



Exporting Pet Food to China: Routes to Market

Pet food is classified as animal feed by the [Ministry of Agriculture and Rural Affairs of the People's Republic of China](#) (中华人民共和国农业农村部, "MOA").¹

There are two ways for pet food to enter the Chinese market: through traditional exporting channels and through cross-border e-commerce channels.

Traditional Exporting Channels

The procedure for exporting pet food to China through traditional exporting channels includes the following steps:

1. Check whether the country that the pet food is being exported from has permission to export pet food to China

Countries that are permitted to export pet food to China include the Netherlands, France, Belgium, Germany, Denmark, the Czech Republic, Italy, Thailand, the Philippines, Brazil, New Zealand, Australia, and Argentina.

2. Approach the exporting country's competent authority

Companies that are interested in exporting pet food to China should approach their country's competent authority to express this interest so that the authority can gauge demand for exporting to China and act accordingly.² For example, UK companies should approach [Defra](#), which can be done through the Market Access Team at the British Embassy in Beijing or through CBBC's Food and Drink Team.

3. Check whether the ingredients of the pet food can be exported to China

If the country the company is based in has permission to export to China, the company should check whether the ingredients of its pet food can also be exported to China. There are sometimes export restrictions on certain ingredients that apply even when a country has permission to export pet food to China. For example, the UK is unable to export beef, lamb, or poultry to China, therefore UK pet food that contains these meats cannot be exported to China even if the UK is granted permission to export pet food to China in the future, and this will remain the case unless the regulations preventing these meats being exported to China are lifted.

If the pet food manufacturer is exporting from a country with access to the Chinese market, the exporting company needs to:

- Obtain an import registration licence from the MOA through an agent in China (this process usually takes 4–6 months).
- Be on the [General Administration of Customs People's Republic of China's](#) (中华人民共和国海关总署, "GACC") approved list: the "[Approved Country \(Region\) List for Imported Feed, Pet Food and Supplementary Feed Product](#)" ("允许进口饲料原料、宠物食品及配合饲料国家(地区)产品名单", the "Approved List")

There are two types of access to the Chinese market that can be granted to countries exporting pet food and animal feed to China. They are:

¹ According to the MOA's regulations, pet food is defined as pet compound feeds, pre-mix feeds with additives, and other feeds, http://www.moa.gov.cn/gk/tzgg_1/gg/201805/t20180504_6141413.htm

² http://dzwjyjs.aqsq.gov.cn/zwgk/slaq/jjsljtj/zrmd/201109/t20110922_198927.htm



- **Full market access** (允许进口, 逐步完成注册登记)
In countries with full market access, all exporters are assumed to have automatic access to the Chinese market. Products that are on the GACC's Approved List are permitted to be exported to China and the relevant manufacturing facilities are required to be registered with the GACC, although this can be done at or after the time of export.
- **Partial market access** (允许从注册登记企业(名单)进口)
In countries with partial market access exporters are not assumed to have automatic access to the Chinese market. Exporters must first register their manufacturing facilities with the GACC before exporting. Products under this category are only allowed to be exported by manufacturers that have already registered with the GACC.

New Zealand is currently the only country with full market access, meaning exporting companies and relevant manufacturing facilities from New Zealand not registered with the GACC at the time of export are able to export products to China and register at the time of export or afterwards.

As the Approved List is often updated, exporters should register their manufacturing facilities with the GACC through a recommendation from the competent authority in their own country (generally the same authority that the exporter registers its initial interest in exporting with). GACC's Approved List is only available in [Chinese](#)

It is also important to be aware that:

- Certain types of pet food, including pet snacks and pet chews, do not normally require an MOA import licence. Pet food exporters should check with the MOA's regulations on feed and feed additives to confirm whether an import licence is required for their products.³
- Imported pet food must match the MOA's specific labelling and hygiene requirements for pet food, as stated in "[Decree 20](#)" ("中华人民共和国农业农村部公告 第20号"), which was published on 27th April 2018 and came into effect on 1st June 2018.

Cross-Border E-Commerce Channels

An alternative to exporting pet food through traditional exporting channels is to export it through cross-border e-commerce channels.

Pre-packaged dog and cat food for retail are both listed on the "*Cross-Border E-commerce Imported Retail Commodity Positive List*" ("[跨境电子商务零售进口商品清单](#)"). However, all pet food exported to China via cross-border e-commerce channels must comply with the same GACC requirements as that exported to China via traditional exporting channels: exporters need to acquire export access permission and be registered before dispatching products to a port. However, the MOA's import licence can be applied for while products are being processed in the Cross-Border Pet Food Experimental Zone (*跨境宠物产业综合试验基地*) in Hangzhou.

For companies in countries with no market access, if the company's products are manufactured in a country with access, it could export through the country of manufacture instead of the country where the company is registered.

³ http://jiuban.moa.gov.cn/fwllm/zxbs/xzsk/spyj/201706/t20170606_5661908.htm