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## China, Peoples Republic of

### Frozen Potato Products

### Potato and Frozen Potato Products Annual

### 2007

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**Report Highlights:**

China fresh potato production in MY07/08 is forecast at 75.6 million tons, up 5 percent from the previous year as a result of growing consumer demand. Average fresh potato prices have risen 15 percent annually over the previous three years. Processed potato products are forecast to rise up to 10 percent in the coming years due to western style and fast food outlet expansion. MY06/07 frozen French fry (FFF) consumption is estimated to rise by 10 percent over the previous year and is forecast to rise another 15 percent in MY07/08. Imported FFF in MY06/07 is estimated at 55,000 tons, unchanged from the previous year. FFF production is estimated to represent 53 percent of domestic consumption in MY06/07, while only accounting for 46 percent in MY05/06.

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Includes PSD Changes: Yes  
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[CH]

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## Executive Summary

China's fresh potato production in MY07/08 is forecast at 75.6 million tons, a five-percent increase over the previous year mostly driven by growing table potato consumption and the processing sector. Over the previous three years, average potato prices have risen by 15 percent annually as a result of strong market demand and tight domestic supplies. Compared with grain crops, potato production currently receives much less government support. In MY06/07, imported FFF is estimated at 55,000 tons, unchanged from the previous year. FFF production is estimated to account for 53 percent of total domestic FFF consumption in MY06/07 while accounting for 46 percent in MY05/06. In the near future, shortages of quality potatoes will continue to limit domestic FFF production.

Menu promotions and educational campaigns marketing potatoes as a healthy food and part of a balanced diet mainly contributed to the rapid growth in processed potato product consumption including FFF, potato chips and dehydrated potato flakes. As a result, MY06/07 FFF consumption is estimated to grow by 10 percent over the previous year despite a 20-percent price hike caused by the shortage of imports. FFF, potato chips and dehydrated potato flake consumption is forecast to rise by more than 10 percent in MY07/08 driven greatly by western-style and fast food outlet expansion and increased consumption of snacks and other processed foods.

The fast growing processing sector is the main driver behind potato acreage expansion. Post forecasts domestic potato acreage to expand at the rate of 5 percent annually for the next five years.

## Production

### Fresh Potato Production Grows by 5 Percent in MY07/08

China's MY07/08 fresh potato production is forecast to reach 75.6 million tons, up 5 percent from 72 million tons in MY06/07 as a result of a 5 percent rise in acreage. China's potato acreage is forecast to grow by 5 percent annually in the coming years, in response to domestic price escalation in recent years in great part due to the rising demand by the processing sector. Industry sources estimate that most of the acreage expansion in the coming years will be from winter fallow field in southern China provinces including Hunan, Guangxi, Yunnan, and Guizhou. Attracted by the recent price increase, rice farmers in the region have been planting more potato in the winter fallow field. The winter potato will be harvested before the April rice planting season.

Potatoes are the fourth largest and most important staple crop in China after wheat, rice and corn. Inner Mongolia, Gansu, Yunnan, Guizhou, Sichuan, and Heilongjiang are the top potato producing provinces, collectively accounting for more than 60 percent of China's total potato production. In such provinces, marginal land with poor irrigation facilities is designated for potato production. The Chinese government does not consider potatoes a staple food crop in regards to food security as compared to rice, wheat, and corn and potato farmers receive much less production support from the central government. High market price is a compelling incentive to produce potatoes.

On marginal land with poor irrigation facilities, potato has been more adaptable to cold weather patterns and short growth periods in western and northeastern provinces. As a result, in recent years the returns from potato production have been higher than grain crops like corn and wheat.

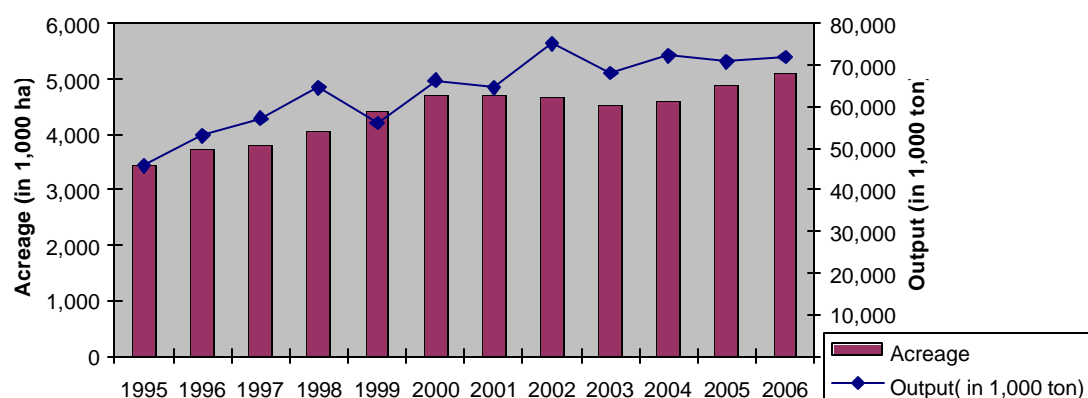
In Northern China, potato expansion is projected to occur primarily in Inner Mongolia and Gansu provinces, due to better profitability compared to other competing crops. This trend is

likely to continue as research institutes in Mongolia, Gansu, and other provinces continue to develop and introduce higher yielding virus-free seed potatoes that are more resistant to plant diseases.

In addition to the natural confinement, the following two factors also limit the improvement in quality for domestic potato production:

- 1) Lack of virus free seeds: Industry sources estimate that virus free seed use accounts for only about 20 percent of China's total planted potato acreage; and,
- 2) Lack of adequate harvest handling and storage management and facilities: Industry sources estimate that losses account for about 14 percent of total potato production annually.

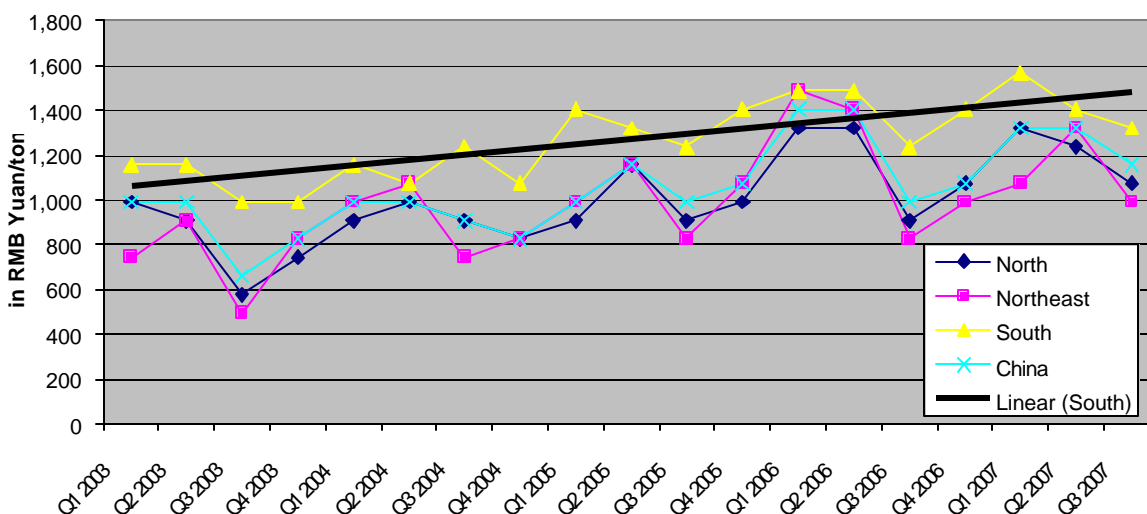
**China Fresh Potato Production 1995-2006**



Source: China Agricultural Statistical Report

## China Quarterly Wholesale Table Potato Price

Quarterly Wholesale Table Potato Price 2003-2007



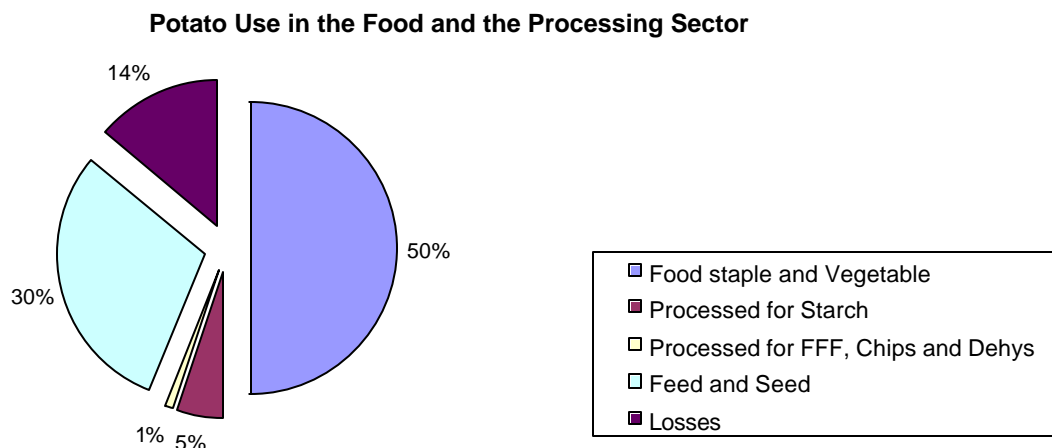
Source: Ministry of Agriculture

### Six Percent of Domestically Produced Fresh Potatoes Go Into Processing

Processed potatoes account for about six percent of total potato production, with potato starch, potato chips, FFF, and dehydrated potatoes being the most prominent users. Starch milling accounts for five percent of total potato production while potato chips, dehydrated potatoes, and FFF collectively account for about one percent of the total potato production.

Industry sources estimate that about 50 percent of fresh potatoes are consumed as a staple food. This is especially true in Northern and Western China where comparatively cold climates are less suitable for grain production and potatoes are widely produced. Chinese potato dishes, generally steamed, boiled or baked, are an affordable and popular part of regional cuisine.

The remainder of fresh potato production is used as animal feed, as seed, or lost to waste. Loss due to spoiling during storage and transportation is high, and according to industry sources, amounts to 14 percent of total yearly potato production.



Sources: Post survey on industry sources

For the processing sector, industry sources estimate that there are about 4,500 processing plants for starch or noodle production. Among these, about 30 processing plants have an annual capacity exceeding 10,000 tons of starch. The annual production capacity is estimated at 1 million tons. Total potato starch production is estimated at 300,000 tons in 2006, and this sector will continue to rise in tandem with household income growth.

Traditionally, potato variety research has focused on developing high yield and disease resistance. In recent years, Chinese researchers shifted their priority to developing variety for specific processing uses. For FFF and potato chip processing, the Atlantic and Shepody are the two main varieties used by processors. Chinese Academy of Agriculture Science is the leading researcher that introduces and cultivates potato varieties for either fresh consumption or processing including starch milling, FFF or chip potato production. Other seed potato research agencies could be run by universities, or sponsored by private companies.

To meet the processing sector's growing demand, seed researchers and farmers are experimenting with different potato varieties. The two most highly valued qualities of processing potatoes are high starch content (for starch milling) and low sugar content (for FFF and chip production).

#### **Potato Chip Production Reliant on Local Chipping Potato Production**

China's 2006/07 fried potato chip production is estimated at 50,000 tons, requiring an equivalent of 200,000 tons of potatoes for chipping. Industry sources estimate that there are approximately 25 potato chip producers in operation. Several of these also produce pressed (fabricated) potato chip products. To ensure chipping potatoes meet quality standards, most processors usually contract with individual farms and offer seeds and technical assistance to producers. In order to guarantee year-round potato supply, some large potato chip (and FFF) producers have set up regional production bases in both Northern and Southern China. These producers have also invested in storage facilities. In recent years, major chip processors have increasingly funded seed research programs in production regions to improve crop quality. Minor potato chip producers, in contrast, are generally incapable of providing technical assistance or investing in storage facilities, satisfying their needs through supply contracts and direct purchasing at local markets.

Currently, there is no national grading standard on potatoes for the processing sector. Potato quality varies greatly by suppliers and varieties produced. The quality of potato chips also

fluctuates as do the prices. Generally speaking, brand name varieties developed and produced by joint ventures are of better or more consistent in quality than local brand names.

### **Starch and Dehydrated Used in Both Traditional and Western Foods**

#### **China's Dietary Structure Diversifies as Income Rises**

Potato starch is increasingly used in food processing sectors, including instant noodle, bakery, and snack food manufacturing. As stated earlier in this report, China's food-processing sector is a major consumer of potato starch. An example of this is for vermicelli noodle production, whose popularity as an ingredient in Chinese "hot pot" dishes has led to increased starch demand.

Dehydrated potato production in MY06/07 is estimated at 30,000 tons. Mostly used for the manufacturing of compressed chips. A smaller portion is used in Western-style mashed potatoes. Due to increasing consumer acceptance of potato-based snack foods and Western fast food, dehydrated potato production is projected to expand by at least 15-20 percent annually.

Potato starch production in MY06/07 is estimated at 500,000 tons, requiring the equivalent of 4 million tons of fresh potato. Post concurs with one industry estimate by the China Starch Industry Association that potato starch production will grow by 20 percent annually in the 11<sup>th</sup> five year plan (2006-2010) period driven by rapid growth in the food processing and industrial sectors like textiles, paper milling, chemical, and pharmaceutical sectors.

#### **High-Quality Potato Production Rises**

Potatoes dedicated to the production of frozen French fries in MY06/07 are estimated at 90,000 tons, up 30 percent from the previous year. Processing requirements reduce this to 45,000 tons of FFF. Currently, four production lines are in operation and are located in the Beijing municipality and Heilongjiang, Shanxi, and Yunnan Provinces. Industry estimates indicate FFF production capacity exceeding 100,000 tons annually. Aggregate production is about 45 percent of capacity due to an inadequate supply of high quality processing potatoes. None of the four primary production lines, the newest of which opened in 2005 in Heilongjiang, are running at capacity. Industry sources report that the lack of quality potatoes limits production during the processing season at some plants to just three or four months.

Large international producers of processed potato products have established potato plantations in both Northern and Southern China which include storage facilities to ensure a reliable and high-quality potato supply. Minor chip producers generally lack storage facilities and expertise to properly store crops.

Potatoes used for potato chip production and FFF processing have specific requirements that include variety, starch/sugar content, size, and shape. Such quality-specific potatoes require tailored growing conditions and regimented irrigation and fertilizer. Most of the higher quality potatoes in China are supplied by contract farming. Post estimates that the supply of quality potato for both FFF and chipping purposes will expand and narrow the shortage gap as farmers develop an expertise and the sizes of contract farms increase in scale. However, in the near future, shortages of quality potatoes will continue to limit domestic FFF production.

#### **Expanding Food Service Sector is Driving French Fry and Dehy Potato Consumption**

China's food service sector has enjoyed double-digit growth for 15 years, a trend expected to hold as average household incomes continue to rise. Fast food, especially Western-style fast food, is one of the fastest growing sectors, led by Kentucky Fried Chicken (KFC) and

McDonalds. By mid 2007, KFC has already opened over 1,800 restaurants in China compared to the 1,200 restaurants it had in 2004 and plans are underway to open 300-400 more in 2008. McDonald's currently has approximately 600 restaurants in China.

While FFF are available at certain retail outlets, at-home consumption of FFF is still negligible. Depending on the marketing efforts, at-home dehy potato consumption could increase significantly but from a very small base. Industry marketing campaigns should target middle class groups and the younger generation that prefer convenient foods and are more likely to incorporate western style food into their diet.

China's domestic FFF consumption is estimated at 84,500 tons in MY06/07. Western style food outlets are the largest FFF consumers in China, accounting for 75 percent of total consumption. The remainder is marketed through HRI outlets and retail stores (20 percent and 5 percent, respectively). Despite the fact that domestic FFF prices rose by 20 percent from the previous year, MY06/07 FFF consumption is estimated to rise by 10 percent over MY05/06.

MY07/08 FFF consumption is forecast to rise by 15 percent to 97,000 tons. In addition to the quick expansion of the leading foreign fast food suppliers like KFC and McDonalds, local chained fast food service outlets have grown at rapid pace. According to trade sources, in MY06/07 the overall FFF consumption is hindered greatly by shortage in import supply. In MY07/08, the forecast 20 percent increase in domestic FFF production accounts for the rapid growth in consumption. Rising household incomes and the increased availability of processed and snack potato products will continue to bolster long-term growth in demand.

## Trade

### Numerous Phytosanitary Issues Limit U.S. Fresh Potato Opportunities

U.S. potatoes face numerous phytosanitary import barriers. In 2006, the United States requested China perform a pest risk assessment on U.S. fresh potatoes. While technical discussions continue between the United States and Chinese regulators, numerous obstacles remain in place making it difficult to determine a target date for developing an import protocol that would grant market access to U.S. fresh potatoes.

### China's Fresh Potato Exports On The Rise

China's fresh potato exports for table consumption have been growing rapidly in recent years as the Chinese government works to establish closer trade ties with its neighbors. In MY05/06, China's fresh potato exports rose by 60 percent from the previous year to 329,000 tons. The strong export growth is attributed to the following factors: a comparatively low production cost, seed improvement, and freight rate advantages to nearby markets. Trade sources report that Chinese fresh potato exports to neighboring Asian countries is forecast to expand rapidly, albeit from a small base.

China Fresh Potato Exports by Destination 2001-2006 (in 1,000 metric tons)					
HS (0701)	Sept 02-Aug 03	Sept 03-Aug 04	Sept 04-Aug 05	Sept 05-Aug 06	Sept 06-Jun 07 *
World	140	180	206	329	303
1 Malaysia	53	73	77	102	102
2 Russia	10	17	39	72	39
3 Vietnam	26	37	39	69	55
4 Mongolia	28	27	29	44	46
5 Singapore	14	10	10	13	13
6 Hong Kong	2	2	2	12	2



7 Thailand	2	8	4	6	6
Others	5	6	6	11	40
* MY To Date					

### Starch Imports Decline Sharply due to Chinese Anti-Dumping Ruling

Potato starch and modified starch products' wide range of applications in food processing, pharmaceutical, textile and paper milling industries helped China's potato starch imports double in MY05/06. This trend ended in MY06/07 when Chinese government imposed anti-dumping duties on the imported starch from EU countries went into effect beginning February 2007.

Responding to surging European starch imports in 2006 and the declining profit margins for domestic starch manufacturers, the industry requested government investigate damages caused by the imported starch. After concluding the investigation, the Chinese government imposed an anti-dumping duty ranging from 17 to 35 percent on starch products from most European companies. The ruling will be effective for five years.

China's imports of dehydrated potato also declined in MY06/07. As a substitute to high priced imported dehydrated potato, potato chip manufacturers (fabricated, extruded, or puffed type) shifted to use cheap domestically produced potatoes. Trade sources report that quality of the domestic dehydrated potato is not as good as the imported dehydrated potatoes because of the low level of dry matter content in domestic potatoes.

China Potato Starch Imports in metic tons (HS code 110803)					
	Country	Sep 03-Aug 04	Sep 04-Aug 05	Sep 05-Aug 06	Sep 06-Jun 07 *
0	--World--	21,874	43,126	95,839	18,002
1	Netherlands	4,267	16,790	37,862	8,014
2	Germany	2,787	10,637	29,395	4,684
3	Denmark	7,908	6,551	10,762	1,562
4	France	4,692	2,938	8,538	406
5	Poland	1,318	3,504	7,064	55
6	Sweden	0	1,777	1,187	100
7	Korea, North	308	651	676	2,224
8	Japan	341	251	285	475
9	Thailand	39	16	44	146
10	United States	25	0	19	1
	Others	189	12	6	336
	*MY To Date				

China Dehydrated Potato Imports in metric tons (HS Code 110510.110520)					
	Country	Sep 03-Aug 04	Sep 04-Aug 05	Sep 05-Aug 06	Sep 06-Jun 07*
0	--World--	1,830	2,121	3,813	1,166
1	Germany	1,449	1,594	1,282	380
2	United States	240	185	951	519
3	France	0	0	600	0
4	Poland	0	0	270	176
5	Denmark	0	18	252	0
6	Netherlands	51	270	210	40
7	Belgium	0	0	170	1

8	Spain	20	29	29	48
9	Canada	0	0	22	0
	Others	70	25	29	3
*MY To Date					

### Short Crop Leaves FFF Exporters Unable to Meet Demand in MY06/07

FFF imports accounted for about 65 percent of total frozen potato product consumption in MY 06/07 (H.S. Code: 20041000), estimated at 55,000 tons. While FFF consumption is estimated to increase 10 percent in MY06/07, China's MY06/07 FFF imports are estimated to remain unchanged from the previous year. This is due to tight world supplies. There was a short 2006 potato crop in major FFF exporting countries, including Australia and Canada.

According to China Customs data, the United States is China's dominant FFF supplier, accounting for 61 percent of China's total MY05/06 frozen potato imports. In MY06/07, U.S. market share was estimated at 68 percent of China's total FFF imports.

If new Chinese plants supply sufficient quantities of quality raw potatoes to meet their designed output capacity, some companies hope to expand their market share in China or export to other Asian markets, like Japan and South Korea. While expanded production will depend on the limited ability to expand processed potato production, China's MY06/07 FFF exports are estimated to rise by 10 percent from MY05/06 to 15,500 tons, of which 84 percent or 13,000 tons were exported to Japan.

## Potato Marketing

### The Hot Frozen Potato

Frozen potato use in the Quick Service Restaurant (QSR) segment continues to expand, while the HRI (Hotel, Restaurant, and Institutional) sector continues to serve as the most direct and effective channel for introducing potato products to consumers. Traditional shapes, like shoestring and other cuts, are no longer adequate to satisfy increasingly sophisticated consumer demand. A major international processed potato manufacturer with facilities in China stated that since 2006 demand often outpaced supply. Increasingly, new shapes and varieties are being introduced to the market, thus creating more diverse and varied dining choices for consumers. Shapes such as twister, cross-cut, and wedges are currently selling well, while the classic shoestring cut is often out of stock.

Competition for the suppliers of U.S. frozen potato persists from both foreign and domestic producers. Locally produced potatoes are not ideal for processing and freezing due to higher water and low starch content. For example, during the processing of shoestring cut potatoes a significant amount of mass is lost, which raises the product cost. Further, when fried in oil they lose shape and crispiness faster than imported U.S. products. Consistent quality is the major advantage for imported U.S. frozen potato products. Although local potato products are price-competitive, major QSRs still prefer to use imported potato products, even at higher prices. Locally produced products are often supplied to lower-end HRI food service operations.

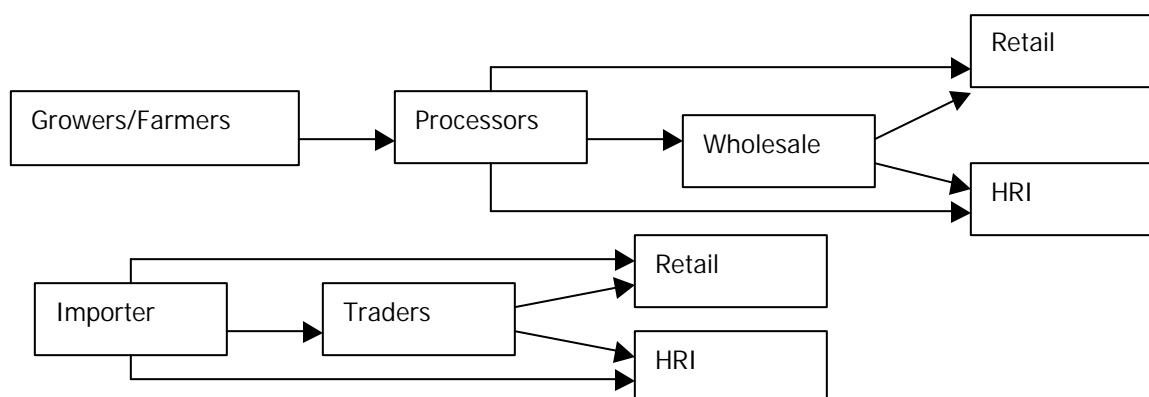
While retail sales are rising, the market is confined to a rather small segment since traditional Chinese kitchens do not lend themselves to preparing French fries at home. With increased availability of QSR French fries, more consumers can enjoy French fries in an inexpensive, quick, and convenient manner.

### Fresh Chipping Potatoes

Chipping potato usage is evolving quickly as Chinese consumers generally prefer fried foods. Crispy texture and diverse flavorings make potato chips a good fit for the snack food niche. Major international potato product companies are still the leading manufacturers, while local producers enjoy limited market share and product varieties.

With greater disposable incomes, increasingly longer working hours and less free time, snack foods that are portable such as potato chips, have become increasingly popular especially among young consumers approximately below the age of 35. One drawback to potato chip consumption is the usual deep fried preparation followed by treatment of MSGs and preservatives to prolong shelf life. Crunch chips with highly delicious flavors continue to attract consumers contributing to the 30 percent annual growth in projected sales. Future market opportunities may also lie in developing less fatty, baked potato chips.

### Potato Chips Distribution Channels



### The Rising Demand for Potato Starch and Dehydrated Potatoes

Mashed potatoes are one of the most traditional ways of preparing potatoes in China; however, fresh potatoes are usually used. Western-style dehydrated potato products are more convenient and quick to serve, and Chinese consumers increasingly welcome the convenience.

Demand for starch and dehydrated potatoes is on the rise. Due to high prices and insufficient domestic supplies, the U.S. Potato Board (USPB) discontinued market development activities in July 2006 in China. However, dehydrated potato consumption continues to climb and is widely used in food processing, baking, mashed potatoes, and snacks. The price-driven QSR sector still looks for affordable supplies, although international QSR players such as KFC are not usually willing to sacrifice product quality, and continue to seek imported products. Accordingly, price adjustments on the franchise's set menu were forced to adjust prices for other goods to make up for the higher cost of ingredients. For example, KFC increased menu entrée prices over this year without a significant fall in demand. Locally produced dehydrated products have lower starch levels and cannot compete with imports.

With food safety and health considerations on the rise, dehydrated potato chips have some advantages over fresh potato chips because they are not deep-fried. Additionally, health-conscious consumers are not turned off by high fat content concerns. For baking and food processing, locally produced potatoes are used, although the percentage of waste is somewhat higher due to high water content. However, their lower cost, compared to imports, places them at a clear advantage.

### Fresh Table Stock Potatoes

Local consumers prefer table stock potatoes since these can be prepared in many ways in Chinese cuisine. Boiled, steamed, stewed, sautéed, stir-fried, mashed, in soup, and as a stuffing are all traditional Chinese ways of preparation. Many local dishes use potatoes in combination with other vegetables and meat products. One of the most common dishes is 'Disanxian' from North China prepared with green peppers, eggplant and potatoes. In general, Chinese consumers use a high volume of fresh table stock potatoes annually as they are high in starch, nutritious, and give a feeling of satiation that lasts longer than rice. In North and West China, especially in rural areas where labor-intensive work is common, consumption tends to be higher than in the South. U.S. fresh table stock potatoes have more varieties and are unmatched in taste comparability with local products. Recently, reports publicizing the health benefits of potatoes, such as lowering the risk of heart disease, cancer, and diabetes, have bolstered consumer confidence.

### The Down-To-Earth Potato Marketing

International QSRs have been the driving market force for frozen potatoes in China. For longer-term development, the addition of China-based QSRs should provide more opportunities for incorporating frozen, dehydrated, and chipping potatoes into Chinese menu solutions and dining.

PR and media activities, together with HRI sector activities like chef trainings, menu and retail promotions are all effective tools for reaching consumers end users. Nutrition and health benefits need to be emphasized, establishing potatoes as safe, nutritious, delicious, and inexpensive food. Rising disposable urban income, longer working hours and less free time are all factors influencing consumer choice. In addition, dietary habits vary regionally, and effective marketing must take these differences into account, which can be an advantage if properly managed.

Among 14 Emerging City Markets (ECMs) ATO Beijing has identified as having extremely favorable conditions for trade, five have been pegged as great high value, high quality product markets for U.S. potatoes: Wuhan, Chengdu, Chongqing, Harbin and Shenyang, and all strategically located in either Central or North China. For exporters from the United States to succeed in the China market, reliable distribution channels are one of the essential links to maintaining the integrity of high value products. Frozen potatoes as well as potato chips require special care to ensure quality. Depending on location, destinations in Central and West China are usually far from ports, and take longer to reach, thus adding to higher product costs. In addition, participating in trade shows like Food and Hotel China and SIAL (held annually in Shanghai) are all good ways to establish company and product brand image and in reaching importers, traders, and distributors.

### Statistics Tables

**Table1. Fresh Potatoes PS&D Table**

Country	China, Peoples Republic of								
Fresh Potatoes							(HA)(1000 MT)		
	2005	Revised		2006	Estimate		2007	Forecast	

	USDA Official	Post Estimate	Post Estimate New	USDA Official	Post Estimate	Post Estimate New	USDA Official	Post Estimate	Post Estimate New
<b>Market Year Begin</b>		09-2005	09-2005		09-2006	09-2006		09-2007	09-2007
Area Planted	0	4880900	0	0	512500 0	0	0		538000
Area Harvested	0	4880900	0	0	512500 0	0	0	0	538000
Beginning Stocks	0	0	0	0	0	0	0	0	0
Production, Commercial	0	70865	0	0	72000	0	0	0	75600
Imports	0	0	0	0	0	0	0	0	0
Total Supply	0	70865	0	0	72000	0	0	0	75600
Exports, Fresh	0	329	0	0	400	0	0	0	600
Processing	0	4230	0	0	4320	0	0	0	5240
Domestic Fresh Market	0	35300	0	0	35700	0	0	0	37400
Feed Waste	0	24802	0	0	25200	0	0	0	26200
Total Dom. Consumption	0	70536	0	0	71600	0	0	0	75000
Ending Stocks	0	0	0	0	0	0	0	0	0
Total Distribution	0	70865	0	0	72000	0	0	0	75600

Table2. Frozen Potato Products PS&amp;D Table

<b>Country</b>	<b>China, Peoples Republic of</b>								
	<b>Potato Products, Frozen</b>						(MT, Net Weight)		
	2005	Revised		2006	Estimate		2007	Forecast	
	USDA Official	Post Estimate	Post Estimate New	USD A Official	Post Estimate	Post Estimate New	USDA Official	Post Estimate	Post Estimate New
<b>Market Year Begin</b>		09-2005	09-2005		09-2006	09-2006		09-2007	09-2007
Beginning Stocks	0	0	0	0	0	0	0	0	0
Production	50000	35000	35000	0	45000	45000	0	0	55000
Imports	84500	54782	54909	0	54000	55000	0	0	58000
Total Supply	134500	89782	89909	0	99000	100000	0	0	113000
Exports	12500	11552	14063	0	13000	15500	0	0	16000
Domestic Consumption	122000	78230	75846	0	86000	84500	0	0	97000
Ending Stocks	0	0	0	0	0	0	0	0	0

Total Distribution	134500	89782	89909	0	99000	100000	0	0	113000
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**Table 3. Frozen Potato Products Imports (Volume)**

(Metric Tons)					
H.S. 200410					
Country	Apr-Jun 06	Jul-Sep 06	Oct-Dec 06	Jan-Mar 07	Apr-June 07
World	14,637	19,727	11,128	11,280	16,234
United States	9,177	13,528	6,858	7,835	11,655
Canada	4,533	5,094	3,340	2,980	3,797
Egypt	48	96	48	47	312
New Zealand	301	661	597	305	300
Belgium	448	285	151	112	167
France	1	1	2	2	2
Germany	0	0	0	0	0
United Kingdom	0	0	0	0	0
Italy	0	0	0	0	0
Netherlands	129	0	21	0	0
Others	0	62	111	0	0