

Chinese Strawberry Industry

Huan Zhang



**5TH INTERNATIONAL
STRAWBERRY CONGRESS**



History



Production



Varieties



Branding



Presentations



Import/Export



Outlook

Key Milestones

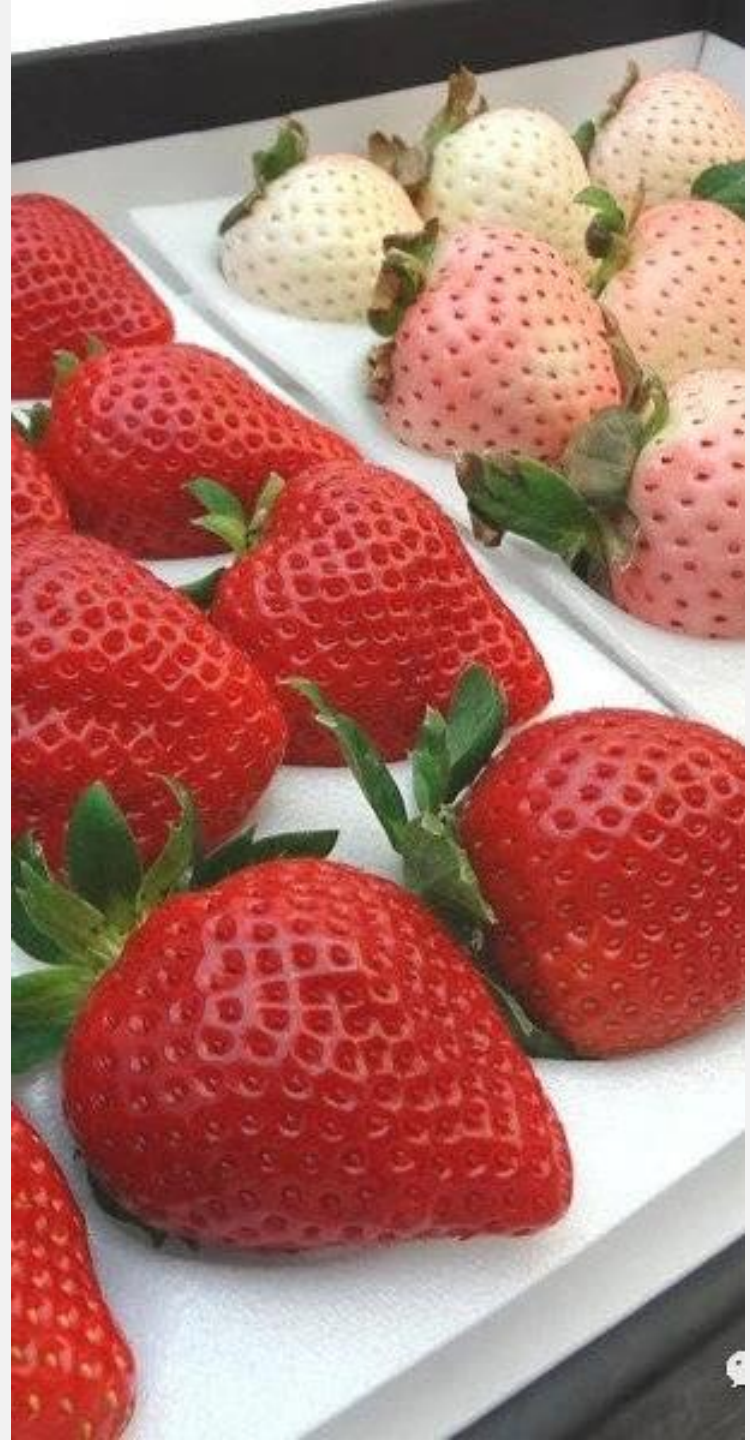
<u>Year</u>	<u>Event</u>
1915	First strawberries planted in Beijing
1980s	Japanese varieties introduced
2000s	Economy boom; China becomes top producer
2020s	Consumption went down

Cultural Importance

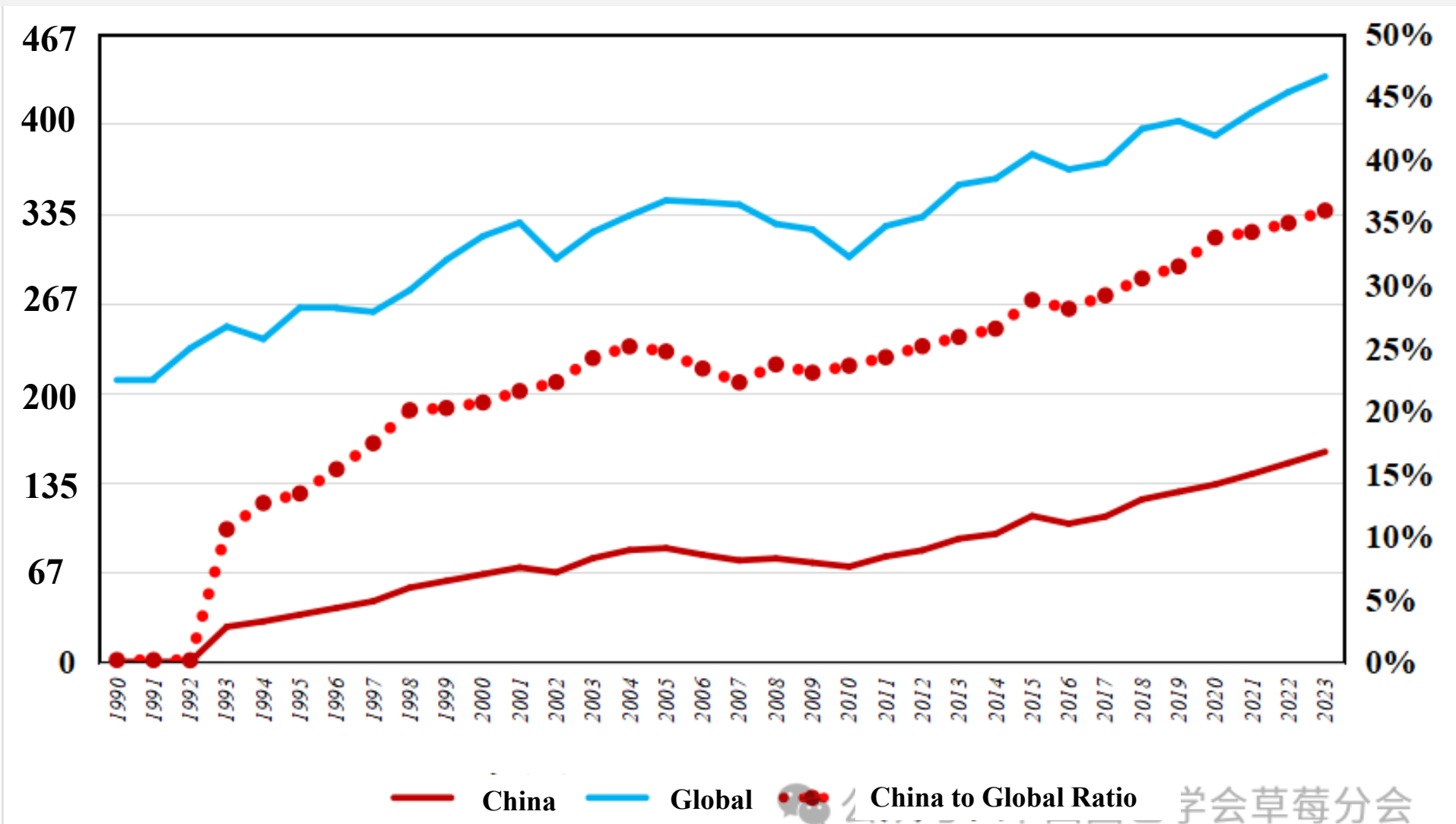


Taste | Color | Shape | Seasonal | Gift | Family weekend's event

- The most popular berry
- 140,000 ha
- 4,000,000 tons
- 28 tons/ha
- Grown locally
- November to May harvest



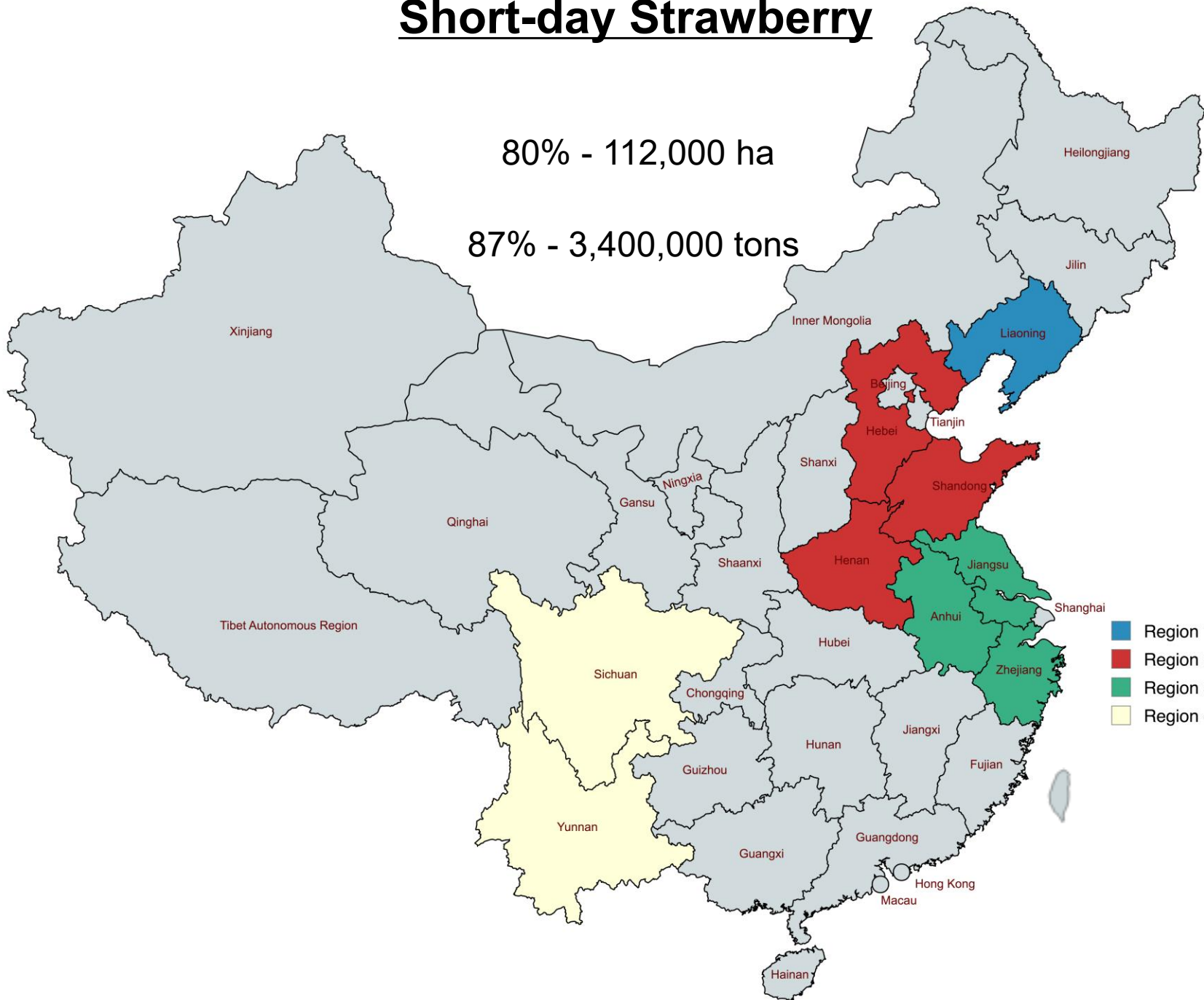
Chinese Strawberry Area vs Global Area (1,000 ha)



Short-day Strawberry

80% - 112,000 ha

87% - 3,400,000 tons



Main Varieties

Japanese/Korean/Chinese Origin

<u>Variety</u>	<u>Traits</u>
Akihime (章姬)	Sweet, conical shape, soft skin
Benihoppe (红颜)	Firm texture, long shelf-life
Xiangye (香野)	Floral aroma, sweet
Sweet Charlie (甜查理)	Conical shape, sweet, very good shelf life
Others	Yuxin (越心)、Miaoxiang (妙香) Hongyu (红玉)、Fenyu (粉玉)



Day-neutral Strawberry



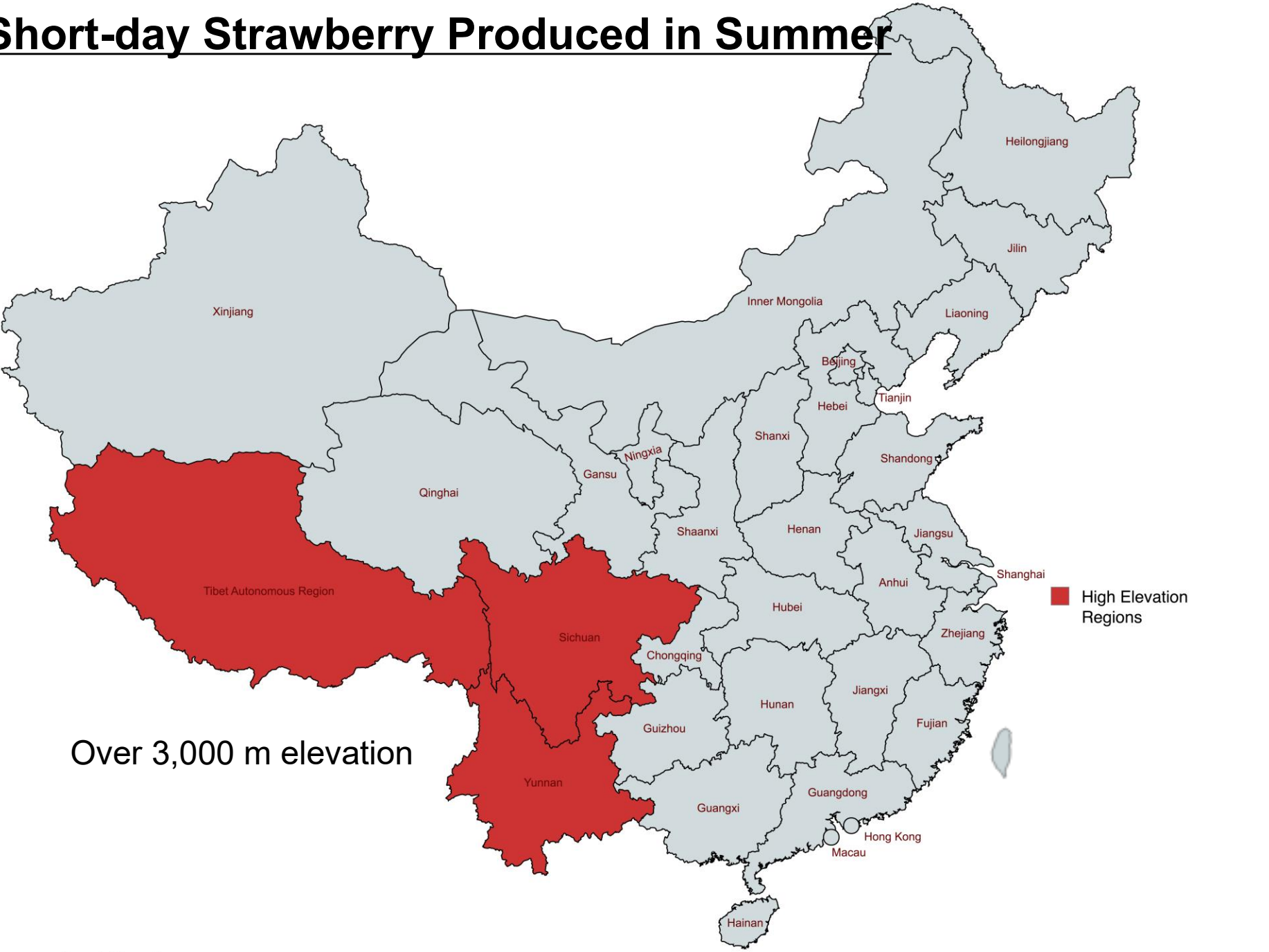
- Huize County – Largest
- 5,400 ha
- 150,000 tons

Main Varieties

<u>Variety</u>	<u>Purpose</u>
Monterey	Yunnan and Sichuan for processed industry
San Andreas	Yunnan and Sichuan for processed industry
Others?	Domestic Breeding and Driscoll's



Short-day Strawberry Produced in Summer

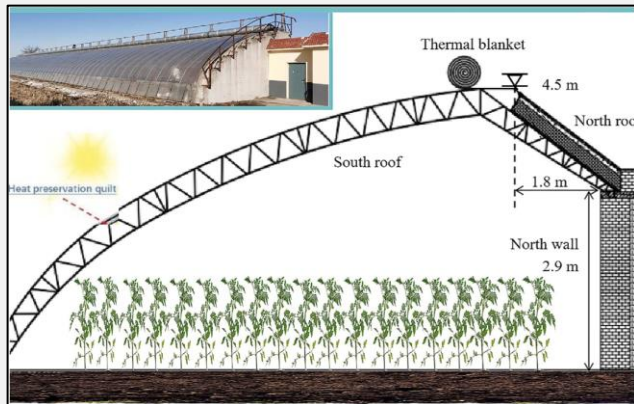


Production Systems

Solar greenhouse

Greenhouse

Hoop House







Most Common





?
brands

Regional Branding





JIAN DE CAO MEI
建德草莓



建德草莓

T07



建德草莓
17 浙江农林大学
新安江水学刊



建地所

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建德市草莓产业协会
咨询热线
13567153088



建德草莓

千年人文建德 中国草莓之乡













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Import and Export

Import

40,000 tons of frozen

Export

44,000 tons of frozen

10,000 tons of fresh

8,000 tons of processed

Main Challenges/Opportunities



Consumers



Variety



Cost



Climate



Poor plant quality



Food safety



Branding



Integration

Thank you!
Questions?

Huan Zhang

huanzhang@surexport.com
Huanzhang.work@outlook.com

