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# Agro-Industry and Food Chain

*From processed food  
perspective*

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## What is Included in the Agro-Industry Cluster?

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- **Manufactured food products for human consumption**
- **Meat and dairy products**
- **Snack foods**
- **Food additives**
- **Feed additives**
- **Flavor and fragrances**
- **Fruit juices**
- **Soft drinks**
- **Alcoholic beverages**
- **Flowers**
- **Farm suppliers**
- **Food distribution**
- **Food refrigeration, packaging, and processing**

## Market Trends

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- **Globalization**
- **Reduction in tariff and non-tariff barriers**
- **Maturing market in industrialized countries**
- **Growing, but challenging, markets in developing countries**
- **Internationalization of tastes**
- **Ethnic niches and special taste market segments**

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- **Consumers' strong preferences for convenience and speed (prepared or packaged food, and fast food)**
  - **Rising middle classes in developing countries**
  - **Increased urbanization**
  - **Rise of women in the work force (fast food, and more meals away from home)**

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- **Strong brand name recognition (e.g., McDonalds, Pizza Hut, etc.)**
  - **Concern for food safety (e.g., Mad Cow Disease)**
  - **More emphasis on healthier (low fat, low cholesterol food “organic” foods)**
  - **Preference for less processing and food additives in food**

# ***Agro-Industry: Emerging Products and Services***

**Prepared food for fast food and other food service companies (airlines, hotels, and educational institutions)**

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- Pre-cut salads
- Fresh fruits
- Fruit juices
- Fresh vegetables including lettuce and tomatoes
- Baked bread and buns
- Prepared potatoes
- Frozen hamburger patties and frozen chickens

# ***Agro-Industry: Emerging Products and Services***

## **Consumer-ready processed foods for supermarkets**

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- Canned fruits and vegetables
- Frozen foods including vegetables and meats
- Dairy products
- Fresh and frozen meats
- Fish fresh and frozen fish
- Soft drinks
- Alcoholic beverages

# *Agro-Industry: Emerging Products and Services*

## Tropical fruit and fruit juice markets

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- Mango
- Papaya
- Guava
- Passion Fruit

预览已结束，完整报告链接和二维码如下：

[https://www.yunbaogao.cn/report/index/report?reportId=5\\_5311](https://www.yunbaogao.cn/report/index/report?reportId=5_5311)

