	Can	Others	397	\$ 5.20
	Premium ham luncheon meat	Sichuan Cereals, Oils & Foodstuffs Import & Export Cooperation		5 yr	Can	Others	397	\$ 8.60
Value Fresh	Jumbo hot dog	Wellcome Company LTD.	35/F Windsor Hse Causeway Bay, HK	7/9/98	Vacuum pack	Sausage	355	\$ 15.80
	Frankfurter			31/8/98	Vacuum pack	Sausage	265	\$ 13.50
	Hot dogs franks			Sep-98	Vacuum pack	Sausage	210	\$ 10.20
	Picnic hams			31/8/98	Vacuum pack	Cooked salted ham	170	\$ 10.50
	Cooked ham			10/9/98	Vacuum pack	Cooked salted ham	170	\$ 9.80
	Hamball			6/9/98	Vacuum pack	Cooked salted ham	225	\$ 13.50
	Ham steak			3/9/98	Vacuum pack	Cooked salted ham	200	\$ 11.70
	Ham slices			3/9/98	Vacuum pack	Cooked salted ham	200	\$ 11.80
	Ham steak			30/8/98	Vacuum pack	Cooked salted ham	220	\$ 8.90
	Smoked ham			4/9/98	Vacuum pack	Smoked ham	210	\$ 14.50
Maidbrand	Canadian Bacon	HK Ham Holdings LTD.	Tuen Mun Ind. Center Pai To Road Tuen Mun N.T. HK	8/9/98	Vacuum pack	Others	170	\$ 12.80
	Ham cheese steak			30/9/98	Vacuum pack	Cooked salted ham	240	\$ 15.50
	Cheese frank			7/9/98	Vacuum pack	Sausage	240	\$ 16.90
	Chili cocktail			1/9/98	Vacuum pack	Sausage	230	\$ 13.90
	Cocktail sausage			3/9/98	Vacuum pack	Sausage	200	\$ 13.90
	Sandwich ham			9/9/98	Vacuum pack	Cooked salted ham	170	\$ 9.80
	Pepper ham			4/9/98	Vacuum pack	Cooked salted ham	170	\$ 12.50
	Rindless thin back bacon			2/9/98	Vacuum pack	Others	185	\$ 18.30
	Rindless thin back bacon			30/8/98	Vacuum pack	Others	249	\$ 24.70
	Pork knuckle ham steak			8/9/98	Vacuum pack	Cooked salted ham	250	\$ 14.50
	Smoked ham cooked			20/9/98	Vacuum pack	Smoked ham	450	\$ 26.00
	Cocktail frank			16/9/98	Vacuum pack	Sausage	500	\$ 19.90
	Cocktail pork sausage			31/8/98	Vacuum pack	Sausage	175	\$ 5.70

Appendix 5
Promotion - Hong Kong

Promotional activities					
Brands Name	Product name	Original price	Selling price	Discount %	Packaging
Tulip	hot dog skinless sausage	8.6	7.9	8	Can
	Cocktail sausage	9.4	8.5	10	Can
	Chopped ham square	10.4	8.9	14	Can
Mei Ling	Premium ham luncheon meat	5.8	5.2	10	Can
	Premium ham luncheon meat	8.6	5.9	31	Can
Teh Ho	Luncheon meat with Yunnan ham	8.7	6.9	21	Can
Mei Ling	Pork Luncheon meat	6.6	5.2	21	Can
Maidbrand	Ham slices	12.3	11.8	4	Vacuum pack
Value Fresh	Chicken ham	12	7.2	40	Vacuum pack



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