Research and Investment Forecast of China's Selenium-rich Agricultural Products Market, 2012-2016

Description: The market scale of China's selenium-rich agricultural products is about CNY 5 billion, and this market is showing a rapid development trend.

Experienced the horrible incidents of melamine, clenbuterol, staining steamed bread in Shanghai and today's plasticizer event, the problem of food safety in China is more and more obvious and this problem has become a nightmare of all Chinese people.

In the deteriorating situation of food security environment, selenium-rich agricultural products which largely benefit to human health began to embark on the market. Currently, viewed from the industry cycle, this industry is in a start-up phase. Most Chinese people do not form a clear understanding on the selenium-rich agricultural products and foods.

On the other hand, the price of selenium-rich agricultural products is much higher than the price of ordinary products. We need to realize large-scale production and improve process to reduce the price and promote sales. Viewed from the current situation, we need to continuously improve whether in the formulation of national related management policies, or the enterprises' marketing and fine production technology.

This research report includes profound analyses and strategic suggestions on many aspects about selenium-rich agricultural products, such as the macroeconomic environment, industrial policies and standards, regional industry, product segment and processing technology, etc. In term of research methods, this report not only has the professional qualitative analysis based on the desk data collate, but also provide unique data and conclusion from many practical quantitative surveys.

Contents:
1. Research Overview
   1.1 Research Backgrounds
   1.2 Research Contents
   1.3 Research Methods
   1.4 Data Sources
   1.5 Research Team

2. Technical Research Status Quo of Domestic Selenium Field
   2.1 Definition and Efficacy of Selenium
      2.1.1 Definition of Selenium
      2.1.2 Definition of Selenium-rich Agricultural Products
      2.1.3 Efficacy and Function of Selenium
      2.1.4 International Status of Selenium
   2.2 Relationships between Selenium and Human Bodies
      2.2.1 Selenium is How to Play a Role in Human Bodies
      2.2.2 Relationships between Selenium and Human Bodies
      2.2.3 How to Choose Selenium-rich Products
      2.2.4 Reference to the Selenium Supplement Population
      2.2.5 Demand and Safe Volume of Selenium

3. Development Status Quo of Deep Processing of Selenium-rich Agricultural Products in Foreign Countries
   3.1 Global Health Food Market
   3.2 Selenium Resources of Major Countries in the World
   3.3 Global Overview of Selenium Research and Development
      3.3.1 Development and Utilization of Bio-nutrition and Agriculture Fields
      3.3.2 Looking for Anticancer Organic Selenium Drugs with High Efficiency and Low Toxicity
      3.3.3 Development of New Materials
      3.3.4 Development of Optoelectronic Application Technology
      3.3.5 Development of Fine Chemistry
   4.1 Status Quo and Achievements of China’s Selenium Research
       4.1.1 Research Status Quo of Selenium-rich rice
       4.1.2 Research Status Quo of Selenium-rich Fruits
       4.1.3 Research Status Quo of Selenium-rich Milk
       4.1.4 Research Status Quo of Selenium-rich Tea
       4.1.5 Research Status Quo of Selenium-rich Fertilizer
       4.1.6 Research Status Quo of Selenium-rich Garlic
       4.1.7 Research Status Quo of Selenium-rich Medicinal Materials
   4.2 Survey on Consumption Situation of China’s Selenium Products
       4.2.1 Explanation about Survey Situation
       4.2.2 Statistics of the Questionnaire Results
       4.2.3 Questionnaire Analysis on the Potential of Selenium-rich Products Market
       4.2.4 Market Survey Analysis of Selenium-rich Products Market
   4.3 Research of China’s Selenium-rich Agricultural Products Market
       4.3.1 Variety Research
       4.3.2 Forecast of Market Scale
       4.3.3 Development Trend

5. Current Varieties of Domestic Selenium-rich Agricultural Products
   5.1 Selenium-rich Rice in China
       5.1.1 Planting Area of the Main Bases and the Output Volume
       5.1.2 The Price Comparison with Ordinary Rice
       5.1.3 Market Dynamic Analysis
   5.2 Selenium-rich Tea
       5.2.1 Planting Area of the Main Bases and the Output Volume
       5.2.2 The Price Comparison with Ordinary Tea
       5.2.3 Market Dynamic Analysis
   5.3 Selenium-rich Mushroom
       5.3.1 Main Application
       5.3.2 Development Situation
   5.4 Selenium-rich Fruit
       5.4.1 Brief Introduction of the Main Bases
       5.4.2 Characteristics of the Property
       5.4.3 Industrial Dynamic
   5.5 Selenium-rich Vegetable
       5.5.1 Definition and Main Varieties
       5.5.2 Brief Introduction of the Main Bases
       5.5.3 Development Measures
   5.3 Selenium-rich Mineral Water
       5.3.1 Resources
       5.3.2 Brief Introduction of Industrial Enterprises
       5.3.3 Development Situation

6. Industry Base Distribution of China’s Selenium-rich Agricultural Products
   6.1 Enshi City
       6.1.1 Selenium Resource Volume of the Industry Bases
       6.1.2 Planting Area of the Main Selenium-rich Agricultural Products
       6.1.3 Main Enterprises Engaged in Selenium-rich Agricultural Products Production
       6.1.4 Local Government's Supporting Policies
   6.2 Guiyang Kaiyang Selenium-rich Industry Base
       6.2.1 Selenium Resource Volume of the Industry Bases
       6.2.2 Planting Area and Output of the Main Selenium-rich Agricultural Products
       6.2.3 Position in the Province
       6.2.4 Development Plan
       6.2.5 Local Government's Supporting Policies
   6.3 Longyou Selenium-rich Industry Base
       6.3.1 Selenium Resource Volume of the Industry Bases
       6.3.2 Planting Area and Output of the Main Selenium-rich Agricultural Products
       6.3.3 Local Government's Supporting Policies
   6.4 Shandong Zaoqiang Selenium-rich Industry Base
       6.4.1 Planting Area and Output of the Main Selenium-rich Agricultural Products
       6.4.2 Local Government's Supporting Policies
6.5 Sichuan Wanyuan Selenium Industry Base
   6.5.1 Planting Area and Output of the Main Selenium-rich Agricultural Products
   6.5.2 Development Plan

7. Development Advantages and Disadvantages of China's Selenium-rich Agricultural Products
   7.1 Selenium Resource Distribution in China and the Whole World
      7.1.1 Global Selenium Distribution
      7.1.2 China's Selenium Distribution
   7.2 Benefit Analysis of Selenium-rich Agricultural Products
   7.3 Current Problems of China's Selenium-rich Agricultural Products
      7.3.1 Policy Aspect
      7.3.2 Consumption Market Aspect
      7.3.3 Product Structure Aspect
      7.3.4 Product Quality Aspect
      7.3.5 Enterprise Aspect

8. Analysis on the Process Technology of Selenium-rich Agricultural Products
   8.1 Planting Technology of Selenium-rich Rice
   8.2 Processing Technology of Selenium-rich Tea
   8.3 Planting and Processing Technology of Selenium-rich Apple
   8.4 Planting and Processing Technology of Selenium-rich Vegetable
   8.5 Planting and Processing Technology of Selenium-rich Mushroom

   9.1 Policies of Industry Plan
   9.2 Investment and Financing Policies
   9.3 Standard Management Policies
   9.4 Deep Processing Policies
   9.5 Production Base Policies

10. Research of China's Industrial Leading Enterprises
   10.1 Eankn International Co.
      10.1.1 Company Profile
      10.1.2 Product Structure
   10.2 Nanjing Yuanwang Selenium-rich Agricultural Products Co., Ltd.
      10.2.1 Company Profile
      10.2.2 Product Structure
      10.2.3 Production and Operation Situation
   10.3 Luoyang Fuhai Selenium-rich Agricultural Products Co., Ltd.
      10.3.1 Company Profile
      10.3.2 Product Structure
      10.3.3 Production and Operation Situation
   10.4 Chendu Kezhong Modern Agricultural Science & Technology Co., Ltd.
      10.4.1 Company Profile
      10.4.2 Product Structure
      10.4.3 Production and Operation Situation
   10.5 Yichang Daye Selenium-rich Products Development Co., Ltd.
      10.5.1 Company Profile
      10.5.2 Product Structure
   10.6 Zhejiang Fengchan Agricultural Science & Technology Co., Ltd.
      10.6.1 Company Profile
      10.6.2 Product Structure
   10.7 Ziyang Shenyun Selenium-rich Tea Co., Ltd.
      10.7.1 Company Profile
      10.7.2 Product Structure
      10.7.3 Production and Operation Situation
   10.8 Enshi Junshen Biological Pharmacy Co., Ltd
      10.8.1 Company Profile
      10.8.2 Product Structure

   11.1 Strengthen the Nutrition Knowledge Propaganda of Selenium
   11.2 Standardize the Selenium Containing Standard, Formulate Local Standards and Strengthen Market
Supervision

11.3 Change the Existing Single-family Production Mode to Establish the Standardized Planting Bases
11.4 Comprehensive Development, Establish the Industrial Cluster Advantages, Promote the Tourism Industry to Upgrade
11.5 Try to Develop the Relative Frontier Science and Technology Products
11.6 Strengthen the Comprehensive Development and Utilization of Selenium-rich Stone Coal

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/2218150/](http://www.researchandmarkets.com/reports/2218150/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Research and Investment Forecast of China's Selenium-rich Agricultural Products Market, 2012-2016
Web Address: http://www.researchandmarkets.com/reports/2218150/
Office Code: SCD2OLSZ

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 2100</td>
</tr>
<tr>
<td>Hard Copy:</td>
<td>USD 2300 + USD 57 Shipping/Handling</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 3200</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [Mr, Mrs, Dr, Miss, Ms, Prof]
First Name: ____________________________ Last Name: ____________________________
Email Address: * ____________________________
Job Title: ____________________________
Organisation: ____________________________
Address: ____________________________
City: ____________________________
Postal / Zip Code: ____________________________
Country: ____________________________
Phone Number: ____________________________
Fax Number: ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World