



# 中国葵花销售市场分析报告

The Analysis Report about the Sunflower  
Sales Market in China

五原县大丰粮油食品有限责任公司  
WuYuan County Dafeng Oil Food Co.Ltd

汇报人：赵杰  
Zhao Jie





# 目录

CONTENTS

01

公司简介

**Company Profile**

02

种植、销售、出口情况

**Planting, sales and export**

03

当前存在的现状

**Current status**

04

当前外贸出口存在的问题

**Current problems in foreign  
trade exports**





# 公司简介

## Company Profile



创始于1995年  
**Founded in 1995**



2009年成立五原县大丰粮油食品有限责任公司

**Named Wuyuan county dafeng oil food co.ltd in 2009**



籽种研发及培育，葵花及南瓜子籽仁精深加工  
，炒货及休闲食品深加工为一体的综合性民营性企

**It is a private enterprises which is doing a comprehensive research about the development of seeds,deep processing of Sunflower seeds,pumpkin seeds,roasting seeds and leisure foods.**



# 公司简介

## Company Profile

**+** 年产量为8万吨的南瓜籽、籽仁，葵花籽、籽仁  
九条生产线，两条炒货生产线  
**we have 9 processing lines for pumpkin seeds/kernes,sunflower seeds/kernes and 2 lines for roasted seeds that annual capacity up 80,000tons.**

**+** 通过GB/T22000-2006/ISO 22000:2005  
国际质量管理体系认证及有机食品认证。  
**we have passed the requirements of the GB/T22000-2006/ISO 22000:2005 International quality management system certification and organic food certification.**





# 2018年大丰公司始发临河——德黑兰中欧班列

进入2018年，在国家倡导一带一路的指引下，又始发了从巴彦淖尔至伊朗德黑兰的首趟专列“葵花籽”，为我市葵花籽及籽仁的出口探索出了又一条陆路通道。



In 2018, with the help of the national initiative of the Belt and Road, the first special loading way of 'Sunflower Seeds' from Bayannaer to Tehran in Iran was launched, which has helped explore another land passage for the export of sunflower seeds and kernels.



# 籽仁车间

processing lines for kernels





# 葵花籽生产车间

## Processing lines for sunflower seeds





# 熟货车间

## Processing lines for roasted seeds





# 种植、销售、出口情况

## Planting ,sales and export

2016年

- ▶ 全国种植面积约为1150万亩。
- ▶ 总产量为298.89万吨。
- ▶ 内蒙古产量为166万多吨。
- ▶ 滞销30%

2016 years

- ▶ The national planting areage in 2016 was about 11.5 million mu.
- ▶ The total output was 2,988,900 tons.
- ▶ Our Inner Mongolia output is more than 1.66 million tons.
- ▶ They were still the 30% products which was unsalable.



# 种植、销售、出口情况

## Planting ,sales and export

2017年

- ▣ 全国种植面积约为760多万亩。
- ▣ 总产量约为152万多吨。
- ▣ 出口量约为40.96万吨。
- ▣ 原料库存占总产量的20%。

2017 years

- ▣ The national planting acreage has dropped more than 7.6 million mu.
- ▣ The total output is about 1.52 million tons.
- ▣ The export volume was about 109,600 tons.
- ▣ Raw material inventory still accouts for 20% of the total output.





# 种植、销售、出口情况

## Planting ,sales and export

2018年

- ▶ 全国种植面积约为650万亩。
- ▶ 总产量为138万吨。
- ▶ 出口量约为41万吨。

2018 years

- ▶ The national planting acreage was about 6.5 million mu.
- ▶ The total output of the year was about 1.38 million tons.
- ▶ The export volume was about 410,000 tons



# 销售现状

## Domestic market

### 国内市场情况

目前，国内炒货销售市场，主要以363，361，601等皮毛光亮，粒大饱满等高品质的品种为主，食用葵每年基本消费量100万吨。随着我国经济的飞速发展，人民生活水平的提高，同时也在改变着饮食习惯，由过去带皮休闲食品逐步在向籽仁类过度，并进一步深加工开发出了，面包葵仁点心、月饼及糖果类葵仁，促进了葵花产业的蓬勃发展。

**At present, the domestic market of roasted seeds and nuts is mainly based on high-quality varieties such as 363,361,601 and others. The basic consumption of the edible sunflower is 1 million tons per year. With the rapid development of China's economy, the people's living standards have improved, and at the same time they have also changed their eating habits. From the past, the skinned snack foods have gradually developed to the seed kernels and further deep processing, and the breaded sunflower kernel desserts, moon cakes and the candy-like sunflower kernel have promoted the flourishing development of the sunflower industry.**



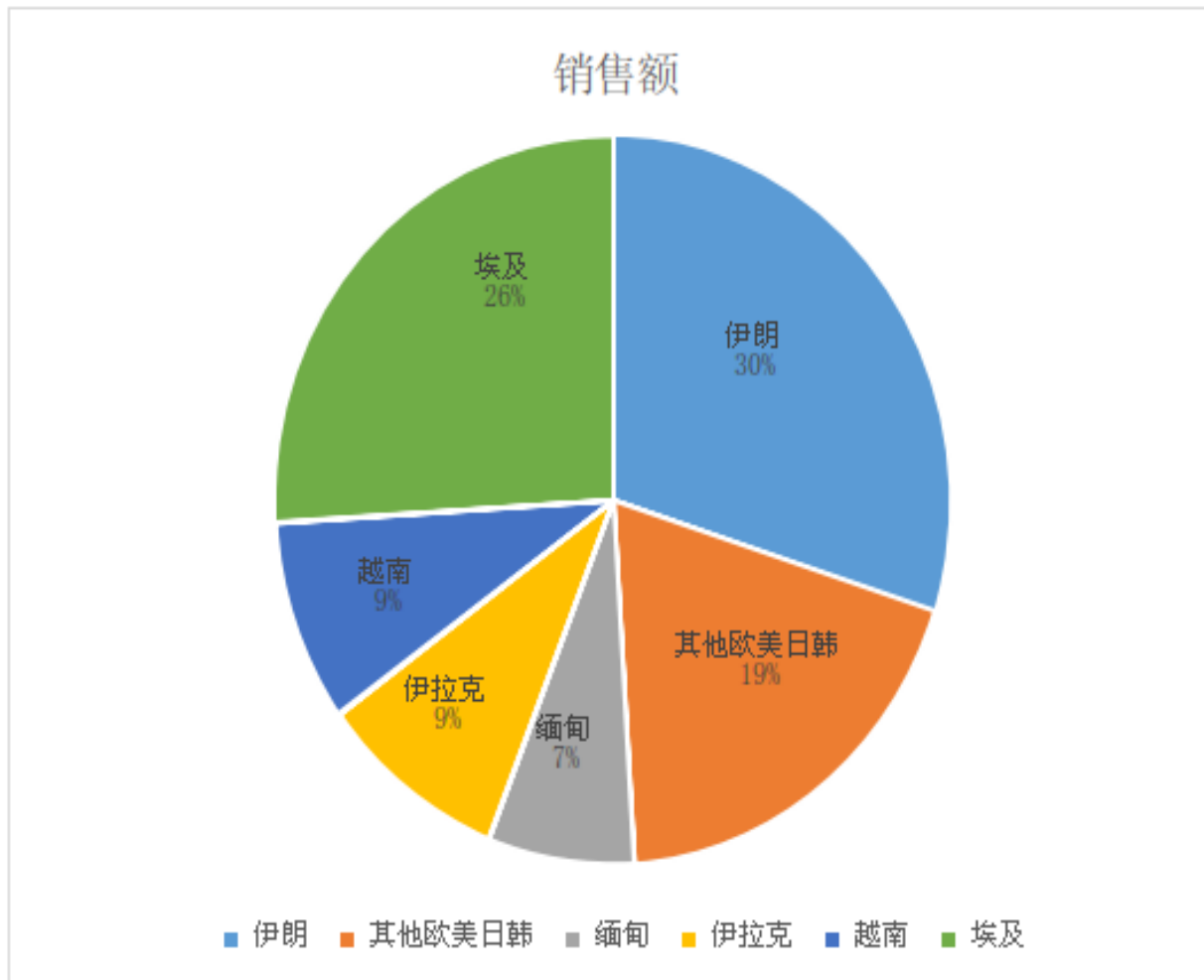


## 国际市场情况 **Export status**

外贸出口主要销往伊朗、埃及、伊拉克等中东地区，以及亚洲的越南、缅甸、日本、韩国等三十多个国家及地区，如图所示：

**Foreign trade exports are mainly exported to Iran, Egypt, Iraq and some other Middle East regions, as well as Asia, Vietnam, Myanmar, Japan, South Korea and other countries and regions, shown as following:**





葵花籽的出口国家集中度较高，排名前五的国家，出口量占比高达81%。

**The top five countries with higher concentration of sunflower seeds are exporting, accounting for 81% of the total.**





## 销售现状 **current status**

▣近年来，对葵花籽出口的质量、品种也逐步在提高。

**The quality and variety of sunflower seed exports have gradually increased in recent years.**

▣籽仁类产品的需求也越来越多。逐步由过去的葵花籽单品向炒货南瓜籽，南瓜籽仁过度，出口数量逐年增大且品种由过去单一向多品种发展。

**Gradually from the past sunflower seed products to roasted seeds and vegetables, pumpkin seed kernels are excessive, the export volume is increasing year by year and the variety is developing from the past to the multiple varieties.**



## 当前存在的现状

### Current status

01 

- 美国退出伊核协定，对伊朗实施制裁，受美元汇率影响，伊朗民众购买力降低了80%，导致国内消费低迷。
- **Since the United States withdrew from the Iranian nuclear agreement and imposed sanction on Iran, the purchasing power of the Iranian people was reduced by 80% due to the impact of the US dollar exchange rate, resulting in a sluggish domestic consumption.**





## 当前存在的现状

### Current status

02



- 2018年6月，土耳其海关增加了对葵花籽的进口关税及海运费的大幅增长。  
• **In June 2018, the Turkish Customs also increased the import tariffs on sunflower seeds and the substantial increase in sea freight.**



## 当前存在的现状

### Current status

03



•春节之后，各出口企业大批量发货，土耳其当地市场出现饱和状态，土耳其对葵花籽的进口量也在6月之后明显减少。

**After the Chinese New Year ,various export enterprises shipped in large quantities,and theTurkish local market became saturated.As a result,Terkey's imports of sunflower seeds have also decreased signigicantly since June.**





## 当前外贸出口存在的问题

### Current problems in exports:

品牌战略

The brand strategy

◆没有统一的“品牌”走出国门各家各户商标。

We do not have a unified 'brand' to go out of the country's various household trademarks.

价格战

The price war

◆为了签单客户达成出口，内部企业之间打恶意的价格战。

In order to sign the export of customers, China's internal enterprises fight malicious price wars.



## 应对方法与建议 Suggestions

统筹规划、统筹运营

Overall planning, overall operation

建立全国统一的“葵花籽”协会，把优质的葵花籽“品牌”，价格卖出去，使“葵花籽王国”能健康良性发展。

Establish a nationally unified Sunflower seeds Association to sell the high-quality sunflower seeds brand in china's 'Sunflower Seed Kingdom' can gain a healthy and begin development





## 应对方法与建议 Suggestions

整合资源，创造未来

Integration of resources, create the future

树立创新、协调、绿色开放共享的发展观念，打造“绿色，有机，高端的”农产品。

Established a developing concept of innovation, coordination, green and open sharing aiming at the demand-oriented market. Create 'green, organic and high-end' agricultural products.



# ENDING...

大丰公司欢迎国内外新老客户前来我司参观指导，我们期待您的光临！  
最后让我们以热烈的掌声欢迎受大丰公司之邀，来自伊朗的老朋友给大家带来精彩演说！

**Dafeng foods welcome the friends at home and aboard to visit our factory !**

**We are looking forward to establishing long term business relationships with you !**

**Finally,welcome the Iranian friend make a speech which invited by Dafeng foods !**

**THANK YOU FOR YOUR  
LISTENING !**