

The Analysis Report about the Sunflower Sales Market in China

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Abstract

Our company was founded in 1995 and was named Wuyuan County Dafeng Oil Food Co., Ltd. in 2009. It is a private enterprise which conducts comprehensive research on the development of seeds, deep processing of sunflower seeds, pumpkin seeds, roasting seeds, and leisure foods. We have nine processing lines for pumpkin seeds and kernels, sunflower seeds and kernels, and two lines for roasted seeds. We have passed the requirements of the GB/T22000-2006/ISO 22000:2005 international quality management system certification and organic food certification.

In the past three years, the national planting area in 2016 was about 11.5 million mu. According to the National Bureau of Statistics, the total output was 2,889,900 tons. Amongst the total production, our Inner Mongolia output was more than 1.66 million tons, which is three times higher than that of the second ranking output of 530,000 tons in Xinjiang Autonomous Region. In that same year, due to the impact of the “El-Niño” meteorological condition, the quality of northern-grown sunflower seeds declined, and the sales plummeted. The backlog caused a sharp fluctuation in prices. Although there are more than 300,000 tons of export support from enterprises across the country, 30% of the products remained unsalable.

At present, the domestic market of roasted seeds and nuts is mainly based on high-quality varieties such as 363, 361, 601, and others. From the past, the whole-seed snack foods have gradually transitioned to the seed kernels and further deep processing, and baked sunflower kernel desserts like moon cakes, as well as candy-like sunflower kernels, have promoted the flourishing development of the sunflower industry.

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.

Current problems in foreign trade exports:

First, the brand strategy. Second, the price war.

In order to avoid the above problems, we should establish a nationally unified “Sunflower Seeds Association” to sell the high-quality sunflower seeds “brand” in China, so that China’s “Sunflower Seed Kingdom” can begin a healthy expansion.

中国葵花销售市场分析报告

五原县大丰粮油食品有限责任公司

赵杰

摘要

我公司始创于 1995 年，于 2009 年成立五原县大丰粮油食品有限责任公司，是一家以籽种研发及培育，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业。现拥有年产量为 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，并均已通过 GB/T22000-2006/ISO 22000:2005 国际质量管理体系认证及有机食品认证。

近三年来，2016 年全国种植面积约为 1150 万亩，据国家统计局数据显示，总产量为 298.89 万吨。其中我们内蒙古产量为 166 万多吨，是排名第二新疆产量 53 万吨的三倍之多，当年由于受“厄尔尼诺”气象条件的影响，造成了北方葵花籽品质的下滑，销售骤降，产品积压，导致价格的剧烈波动。虽有全国各大企业 30 多万吨的出口支持，当年仍滞销 30%。

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。

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。

当前存在的现状：一是品牌战略；二是价格战。

为了避免上述存在的问题，我们应建立全国统一的“葵花籽”协会，把我国优质的葵花籽“品牌”，价格卖出去，使我国“葵花籽王国”能健康良性发展。

目前出口主要存在的问题是：1.没有统一的品牌 2.价格战。为了避免上述存在的问题，我们应建立全国统一的“葵花籽”协会，使我国“葵花籽王国”能健康良性发展。