



Centre for Contemporary Chinese Studies  
Conference 2017

# Feeding China: Agricultural Modernisation, Trade, and Investment

University of Melbourne,  
Friday 9 June, 2017  
8.30am-6.00pm  
Arts West, Forum Theatre

## Speakers guide for Panel Chairs

## Third Session: 2.00pm-3.45pm

### Panel III – Trade and Investment

#### Opening comments – 2 minutes

**Chair:** Helen Sawczak (Australia-China Business Council)

Helen Sawczak to provide 2 minute introduction to the session

#### First Speaker – 20 minutes

**Dr Liu Hongbo, James Cook University**

*Organic and green food consumption in China*

Improvement in living standards and frequent food scares in China have led to the expansion of the organic and green food market. Green food refers to a certification scheme that is unique to China; it is comparable to but differs from organic products used in Australia. From a marketing perspective, it is critical to understand consumers and their needs, attitudes, and behaviours. Although the literature on green food is expanding, market segmentation studies are rare. This mixed-methods study contributes to the growing body of research on organic and green food consumption in China, in terms of (i) examining how the organic and green food market can be segmented based on behavioural and demographic bases, and (ii) identifying the determinants of organic and green food purchase. This study also provides some insights into how Chinese consumers view innovations in the food sector.

**Dr Hongbo Liu** has extensive research and teaching experience in both China and Australia. Dr Liu is currently a Senior Lecturer at James Cook University. She specialises in food consumption and environment evaluation. Her current research interest is the relationship between the economy, society and environment. Dr Liu has produced more than 50 publications and led several research projects. In addition, Dr Liu is the Secretary of Chinese Economics Society Australia, which is a leading research network on the Chinese economy in the Asia-Pacific region. She also serves as a guest editor of *Sustainability*.

#### ***Chair to introduce next speaker - 1 minute***

#### Second Speaker – 20 minutes

**Dr Jason Young, Victoria University of Wellington**

*FDI in Chinese agriculture: The case of Fonterra*

China's agricultural sector is earmarked for transition from smallholder, subsistence and fractured agriculture to a more standardised, commercial, high-tech and internationally competitive sector. Could foreign direct investment (FDI) play a role in that transition? Studies of FDI in urban China argue that investment has helped integrate the Chinese economy into global trade and commerce stimulating economic growth and shaping a market-oriented transition and the development of urban areas. Studies also show, however, that FDI in agricultural sectors is often considered differently to FDI in urban industries. Is foreign investment a viable means of promoting agricultural transition in China? Is it in the commercial interests of foreign agribusinesses? This paper is based on fieldwork in Hebei. It locates investment in the Chinese agricultural sector by New Zealand's largest dairy cooperative, Fonterra, within the broader developmental orientation of the Chinese dairy sector. The case illustrates how commercial activities in China's agricultural sector are considered developmentalist as well as crucial to sustaining overall economic relations.