

NEWSLETTER

FOOD AND BEVERAGE/ AGROINDUSTRY/HORECA
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China aims to build 1.5 trillion-yuan tea industry by 2030

China has issued guidelines to promote upgrading of the tea industry, setting a target for the total size of the full industrial chain to reach 1.5 trillion yuan (about \$216 billion) by 2030. The guidelines, jointly issued by five government departments including the Ministry of Industry and Information Technology, aim to remarkably improve the quality and efficiency of the tea industry. **(Xinhua)**

New Zealand RubyRed Kiwifruit Makes its First Air Freight to China

New Zealand's Zespri RubyRed™ kiwifruit made its historic first attempt at entering the Chinese market via air freight. In the 2026 season, Zespri expects to supply 5.3 million standard retail boxes of RubyRed kiwifruit to the global market, with approximately 2 million standard retail boxes destined for the Greater China market, of which 26,000 standard retail boxes will be transported by air. **(Guojiguoshu)**

Duty-free import of South African wine to China to begin on May 1st

According to the Chinese Ministry of Foreign Affairs, China will fully implement zero tariffs on South African wines starting May 1, 2026. South Africa is currently China's eleventh largest source of wine imports by value. In 2025, China imported 7.071 million USD worth of South African wine, amounting to approximately 2.0066 million liters. **(Vinojnews)**

First-ever shipments of South African sugar plums reach China

As preparations for Spring Festival fruit sales entered the final countdown, South African sugar plums began arriving in China by air, marking the first ever shipment of South African sugar plums to enter the Chinese market following market access approval for South African stone fruit by China's General Administration of Customs toward the end of last year. **(Guojiguoshu)**

Royal FruitMasters introduces Tessa apple in China

The Dutch growers' cooperative Royal FruitMasters, in cooperation with its Chinese distribution partner, introduces the Tessa apple to the Chinese market. The Tessa apple has been developed to meet the preferences of consumers who favor sweeter taste profiles. Its market entry is the result of extensive market research, consumer testing and close collaboration with Chinese retail and distribution partners. **(Guojiguoshu)**