



**China Aquaculture Industry Report,
2011-2012**

May 2012

STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications.

Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

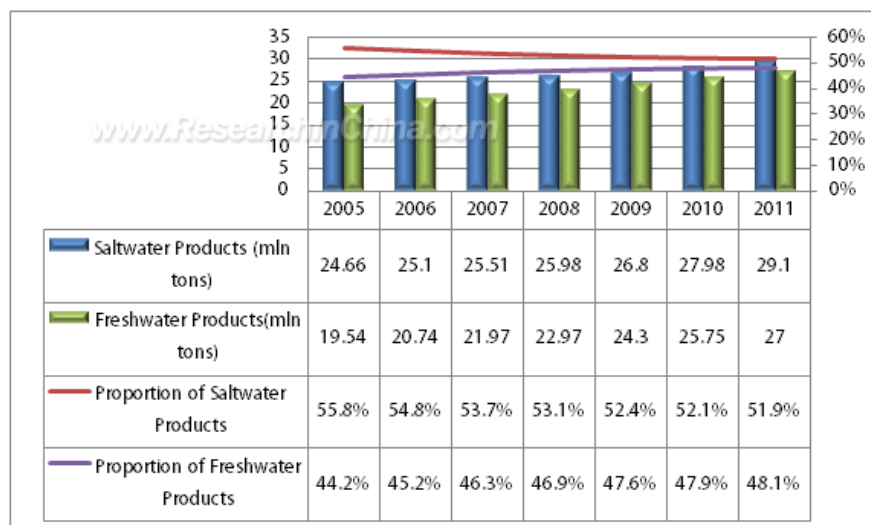
INFORMATION SOURCES

The primary information sources include State Oceanic Administration of People's Republic of China and Ministry of Agricultural of the People's Republic of China etc .

Abstract

China's output of aquatic products in 2011 amounted to 56.1 million tons, a YoY rise of 4.4%; at the same time, the disparity between seawater and freshwater products in production ratio was narrowing year by year, accounting for 51.9% and 48.1% respectively in 2011.

Output of China Seawater Products and Freshwater Products, 2005-2011



Source: NBSC; RIC: 'China Aquaculture Industry Report, 2011-2012'

Following the increased demand of overseas market, the export volume of China's aquatic products also rose to 3.912 million tons in 2011, accompanied by export value of US\$17.79 billion, and presenting a year-on-year rise of 17.1% and 28.7%, respectively. Brand-name, high-quality bred aquatic products like prawn, shellfish, tilapia, eel, large yellow croaker, crayfish, etc. are still the main export varieties, with total export value in 2011 sharing 49.74% of the total export of aquatic products over the corresponding period. Shandong, Fujian and other coastal provinces serve as major exporting provinces for China's aquatic products, in 2011 export volume of Shandong and Fujian accounted for 48.8% of the total. Japan, the United States, Europe and South Korea are still deemed as the most important export destinations of China's aquatic products, to which the aquatic exports made up 86.3% of China's total export of aquatic products in 2011.

China aquatic product processing industry, driven by the expanding aquaculture scale as well as the growing demand from downstream sectors, has witnessed substantial growth, with operating revenue climbing 25.95% YoY to RMB360.1 billion in 2011. Influenced by consumers' eating habits, frozen aquatic product market size has been expanding. In 2011, the frozen aquatic processing industry achieved the revenue of RMB275.9 billion, holding 76.6% of the entire aquatic product processing industry. As costs of frozen storage, transportation, procurement, etc. climb quickly, during 2006-2012, the gross margin of frozen aquatic processing industry has been at a low level between 11%-15%.

China Aquaculture Industry Report, 2011-2012 not only focuses on the operating environment, market supply & demand, market segments, import-export trade, etc. of Chinese aquaculture industry, but also conducts a detailed analysis on aquatic products' price trends, key breeding areas, and 13 aquaculture companies.

Dalian Yiqiao Marine Seeds Co., Ltd, a leader in marine seedling cultivation in China, is primarily involved in the cultivation and marketing of sea cucumber and shrimp spat, with 2011 consolidated gross margin as high as 64.13%, towering over levels of other counterparts. It has a total of 143,000 cubic meters of rearing water bodies, including an addition of 57,000 cubic meters in 2011. The Company has its market mainly in Liaoning province, from which its revenue in 2011 swept 96.6% of the company's total revenue, but featuring a high risk for single regional management.

Homey Group and Zhangzidao Fishery Group, which are specialized in aquaculture, also enjoy relatively high consolidated gross margins, up to 22.7% and 34.1% separately in 2011. Development strategy of Homey Group is still focused on the development of sea cucumber breeding business, with catches up to 2,282.7 tons in 2011, a YoY rise of 68.59%, and sea cucumber product revenue reaching RMB420 million, sharing 48.1% of operating revenue over the same period. Moreover, in 2011, Homey also invested RMB1.09 billion to extend sea cucumber industry chain, i.e., the new 76,000-square-meter sea cucumber seedling workshop for realizing self-sufficiency in offspring seed, the new 9,800-mu (1 mu = 1/15 hectare) sea cucumber farming project to raise production, as well as the 10,000-mu artificial reef project exploitation for carrying out sea cucumber sowing breeding at deep-sea bottom.

In 2011, Zhangzidao Fishery Group achieved operating revenue of RMB2.94 billion, of which the aquaculture business occupied 44.9%, with gross margin of 57.89%. In order to further improve its competitiveness, the company is now working towards the integration of breeding, transportation and processing. In the same year, it lavished RMB1 billion for the construction of sea cucumber & abalone breeding base in South Korea; RMB170 million for building 9.7 kt/a Yongxiang Shellfish Processing Center; RMB88.75 million for launching the frozen logistics project with Japan's Chuo Gyorui and Hohsui.

There are relatively low gross margins for feed, fishing and processing enterprises, e.g., the consolidated gross margin of Guangdong Haid Group, dedicated to the aquaculture feed, was merely 9.6% in 2011. However, the capacity of Guangdong Haid Group ever grows thanks to the brisk downstream demand; in 2011, Haid acquired an 80% stake in Vietnam Pan Asia, since then into the Vietnamese aquaculture feed market.

1. Overview of Aquaculture Industry

- 1.1 Basic Concepts
- 1.2 Product Types
 - 1.2.1 Regular Aquatic Products
 - 1.2.2 Famous Products
 - 1.2.3 Superior Products for Export

2. Operation Environment of China Aquaculture Industry, 2011

- 2.1 Industry Policy
 - 2.1.1 Regulation on Quality Safety Management of Aquaculture
 - 2.1.2 Organic Certification Standard
- 2.2 Ecological Environment

3. Development of China Aquaculture Industry, 2011

- 3.1 Market Development
- 3.2 Supply & Demand
- 3.3 Aquatic Products Processing
- 3.4 Price
 - 3.4.1 Price Trend
 - 3.4.2 Price of Key Product
 - 3.4.3 Influencing Factors

4. Market Segments of Aquatic Products, 2011

- 4.1 Regular Fish Market
- 4.2 Shrimp & Crab Market

- 4.3 Terrapin Market
- 4.4 Shellfish Market
- 4.5 Rare Seafood Seed

5. Import & Export of Chinese Aquatic products, 2011

- 5.1 Trade Method
 - 5.1.1 General Trade
 - 5.1.2 Processing Trade
- 5.2 Overseas Market
- 5.3 Export Province
- 5.4 Import Origin Country

6. Aquaculture Regions in China

- 6.1 Fujian
 - 6.1.1 Output
 - 6.1.2 Import & Export
- 6.2 Shandong
 - 6.2.1 Output
 - 6.2.2 Import & Export
- 6.3 Jiangsu
 - 6.3.1 Output
 - 6.3.2 Import & Export
- 6.4 Liaoning
 - 6.4.1 Output
 - 6.4.2 Import & Export
- 6.5 Guangdong
- 6.6 Zhejiang

7. Key Enterprises

- 7.1 Dalian Yiqiao Marine Seeds Co., Ltd
 - 7.1.1 Profile
 - 7.1.2 Operation
 - 7.1.3 Operation Structure
 - 7.1.4 Gross Margin
 - 7.1.5 Client and Supplier
 - 7.1.6 Advantages & Development Strategy
- 7.2 Zhanjiang Guolian Aquatic Products Co., Ltd
 - 7.2.1 Profile
 - 7.2.2 Operation
 - 7.2.3 Operation Structure
 - 7.2.4 Client and Supplier
 - 7.2.5 Advantages & Development Strategy
- 7.3 Guangdong Haid Group Co., Ltd.
- 7.4 HOMEY Group International
- 7.5 Dahu Aquaculture Company Limited
- 7.6 Shandong Oriental Ocean
- 7.7 Zhangzidao Fishery Group
- 7.8 Shanghai Kaichuang Marine International Co., LTD
- 7.9 Cnfc Overseas Fishery Co.,Ltd
- 7.10 Zhejiang Shanxiahua Pearl Group Co., Ltd.
- 7.11 Guangzhou LUXE Seafood ENT.LTD
- 7.12 Xunshan Group
- 7.13 Dalian RainLion Group

- China's Five Major Supporting Policies on Aquaculture Industry and the Influence
- Established Sea Properties in China by Region, 2011
- Percentage of Established Sea Properties by Utilization Type in China, 2011
- Output and YoY Growth of China Aquatic Products, 2005-2011
- Output of China Seawater Products and Freshwater Products, 2005-2011
- Per Capita Consumption Expenditure and Its Growth of Aquatic Products and Food of Chinese Residents in Urban Regions, 2005-2010
- Number of Aquatic Product Processing Enterprises in China, 2006-Feb. 2012
- Number of Enterprises in Aquatic Product Processing Sub-industries of China, 2006-Feb.2012
- Operating Revenue and Total Profit of China Aquatic Product Processing Industry, 2006- Feb. 2012
- Gross Margin of China Aquatic Product Processing by Sub-industry, 2006- Feb. 2012
- Operating Revenue and Total Profit of China Aquatic Product Processing by Sub-industry, 2006- Feb. 2012
- Average Price of Seawater Aquatic Product in China, 2010-2011
- Average Price of Freshwater Aquatic Product in China, 2010-2011
- Average Price of Coilliaspp Product in China, 2010-2011
- Average Price of Penaeus Vanmei Product in China, 2010-2011
- Average Price of Abalone Product in China, 2010-2011
- Average Price of Scallop Product in China, 2010-2011
- Average Price of Grass Carp Product in China, 2010-2011
- Average Price of Tilapia Mossambica Product in China, 2010-2011
- Average Price of Tilapia Unagi Product in China, 2010-2011
- Average Price of Macrobrachium Rosenbergii Product in China, 2010-2011
- Output of Saltwater Fish and freshwater Fish of China, 2006-2010
- Output of Saltwater Shrimp & Crab and Freshwater Shrimp & Crab of China, 2006-2010
- Price of Big Testudinate and Seed in China, 2011
- Output of Saltwater and Freshwater Shellfish in China, 2006-2010

- Rare Seafood Breeding Enterprises in China
- Export Volume and Value of Aquatic Product of General Trade in China, 2011
- Export Volume and Value of Aquatic Product of Material Processing Trade in China, 2011
- Export Volume and Value of Aquatic Product of China by Import Country, 2011
- Export Volume and Value of Key Aquatic Product Export Provinces of China, 2011
- Import Volume and Value of Aquaculture Products by Origin Country in China, 2011
- Output of Aquatic Product of Key Region of China, 2010
- Output of Saltwater and Freshwater Aquaculture Products in Fujian, 2004-2010
- Output of Saltwater and Freshwater Aquaculture Products in Shandong, 2004-2011
- Output of Saltwater and Freshwater Aquaculture Products in Jiangsu, 2004-2011
- Output of Saltwater and Freshwater Aquaculture Products in Liaoning, 2004-2010
- Output of Saltwater and Freshwater Aquatic Products in Guangdong, 2004-2010
- Output of Saltwater and Freshwater Aquaculture Products in Zhejiang, 2004-2010
- Zhejiang Aquaculture Product Export Market Structure, 2011
- Operating Revenue and Total Profit of Yiqiao Marine Seeds, 2008-2011
- Revenue Share of Yiqiao Marine Seeds by Product, 2007-2011
- Operating Revenue, Gross Margin and Y-o-Y Growth of Yiqiao Marine Seeds by Sector, 2011
- Operating Revenue, Gross Margin and Y-o-Y Growth of Yiqiao Marine Seeds by Product, 2011
- Revenue Share of Yiqiao Marine Seeds by Region, 2007-2011
- Gross Margin of Yiqiao Marine Seeds, 2009-2011
- Revenue Proportion of Top 5 Client of Yiqiao Marine Seeds, 2007-2011
- Total Revenue Proportion of Top 5 and Top 1 Client of Yiqiao Marine Seeds, 2007-2011
- Purchase Amount Proportion of Top 5 and Top 1 Supplier of Yiqiao Marine Seeds, 2007-2011
- Vertical Integrated Industry Chain of Zhanjiang Guolian Aquatic Products Co., Ltd
- Operating Revenue and Total Profit of Guolian Aquatic, 2007-2011

- Revenue Share of Guolian Aquatic by Product, 2007-2011
- Revenue, Cost and Gross Margin of Guolian Aquatic by Product, 2011
- Revenue Share of Guolian Aquatic by Region, 2007-2011
- Revenue and Proportion of Top 5 Client of Guolian Aquatic, 2007-2011
- Purchase Amount and Proportion of Top 5 Supplier of Guolian Aquatic, 2007-2011
- Production Edge of Guolian Aquatic Products
- Product Varieties and Applications of Guangdong Haid Group
- Operating Revenue and Total Profit of Haid Group, 2008-2011
- Sales and Proportion of Aquatic Product Feed of Haid Group, 2007-2011
- Revenue Share of Haid Group by Region, 2008-2011
- Operating Revenue and Y-O-Y Growth of Haid Group by Region, 2011
- Gross Margin of Haid Group, 2009-2011
- Gross Margin of Haid Group by Product, 2008-2011
- Share of Top 5 Client and Top 5 Supplier of Haid Group by Revenue and Purchase Amount, 2008-2011
- Revenue and Proportion of Top 5 Client of Haid Group, 2011
- Sea Area Resources of HOMEY Group International
- Business Pattern of HOMEY Group International
- Operating Revenue and Net Income of HOMEY Group International, 2008-2011
- Revenue Share of HOMEY Group by Main Product, 2009-2011
- Gross Margin of HOMEY Group by Product, 2009-2011
- Revenue Share of HOMEY Group by Region, 2009-2011
- Revenue and Proportion of Top 5 Client of HOMEY Group, 2011
- Total Revenue and Proportion of Top 5 Client of HOMEY Group, 2008-2011
- Total Revenue and Proportion of Top 5 Supplier of HOMEY Group, 2008-2011

- Operating Revenue and Total Profit of Dahu Aquaculture, 2008-2011
- Revenue Share of Dahu Aquaculture by Product, 2009-2011
- Revenue Share of Dahu Aquaculture by Region, 2009-2011
- Gross Margin of Dahu Aquaculture by Product, 2009-2011
- Total Revenue and Proportion of Top 5 Clients of Dahu Aquaculture, 2009-2011
- Operating Revenue and Proportion of Top 5 Client of Dahu Aquaculture, 2011
- Waters Area and Yield per Mu of Shandong Oriental Ocean Sci-Tech
- Operating Revenue and Total Profit of Shandong Oriental Ocean Sci-Tech, 2008-2011
- Revenue Share of Shandong Oriental Ocean Sci-Tech by Product, 2009-2011
- Operating revenue, Gross Margin and Y-o-Y Growth of Shandong Oriental Ocean Sci-Tech by Sector, 2011
- Operating revenue, Gross Margin and Y-o-Y Growth of Shandong Oriental Ocean Sci-Tech by Main Product , 2011
- Gross Margin of Shandong Oriental Ocean Sci-Tech by Product, 2009-2011
- Revenue Share of Shandong Oriental Ocean Sci-Tech by Region, 2009-2011
- Revenue and Proportion of Top 5 Supplier of Shandong Oriental Ocean Sci-Tech by Region, 2011
- Total Revenue and Proportion of Top 5 Supplier of Shandong Oriental Ocean Sci-Tech, 2008-2011
- Revenue and Proportion of Top 5 Client of Shandong Oriental Ocean Sci-Tech by Region, 2011
- Total Revenue and Proportion of Top 5 Client of Shandong Oriental Ocean Sci-Tech, 2008-2011
- Operating Revenue and Total Profit of Zhangzidao Fishery Group, 2008-2011
- Operating Revenue Proportion of Zhangzidao Fishery Group by Product, 2009-2011
- Operating Revenue, Gross Margin and Y-o-Y Growth of Zhangzidao Fishery Group by Product, 2011
- Operating Revenue, Gross Margin and Y-o-Y Growth of Zhangzidao Fishery Group by Industry, 2011
- Operating Revenue of Zhangzidao Fishery Group by Region, 2008-2011
- Gross Margin of Zhangzidao Fishery Group, 2006-2011
- Gross Margin of Zhangzidao Fishery Group by Product, 2009-2011
- Revenue and Proportion of Top 5 Client of Zhangzidao Fishery Group, 2011

- Total Revenue and Proportion of Top 5 Client of Zhangzidao Fishery Group, 2009-2011
- Sales and Net Income of the Shellfish Processing Plant of Zhangzidao Fishery Group
- Operating Revenue and Net Profit of Kaichuang Marine, 2008-2012Q1
- Revenue Share of Kaichuang Marine by Product, 2008-2011
- Revenue Share of Kaichuang Marine by Region, 2008-2011
- Gross Margin of Kaichuang Marine, 2007-2011
- Gross Margin of Kaichuang Marine by Product, 2009-2011
- Revenue and Proportion of Top 5 Client of Kaichuang Marine, 2009-2011
- Purchase Amount and Proportion of Top 5 Suppliers of Kaichuang Marine, 2009-2011
- Operating Revenue and Net Profit of Cnfc Overseas Fishery, 2008-2012Q1
- Revenue Share of Cnfc Overseas Fishery by Sector, 2009-2011
- Revenue Share of Cnfc Overseas Fishery by Region, 2009-2011
- Gross Margin of Cnfc Overseas Fishery, 2007-2011
- Gross Margin of Cnfc Overseas Fishery by Product, 2007-2011
- Revenue and Proportion of Top 5 Client of Cnfc Overseas Fishery, 2009-2011
- Purchase Amount and Proportion of Top 5 Suppliers of Cnfc Overseas Fishery, 2009-2011
- Operating Revenue and Net Profit of Shanxiahua Pearl, 2008-2012Q1
- Revenue Share of Shanxiahua Pearl by Product, 2009-2011
- Revenue Share of Shanxiahua Pearl by Region, 2009-2011
- Gross Margin of Shanxiahua Pearl, 2007-2011
- Gross Margin of Shanxiahua Pearl by Product, 2009-2011
- Revenue and Proportion of Top 5 Client of Shanxiahua Pearl, 2011
- Revenue and Proportion of Top 5 Client of Shanxiahua Pearl, 2009-2011
- Purchase Amount and Proportion of Top 5 Suppliers of Shanxiahua Pearl, 2009-2011
- Five Largest Industry Bases of Dalian RainLion Group

You can place your order in the following alternative ways:

1. Order online at www.researchinchina.com
2. Fax order sheet to us at fax number: +86 10 82601570
3. Email your order to: report@researchinchina.com
4. Phone us at +86 10 82600828/ 82601561

Party A:			
Name:			
Address:			
Contact Person:		Tel	
E-mail:		Fax	

Party B:			
Name:	Beijing Waterwood Technologies Co., Ltd (ResearchInChina)		
Address:	Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080		
Contact Person:	Liao Yan	Phone:	86-10-82600828
E-mail:	report@researchinchina.com	Fax:	86-10-82601570
Bank details:	Beneficial Name: Beijing Waterwood Technologies Co., Ltd Bank Name: Bank of Communications, Beijing Branch Bank Address: NO.1 jinxiyuan shijicheng, Landianchang, Haidian District, Beijing Bank Account No #: 110060668012015061217 Routing No #: 332906 Bank SWIFT Code: COMMCNSHBJG		

Title	Format	Cost
<i>Total</i>		

Choose type of format

Hard copy2,300 USD
PDF (Single user license)2,200 USD
PDF (Enterprisewide license) 3,400 USD

※ Reports will be dispatched immediately once full payment has been received.
Payment may be made by wire transfer or credit card via PayPal.