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预售：China Dairy Market Review

一、调研说明

《预售：China Dairy Market Review》是艾凯咨询集团经过数月的周密调研，结合国家统计局，行业协会，工商，税务海关等相关数据，由行业内知名专家撰写而成。报告意于成为从事本行业人士经营及投资提供参考的重要依据。

报告主要可分为四大部分，首先，报告对本行业的特征及国内外市场环境进行描述；其次，是本行业的上下游产业链，市场供需状况及竞争格局从宏观到细致的详尽剖析，接着报告中列出数家该行业的重点企业，分析相关经营数据；最后，对该行业未来的发展前景，投资风险给出指导建议。相信该份报告对您把握市场脉搏，知悉竞争对手，进行战略投资具有重要帮助。

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电子邮箱：sales@icandata.com

联系人：刘老师

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二、摘要、目录、图表

【 Description 】

Chinese dairy industry has become more market-oriented, which is greatly influenced by the trend of international dairy market. In 2007, world dairy market changed a lot with energy price hitting a new level, such as petroleum, and strong demand for biological energy. Quantities of corn are changed to ethanol in major dairy producing countries, resulting in strained supply and rising price. Consequently, the surging corn price as the main feed stuff for cow caused breeding cow cost growth on a large margin and rising raw milk price. The dairy production and export subsidy abolishment in EU seriously influenced the production of raw milk and dairy products among EU members. A durative drought in Australia caused the decline of raw milk and dairy products and an excessive sloppy weather also influenced dairy production in New Zealand. Other government, i.e. India, Argentina and Brazil, carried out export restriction policies as to protect national economy. In addition, producing enterprises in the US and EU prefer the combination of cheese and whey to milk powder and butter, directly influencing the production of milk powder and butter. Internationally, supply for milk powder, especially SMP, whey powder declined with price growth. Domestically, under the influence of international market, export price of whey powder and milk powder as raw material increased by a large margin, resulting in increasing demand for domestic dairy material. In addition, in the advantage of price, international market pay great attention on Chinese milk power, causing a dramatic export growth. Recently, due to the purchasing price exceeding the breeding cost growth, benefit declined on year-on-year basis, farmers lost above 40% in the first half of 2007. In the second half of 2007, raw milk and dairy product surged on a large scale, resulting in a great pressure on dairy enterprises, profit hitting the lowest level among dairy processing enterprises. Dairy industry in China is witnessing a formidable change and a dramatic conformity. Considering the current situation, the central government put forward a new legislation Proposals on Promoting a Durative and Healthy Development in China Dairy Industry, which will bring significant influence to the future dairy industry in China.

This report analyzes dairy production, consumption, market price, basic situation of import and export, market competition, relevant hot topics, policy direction and impact, development of main dairy processing and packaging enterprises in China and the development of the international dairy industry in

2007, there is also a forecast for the development trend of the Chinese dairy industry in 2008.

This report is a joint product of the experts of the Dairy Department, Beijing Orient Agribusiness Consultants Ltd.. These senior dairy analysts also make advice for relevant departments and associations, and keep a beneficial relationship with major dairy enterprises, relevant industry enterprises, which provide precious information and data for this report, assuring the veracity, authority and forward looking. This is a rare report which shall be of great value for dairy investment companies, producers, material suppliers, equipment suppliers and research institutes both at home and abroad to understand the development trend of the dairy industry, to make decisions on the positioning of the enterprise and to formulate development strategies.

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四、数据来源

对行业内相关的专家、厂商、渠道商、业务（销售）人员及客户进行访谈，获取最新的一手市场资料；

艾凯咨询集团长期监测采集的数据资料；

行业协会、国家统计局、海关总署、国家发改委、工商总局等政府部门和官方机构的数据与资料；

行业公开信息；

行业企业及上、下游企业的季报、年报和其它公开信息；

各类中英文期刊数据库、图书馆、科研院所、高等院校的文献资料；

行业资深专家公开发表的观点；

对行业的重要数据指标进行连续性对比，反映行业发展趋势；

中华人民共和国国家统计局 <http://www.stats.gov.cn>

中华人民共和国国家工商行政管理总局 <http://www.saic.gov.cn>

中华人民共和国海关总署 <http://www.customs.gov.cn>

中华人民共和国商务部 <http://www.mofcom.gov.cn>

中国证券监督管理委员会 <http://www.csrc.gov.cn>

中华人民共和国商务部 <http://www.mofcom.gov.cn>

世界贸易组织 <https://www.wto.org>

联合国统计司 <http://unstats.un.org>

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五、关于艾凯咨询网

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