



FOOD & BEVERAGE COMMITTEE

The AmCham China Food and Beverage committee consists of member companies in food and beverage industries from snack food, beverage, dining and fast food industry. It is interconnected with Agriculture committee being served as a whole supply chain group. Its strategic plan is grouped around three types of activities: *Advocacy, Business, and Community* (ABCs) as well as Special Projects (S).

Committee Priorities:

Advocacy-High

Business-Medium (information sharing)

Community-Low (networking)

Mission

The mission is to link multi-level stakeholders **across the agricultural and food supply chain** in the United States and China. The goal is to advance mutual agri-food trade, food security, food safety, sound nutrition, and sustainability. It aims to promote cooperative activities between the U.S. and China and best practices in both countries. It also seeks to improve the policy environment and to share and discuss cross-sector business and policy issues to strengthen communications and exchange.

Main Activities

Agriculture Chapter and Food & Beverage Chapter (drafted by committee members) in annual AmCham China *White Paper*

Information sharing/networking

Special Project Activities

White Paper delivery meetings with regulators at State Government level-MARA 农业农村部, SAMR (国家市场监督管理总局), etc and related organizations;

Call-for-Comments help members' voice heard and suggestions delivered to the departments of central government for new policies and regulations;

Regular debriefing events showcase industry experts and officials to explain new policies and hot issues for members in closed-door meetings;

Regulator meetings with U.S. counterparts and AmCham member companies to promote capacity building and exchange on best practice.

Special Projects in low carbon/sustainability, resilient food chains/trade, and food safety/nutrition

Past Activities

Offline (CN) | Two Sessions Debrief: Population Development Policy Trends, and Impact on MNCs (03/2023)

Offline (CN) | Food Import and Export Policy Roundtable with GACC (03/2023)

Development Research Institute (05/2023)

rPET focused roundtable (09/2023)

Regional Food Security and Food Safety Summit (09/2023)

US wine tasting events (10/2023)

FDA-CIFSQ side meeting (10/2023)

End-of-Year AFB Gathering (11/2023)

National Food Safety Week Workshop (12/2023)

Coffee Classroom (12/2023)

Past Special Projects Outcomes

SAMR Regulator Food Safety Capacity Workshops

Food Safety Workshop Series

Sustainability and Low Carbon Innovation Workshop Series

US-China Meat Industry Executive Roundtable

US-China Standards Workshop

Meat Industry Innovation Workshop Series

MARA Inspector Training Series

Suggestions and Feedback to GACC on Decree 248/249

Suggestions and Feedback to SAMR on Plant Based Protein Labelling

Key Partners: To deepen impact of all programs and advocacy, the Industry Group maintains and works with key partners within the following ministries and related industry associations including MARA, SAMR, NHC, CFSA, MEE, as well as various Chinese industry associations, CAAS, CAS, etc

Leadership



Co-Chair:

Li Xiaokun,
Coca-cola



Co-Chair:

Alice Fan,
Pepsi Co.



Co-Chair:

Henry Xu,
Starbucks

Member Profile

Member Companies

72

Committee Subscribes

150+

2024 Committee Strategic Focus

Advocacy (A) High Priority	Business (B) Medium Priority	Community (C) Low Priority
<p>Special Projects:</p> <ul style="list-style-type: none"> Food Security and Sustainability: engagements with industry supply-chain and MARA/NDRC/MEE/NHC/SAMR Rural Revitalization/Common Prosperity: engagements with industry supply-chain, MARA, and DRC Healthy China: engagements between industry supply-chain and DRC/NHC/CDC/SAMR Food Safety & Quality: engagements between industry supply-chain and SAMR 		<ul style="list-style-type: none"> Regular and Annual General Member Meetings Annual F&B Member Mixers

2024 Working Plan (Subject to Change)

Agriculture Committee	Food & Beverage Committee
<ul style="list-style-type: none"> • CASS Rural Development Research Institute- <ul style="list-style-type: none"> ◆ Annual Conference of Chinese Society of Foreign Agricultural Economy ◆ Policy Briefing ◆ Green Paper • Food Security and Food Safety Strategy Summit 	<ul style="list-style-type: none"> • Renmin University-Center for Coordination and Innovation of Food Safety Governance <ul style="list-style-type: none"> ◆ Anti-waste Research Project ◆ rPET Project ◆ Food Safety • China Certification and Accreditation Association • China Customs Brokers Association

Active Committee Members

Starbucks (China) Co., Ltd.	MDLZ	Cargill
Coca Cola	McDonalds	
PepsiCo	MARS Foods	