

ATO Guangzhou BBQ Celebrates South China: a \$5.2 billion-dollar market for U.S. Agriculture!

On June 9, 2010, ATO Guangzhou with the strong backing and support of 16 USDA cooperators will be hosting a BBQ-style appreciation dinner for 300 of our most influential government contacts and loyal members of the trade. This event will gather some of South China's prominent agricultural trade leaders in an ongoing effort to support President Obama's National Export Initiative and to reach out and strengthen our ties with counterparts in foreign governments and trade. Our guests of honor representing the U.S. side will be Ambassador Jon Hunstman and Idaho Governor Butch Otter who will be leading a trade mission to China. Governor Otter's mission includes companies most notably representing the timber, potato products, hay/alfalfa, and wheat industries. Our guests of honor from the Chinese side will be WANG Yang Guangdong, Province's Party Secretary and HUANG Huahua, Guangdong Provincial Governor.

Cotton Council International (CCI) will be supporting the event with a fashion show that will be sponsored by a local "USA Cotton" logo licensee in Guangzhou: Vigos.

Because a government, trade appreciation, and altogether U.S. agricultural promotion event of this scale has not been organized in many years, the ATO Guangzhou's 2010 South China Great American BBQ will commemorate a new boom in U.S. agricultural exports to a market that is no strange to quality U.S. agricultural goods, (but who traditionally imported mostly bulk commodities for further processing), into a new market with tremendous demand for intermediate and consumer ready goods.

With Chinese government officials less inclined to openly cooperate with private enterprises following the Rio Tinto scandal, the Great American BBQ event also sends a positive message of friendship and cooperation to South China leaders that U.S. agriculture forms an integral part of both economies and that we must further years of close ties. In 2009 alone, U.S. agricultural exports to South China accounted for \$5.2 billion (total U.S. agricultural exports to China were approximately \$13 billion). According to Secretary Locke, every \$1 billion in agricultural exports supports over 9,000 U.S. jobs and generates an additional \$1.4 billion in economic activity. Therefore, in 2009, South China supported approximately 47 million jobs in the United States and generated an additional \$7.3 billion to the U.S. economy.