People's valuing ecological environment and their own health promote organic food consumption. In developed countries, organic foods cover big market share (over 10%, even 25% in some countries) in food market. As an important part of organic food, organic dairy products belong to organic agriculture system and present huge market demand in Europe and American countries, such as US, Germany and Netherlands.

Though organic agriculture has been developing for nearly 20 years in China, organic products have won consumers' recognition, and certified organic products are of rich variety, China's organic products are still mainly for export. With improvement of people's living standard, China's domestic organic market will show big potential.

Organic dairy market has been developing fast in recent years. The leading categories of organic dairy products are organic milk powder and organic liquid milk. In China, organic milk powder mainly refers to infant formula milk powder; some big infant milk powder brands like Abbott and Ausnutria have organic infant milk powder series products.

Meanwhile, organic liquid milk market also develops rapidly in China. Yili, Mengniu, Sanyuan and Green Yard organic UHT milk and pasteurized milk products greatly promote high-end liquid milk market development; the key point of market competition also changed from price to product quality.

In recent decades, the Chinese people's living standard has been improving rapidly; dairy products have become an important part in people's dietary structure. With the development of economy and strengthening of people's food nutrition and food safety awareness, the organic dairy market in China is expected to develop in high speed.

This report will systematically answer the following questions:

(1) What about the development history, product categories, development achievements and problems of organic food industry in China? What about the policies and standards for organic foods in China? What about the organic certification agencies and procedure?

(2) What about the organic dairy farms development in China, such as cost, investors and farming models? How do organic dairy farms distribute in China? What about the organic raw milk output in China?

(3) What about the production capacity, packaging characteristics and sales channels of organic dairy products in China? What about the market shares of different organic dairy product categories? What are the organic dairy products consuming areas in China? What about the competition in organic dairy market in China? What about the product quality, brand awareness and price of domestic and foreign organic dairy brands in China?

(4) What are the major organic dairy brands (including liquid milk and milk powder products) in China and what about the industry concentration ratio? What are the differences in organic raw milk sources, sales areas and product prices?
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