China's Dairy Market and Implications for U.S. Dairy Producers

Motivation/ Purpose This study is motivated by China's increasing imports of dairy products from the U.S. and the growing needs for information on China's dairy markets, especially on consumer preferences for different dairy products. This paper will collect primary data through a survey of Chinese students at UVM, analyzes the changes in their consumption of milk, ice cream, cheese, yogurt, and pizza since they came to the U.S., and derive implications for predicting the trends of China's dairy market and trade.

Design/methodology/approach Primary data will be collected through an online survey in SurveyMonkey.com and used to examine the changes in Chinese students’ consumption of major dairy products since they came to the U.S. Data from this special population who grew up in China and have lived in the U.S. are expected to provide useful information for addressing many research questions. For example, what are the major reasons for China’s per capita cheese consumption to be only about 0.2 pound as compared to more than 30 pounds in the U.S.? Statistical methods like hypothesis tests will be used to examine the changes in dairy products consumption and identify the factors for the changes.

Findings The major expected findings from this study include (a) changes in Chinese students’ dairy product consumption since they came to the U.S., (b) their comparative assessments about the dairy products in China and the U.S., (c) identified factors of the changes in dairy product consumption, and (d) implications for China’s dairy market and trade.

Conclusion The primary data and analysis results will be used to draw conclusions about the impacts of market and socioeconomic factors on dairy product consumption and to derive implications for the trends of China’s dairy market and potential opportunities for American dairy processors.