
Special Research Report on Flour Processing in China



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Background

After the opening up of grain market in China, many state owned companies exited flour processing industry, while private enterprises became the main force and experienced fast development. In recent five years, private flour processing enterprises entered comparatively adjustment phase, at the same time, COFCO and Yihai Group saw rapid development in flour processing industry.

China saw price hike in 2010, the state enhanced market regulation and stopped the operating business of Sinograin Group firstly; at the end of 2010, the state started to sales to five large scale flour enterprises. Now the state carries out the third direction sales, bringing about great influence on flour processing industry, while the most flour companies that don't get the supports from the government operates hardly. In the second half of the year, the state cancels the application of flour brightening agent, impacting the competitiveness of small-medium enterprises and speeding up the integration of flour enterprises.

From a macro point of view, since 2008, each country has carried out expansionary policies, especially in China, which brought about obvious negative impact on economy and society in order to tackle global financial crisis.

Under the current micro competition environment, domestic and international macroeconomic environment and the basic characteristics of Chinese economy in the phase, what adjustment will be in front of flour processing industry? How will the enterprises tackle with?

Though comprehensive analyses on the competition and value chain, BOABC provides competition strategy for flour processing industry to push the upgrade of the enterprises.

东方艾格
新华财经旗下公司

Table of Contents

Chapter one basic policy of flour processing industry in China

- 1.1 Access policy
- 1.2 Tax policy and credit policy
- 1.3 Foreign investment policy

Chapter two current status of flour processing industry in China

- 2.1. Output and market value
- 2.2. Product structure
- 2.3. Layout of market competition
- 2.4. Regional production pattern
- 2.5 benefit analysis
- 2.5 state of the art
- 2.6. Analysis of favorable factors and negative factors

Chapter three Wheat Supply in China---Raw Material of Flour Processing Industry

- 3.1. Yield of wheat in China, 2008-2012
- 3.2. Wheat regions in China, 2008-2012
 - 3.2.1 Spring wheat regions, 2008-2012
 - 3.2.1.1 Yield of spring wheat and areal distribution, 2008-2012
 - 3.2.1.2 Survey of the quality of spring wheat
 - 3.2.2 Yield of winter wheat and areal distribution, 2008-2012
 - 3.2.3.1. Northern winter wheat
 - 3.2.3.2. Southern winter wheat region
 - 3.2.3. Producing region of northern wheat
 - 3.2.4. Production status in major wheat producing provinces, 2007-2012
 - 3.2.4.1 Wheat yield in major wheat producing provinces, 2007-2012
 - 3.2.4.2 Cultivated area of wheat in major producing provinces in China, 2008-2012
 - 3.2.4.3 per unit area yield of wheat in major producing provinces in China, 2008-2012
 - 3.2.5. Cultivated area and yield of high quality wheat in major provinces in China
 - 3.2.6. Main cultivated varieties and quality characteristics in major wheat producing regions in China
 - 3.2.6.1. Introduction to wheat quality in major region in China
 - 3.2.6.2. Strong-gluten Wheat Region in Northern North China, 2008-2010
 - 3.2.6.3. Strong-gluten and Medium-gluten Wheat Region in the Northern Part of the Yellow River-Huaihe River, 2008-2010
 - 3.2.6.4. Medium-gluten Wheat Region in the Southern Part of the Yellow River-Huaihe River, 2008-2010
 - 3.2.6.5. Medium-gluten and Weak-gluten Wheat Region in the Midstream and Downstream of the Yangtze River, 2008-2010

- 3.2.6.6. Wheat Region in Sichuan Basin and Yungui Plateau, 2008-2010
- 3.2.7. Introduction to major varieties in major producing regions, 2008-2010
- 3.3 Elements affecting wheat acreage and yield in next 5-10 years in China
 - 3.3.1 Sowing cost of wheat and profit in China
 - 3.3.2 Forecast of main planting varieties of wheat in the future
 - 3.3.3 Wheat price trend and analysis of affecting factors
 - 3.3.4. Value analysis of wheat planting industry and development trend in China

Chapter Four Consumption Demand of Wheat and Flour in China---the basic driving factors for the development of the industry

- 4.1. Grain ration consumption of wheat and flour, 2008-2010
 - 4.1.1. Consumption composition of grain ration of wheat and flour
 - 4.1.2. Household consumption of wheat and flour
 - 4.1.3 Consumption of wheat and flour in catering industry
 - 4.1.4 Consumption of wheat and flour in wheat flour foods
- 4.2. Factors affecting the consumption of wheat and flour
 - 4.2.1 Impacts from the change of total population and structure on wheat consumption
 - 4.2.2. Income change of Chinese residents' influences on grain consumption
 - 4.2.2.1. Income change of urban and rural residents
 - 4.2.2.2. The increase income of rural residents' impacts on grain consumption
 - 4.2.2.3. The increase income of urban residents' impacts on grain consumption
 - 4.2.2.4 For diet structure change of domestic residents, per capita grain consumption shows downtrend
 - 4.2.3 Fast development of catering industry brings about cooked wheaten food consumption
 - 4.2.3.1. Catering industry develops in villages in China
 - 4.2.3.2. Catering industry develops in towns in China
 - 4.2.3.3. The number of chain enterprises increased rapidly
 - 4.2.4 wheat consumption in food industry
- 4.3 wheat consumption in feed
- 4.4 wheat consumption in industry
- 4.5. Seed consumption of wheat in China
 - 4.5.1 Seed consumption per unit area
 - 4.5.2. Total wheat seed consumption
- 4.6. Foreign trade of wheat in China
 - 4.6.1. Wheat import
 - 4.6.2. Wheat export
 - 4.6.3. Flour export
 - 4.6.4. Flour import
 - 4.6.5. Policies related to the import & export of wheat and flour
 - 4.6.6. Quality index of exporting and importing wheat and flour in China
- 4.7. Supply and demand balance of wheat and flour

- 4.7.1. Supply and demand balance of wheat in China, 2008/09-2011/12
- 4.7.2. Supply and demand balance of high quality wheat in China, 2008/09-2011/12
- 4.7.3. Supply and demand balance of high quality strong-gluten wheat in China, 2008/09-2011/12
- 4.7.4. Supply and demand balance of high quality weak-gluten wheat in China, 2008/09-2011/12
- 4.7.5. Supply and demand balance of flour and consumption structure in China, 2008-2011

Chapter Five circulation of wheat and flour in China---the security system of flour processing industry

- 5.1. Total quantity of commodity wheat in China, 2002-2007
- 5.2. Market patter of wheat circulation industry in China
- 5.3. Analysis of distribution channels and value chains of wheat in China
- 5.4. Regional circulation analysis of flour industry
- 5.5. Analysis of distribution channels and value chains of flour in China
- 5.6. The influence of the minimum purchasing price policy
 - 5.6.1. The minimum purchasing price of wheat and quality requirements
 - 5.6.2. The minimum purchasing price policy, 2008-2010
 - 5.6.3. Wheat purchase at the minimum purchasing price and sales situation, 2008-2010
 - 5.6.4. The influence of the minimum purchasing price policy on the industry and business change of Sinograin Group

Chapter Six the influential enterprises in flour processing industry in China---micro analysis of enterprises

Research contents includes the development, current capacity, regional distribution, yield in latest three years, product construct, incomes and profits and future development plan.

Key domestic enterprises

- 6.1 Hebei Wudeli Flour Group
 - 6.2 Flour Department of COFCO
 - 6.3 Beijing Guchuan Food Co., Ltd.
 - 6.4 Jiangnan Flour Group Co., Ltd
 - 6.5 Tianjin Lijin Grain and Oil Co., Ltd
 - 6.6 Fada Flour Group
 - 6.7 Zhengzhou Jinyuan Flour Co., Ltd.
 - 6.8 Shandong Luwang Group Co., Ltd.
 - 6.9 Guangdong Suifeng Food Co., Ltd.
 - 6.10 Anhui Wanwang Flour Group Co., Ltd.
 - 6.11 Shandong Lisheng Group
- Famous foreign-owned enterprise
- 6.12 Wilmar International Flour Group
 - 6.13 Flour Department of Jinmailang Food Co., Ltd.
 - 6.14 Flour Business of Nanshun Group
 - 6.15 Flour Business of Taiwan Dacheng Group

International flour processing enterprises

6.16 Cargill Group

6.17 ADM

6.18 Bungay

6.19 General Mills

Chapter Seven the development of wheat and flour deep processing in China

7.1 processing of starch and gluten

7.1.1 Analysis of production and consumption

7.1.2 Analysis of competition and industry value

7.2. The development of flour food processing

7.2.1 Analysis of competition and value of fine dried noodles industry

7.2.2 Analysis of competition and value of instant noodles industry

7.2.3 Analysis of competition and value of biscuit industry

7.2.4 Analysis of competition and value of cake industry

7.2.5 Analysis of competition and value of baking industry

7.2.6 Analysis of competition and value of catering industry

Chapter Eight Development Trend Analysis of Flour Processing Industry in China

8.1. Analysis of the whole industry chain and value chain

8.2 Analyses of the impacts of current macro economy

8.3 Foreign capital investment trends on China's flour processing industry

8.4 Forecast of flour price trend in next 5-10 years in China

8.5 Diversified development direction

8.6 Vertical integration developments

8.7 Horizontal integration developments

8.8 Forecast of the flour processing industry in China

东方艾格
新华财经旗下公司