

Please make a note in your diary:

Sunday, Aug 28th, at 3pm Ian Howat (ex-President of Hamilton Branch) will give a **Demonstration of Chinese Cooking**, at Trish & Dickie's, 12 Millennial Way, Orewa.

Report on:

The Hibiscus Coast branch of the NZCFS enjoyed a very interesting talk recently (July 29th), by Dr Hong Chen on "**Milk Consumption and the Dairy Industry in China**". There were 10 people (6 from the branch as well as 4 visitors) and they enjoyed an excellent talk.



Dr Chen first gave us an account of his education and qualifications and we congratulated him on his recent election as a Fellow of New Zealand Institute of Food Science and Technology. He said that he had studied/worked in [Wuxi](#), west of Suzhou, which boasts the Grand Canal of China as one of its beautiful tourist spots.

He came to New Zealand as a student in the dairy industry to Massey University in 1989, because New Zealand was internationally renowned for the quality of its dairy products. He was initially sponsored for a diploma but says that this was fairly simple and he soon moved on to doing first a Masters and then a Ph.D in Food Engineering.

He started work as a technical officer at Kiwi Dairy Company in Taranaki and then moved on to Fonterra when it was formed, joining the technical area as Team Leader in the Heat Transfer and Drying team. He is responsible for resolving all technical issues in making milk powders.

Nestle, *Coca-cola* and *Danone* are the biggest foreigners in the Chinese dairy market at this time. They produce mainly yoghurts and flavoured milk drinks. The biggest Chinese companies are two Inner Mongolia firms (*Yili* and *Mennui*), as well as one in Shanghai (*Bright Dairy Group*, major stakeholder in *NZ Synlait Milk*) and one in Beijing (*Shanyan*).

Fonterra built its first farm in Hebei province in 2007 and the second one in 2010 and a third one is being considered. Fonterra, on the other hand, supplies milk powder and other dairy products to the Chinese market and although NZ exports about 95% of its dairy produce, this is still only 3% of global production. China produces 6.3% of global produce but much more milk is still required by China. With 49,000 new

babies being born per day in China, it is in the market for as much milk as it can get from NZ. There has been forecast a 60% rise in consumption from 2009 to 2015, particularly in flavoured fermented milk drinks, so that there are great opportunities for NZ businesses to do trade with China. Each year there is more urbanisation and it's expected that China will be the 3rd consumer market worldwide by 2015. NZ is a trusted source for dairy products with an established quality assurance system and the demand for high-quality dairy produce provides great opportunities.

Dr Chen said that the melamine scandal in 2008 did much harm - damaging the reputation of and confidence in the dairy business in China. The resulting rigorous regulation implemented by Central Government has since prevented many of the unqualified dairy companies in China from getting their new manufacturing licences. In 2010, only 643 dairy-producing companies (about 55 percent of the original 1176 dairy companies) were granted licences by Central Government to continue production.

Dr Chen then reiterated that there are great opportunities for small firms in NZ to do business with China as, although the bulk of milk powder is supplied to the big cities, still there are medium-sized cities in China with enough population to warrant trade with them as well.

The meeting closed with a cup of tea and a taste of the delectable NZ cheese selection that Dr Chen's colleague, Calum Hodgson (*Fonterra manager of Kapiti Store*, in Auckland) had brought along for us to try. Calum also advised us that there is just one specialised cheesemaker in Beijing!

Please refer to Dr Hong Chen's PowerPoint presentation which is posted on the '**Links & Resources/Interesting Articles**' section (top right) on the Society's website - Click [here](#), to access it.

Later, Calum sent me more information about cheesemakers in China:

There are plenty of cheese SHOPS in China, including [Wenyu Cheese Shop](#), but few CHEESEMAKERS in China.

The only commercial Chinese cheesemaker in China is **Yang Liu** at the "**Le Fromager de Pekin**", based in Beijing - see their website (only in German..other than Chinese....!) <http://www.lefromagerdepekin.com/>.. Mr Yang Liu has been making French-style cheese in Beijing since his return from France in 2007.

The market for cheese is slowly, but steadily growing among the younger and wealthier populations in Beijing, Shanghai and other major cities in China. However, the majority of Chinese prefer sweeter varieties of dairy products: sweet yogurt, ice cream, flavoured milks, or bland, "factory-style" cheese that can be found in major supermarkets.

Despite the rather adventurous Chinese palate, the "mouldy" taste of French-style cheese has yet to gain widespread popularity. The price of imported and artisan cheeses is also an issue with most Chinese. Much of Yang Liu's cheese is sold via home delivery and to hotels/retailers popular with the foreign nationals living in China. Some of those foreign nationals have formed the [Beijing Cheese Society](#).

You're right, there are two CHEESEMAKERS in China, but the other is Dutch: [Yellow Valley Gouda](#) and is made Shanxi Province.

I'd like to host another tasting re cheese and rice wine, interested? *[Editor: So, we'll probably organise one in the near future!]*

Dave Feickert

Your editor has just heard that Dave Feickert is in China getting Chinese Traditional Medicine (TCM) treatment which he hopes will improve his immune system enough to make it possible for him to have a liver transplant! Of course, we were concerned to hear of Dave's situation. However, Dave is very upbeat about it and has posted the following article on the Web about his Traditional Chinese Medicine treatment. We wish him all success, of course.



Illustration: Liu Rui

My first encounter with traditional Chinese medicine (TCM) came last winter. I had returned to freezing Beijing from the equally cold Yinchuan, the capital city of Northwest China's Ningxia Hui Autonomous Region, with a badly sprained ankle. I did not know how it had happened but I must have twisted it during a high fever I had while out there.

The fever was a real shocker, suddenly taking me over in my hotel room, with eruptions from every orifice. Fortunately my partner, who was negotiating risk assessment contracts in the city, turned her TLC toward me and got me through. Stumbling around, delirious, I must have twisted my ankle.

It was the worst sprain I have ever had, much worse than the many I have had playing sport or hiking. After a few days it became so painful I could not walk on it; so on Christmas day I went to a Western clinic. They X-rayed it, cast it and gave me a pile of pills to take.

"Come back in two weeks," the young Portuguese doctor said, handing me a pretty large bill.

After two weeks it was still hurting like a really bad tooth, but this was a whole ankle.

"Use these," my partner, Jing, said, handing me some patches, "They will solve the problem."

I wrapped the two patches around my ankle, with the brown pad against the skin and went to bed. The next morning the swelling and pain had gone.

Like many Westerners, I used to be a sceptic about TCM. This was partly from being trained in a scientific tradition that saw itself as superior, because of the rigour of its experimental testing. This did not seem to apply to medicines that were several hundred or thousand years old. I also knew people who believed in TCM and took it, but nothing much seemed to happen.

With my ankle, the experiment was clear-cut. My ankle had been painful and swollen. It had been so for two weeks, but now overnight both these symptoms had gone. I could walk on it without pain. It could not have been mind over matter, as I did not believe it would work and thought it would take months for the injury to really heal.

So when the Auckland Hospital Liver Unit took me off the liver transplant list last May and told me my cancer was inoperable, with only two non-curative treatments now available, my thoughts turned instantly to TCM.

I had been in China in April and Jing's boss had bought me some very expensive TCM.

Pien Tze Huang was developed a few hundred years ago for emperors with liver problems and the price remains imperial.

Even if you get it at the cheapest price, it still costs around \$30 a day. It is not specifically an anti-cancer medicine, but Chinese people swear by it.

"You can keep taking Pien Tze Huang," Dr Li Jie, one of China's leading tumor specialists, told me, "but it hasn't been tested as a cancer remedy."

He put me on his prescribed treatment for liver cancer, made up of more than 20 herbs.

"We are going to boost your immune system, so that the anti-cancer cells can do their job better," Li told me. "You can keep taking your Western medicine. Come back next week."

The south Beijing hospital where Li works is huge. In the mornings there are hundreds of people flowing through the registering halls and on up lifts to the clinics. It is both Western and TCM. The aroma of cooking TCM is all pervasive but you can hear the MRI machines working away, too.

TCM is very much a family affair, with sons, daughters, husbands and wives, sisters and brothers all in attendance and taking part.

My friends around the world are very concerned but also very curious. I keep a diary but my message is a simple one: I feel better in myself. It took two weeks to feel this, but I have more energy.

I know, too, that the Auckland team are keen to get me in their MRI tube again to assess the results in a few months time.

That day, Western technology will test TCM's effect.

The author is a coal mine safety adviser in China. opinion@globaltimes.com.cn

Dave has also posted a number of very interesting articles on a Chinese News website - Global Times:

[Bullet-train disaster at Wenzhou - a grim wake-up call for railway safety](#)
[Rail disaster needs clean investigation](#)
[China's Growing Energy Industry at Crucial Juncture](#)

If you search on the Global Times site [type 'Feickert' in the '*Search*' box], you will find a number of hard-hitting articles by Dave Feickert that are not directly pertinent to our interests, but are, however, worth reading.

National Society News

Ways in which our branch can help

The Year of the Rabbit Project

The Conference was very informative and the speeches gave a huge insight into the goals and attitudes of both New Zealanders and Chinese. The two HBC delegates came away with a renewed enthusiasm for the projects and a greater knowledge of the workings of the Chinese peoples. The 'Rabbit Project' in particular interested us because of the ability of our small branch to provide assistance. A scheme has been set up by the Society in Sanzhiyang Township in Duan County to support very poor families.

The average annual income is 716RMB per person with each person living off a small block of 0.6ha. The main crops are maize, sweet potato, soybean and vegetables and livestock such as chickens, pigs and goats. The women do the

work because most of the men leave to find work in the cities. Sazhiyang is remote and thus puts pressure on the village community to sustain itself. Yuan Jianzhui from SZY Animal Husbandry Station says the fertility of the land is low and the hamlets are not close together, so transport is difficult and people have a very hard life.

Rabbits are a good animal for such an area. They are small and easily looked after in a land of severe droughts. This year the crops were not planted at all because of the drought and without them it is hard to raise pigs and chickens. NZCFS have assisted 20 families from Jiadiao and Bama hamlets of Dingdong Village. The people here don't receive help from the government and are away from the township centre. This project is on-going with more families receiving rabbits from our support.

The **total cost is \$1600** which includes buying three females and one male for each of 20 families, the transport of the breeding stock from the nearby city, the transport to bring farmers into the Animal Health Centre for one day's training, booklets on rabbits and petrol for regular visits. The farmers make their own cages and sign an agreement to keep breeding stock numbers the same for two years. If not, they can return them to the Animal Husbandry to reallocate them.

Each female rabbit has approximately 10 kittens in each litter and it takes 10 weeks to raise them for sale. This happens 4 times per year. The potential is for farmers to increase their income by \$1200 per year.

Hibiscus Coast branch could help in this way by funding 10 families to purchase their rabbits. So how about it?

See side panel.

Branch News:

Subscription: \$20 for a single person, \$30 for a couple, \$50 for a business and \$10 for a student. Our membership numbers are now at: 6 couples and two single persons, i.e. 14.

We can print cards, as they have done in Hawkes Bay branch. These cards can be sold for \$20 each to the public - four cards cover the cost of setting up one family with a supply of rabbits. There is a picture on the front of typical rabbit hutches and an explanation inside of where the money will go.

**Please let us know what you think - Duncan & Teri
dsftt123@gmail.com**

BRANCH EVENTS & MEETINGS:

Please mark these dates on your calendar :

Events Schedule for 2011:

Date	Time	Speaker	Topic	Venue
Sunday, Aug 28th	3pm	Ian Howat	Demonstration of Chinese Cooking	12 Millennial Way, Orewa

We thoroughly recommend that members refer to the Society website,

<http://nzchinasociety.org.nz/>

Have a look at it. You should find it much easier to find your way around than the old one.

For example, you can obtain information on the Society **Projects and Tibetan Communities Tour** to China **in October this year**.

(or click here: <http://nzchinasociety.org.nz/5335/nzcfs-projects-and-tibetan-communities-tour-2011/>)