

RG 151 RECORDS OF THE BUREAU OF  
FOREIGN AND DOMESTIC COMMERCE

General Records, 1914 - 1958

Dairy Products  
360, Dairy P. (Sweden) -  
361, Milk (Columbia)

entry 1

Box No. 1606

DAIRY PRODUCTS - MILK - CHINA

BUREAU OF FOREIGN AND  
DOMESTIC COMMERCE

INDEXED 361  
FILE No. China

China 7-24-34

July 30, 1920. China

File #61

OFFICE OF COMMERCIAL ATTACHE  
PEKING, CHINA

No. 81

Subject: Milk in China

*Digested for  
Trade Notes*

*Date 9-30-20*

*MB*

Director, Bureau of Foreign and Domestic Commerce,  
Department of Commerce,  
Washington, D. C.

Received in  
Files Section  
DEC 9 1920

BUR. FOR. DOM. COM.  
SEP 20  
FOREIGN SERVICE

Sir:

Attention No. 19.

Mr. W. J. Adderley, representative of Nestles in Peking has just given me the following information. Cattle, buffaloes, sheep and goats are not milked as a rule in China proper, <sup>except</sup> in Shantung and in the vicinity of the large cities. Milk is used in Mongolia and also by Mohammedans in various places.

There is a growing use of canned milk among the upper and middle classes, and to a very limited extent among the coolies, as a food for children and for pregnant women. The price varies very widely, usually from 30 to 40 copper cents per can. (138 copper cents, "tungze," to a silver dollar, a gold dollar today equals \$1.37 in silver)

They sell in China the Gail Borden "Eagle" Brand of condensed milk at \$17.00 Mex. per case of 48 fourteen ounce tins; the Milkmaid Brand at \$12.00 Mex. The St. Charles Brand of Evaporated Cream at \$9.25 and the Milkmaid Brand of Evaporated Cream at \$9.25. They also sell Nestles food. Libbeys condensed milk is a sharp competitor at \$12.00. Whole milk like "Bear Brand" and "Carnation" are but little used.

The interesting feature is that he says the composition of "Eagle" and Milkmaid is identical, but that the higher price of Eagle comes from the fact that it is well known, though there has been no newspaper advertising and practically no advertising in the American sense.

The real explanation would seem to be in the methods of distribution, which would be worth investigating.

He is only a local agent and accurate information would have to be obtained from the Shanghai office.

Very respectfully,

*C. C. Batchelder*  
(C. C. BATCHELDER)  
Acting Commercial Attaché.

ccb/cfl

Market for Canned Milk in China.

Trade Commissioner C. G. Batchelder writes of the increasing use of canned milk among the Chinese upper and middle classes and to a limited extent among the coolies, inasmuch as cattle are not milked in China proper. The price varies widely, usually from 30 to 40 copper cents per can. (138) copper cents to a silver dollar, a gold dollar equalling \$1.37 in silver.)

- Chicago Journal of Commerce, 12 East Grand Ave., Chicago, Ill
- NY District Office (Given Names of others Receiving article)
- Chicago " " " " " " " " " " " "
- Seattle " " " " " " " " " " " "
- St. Louis " " " " " " " " " " " "
- San Francisco " " " " " " " " " " " "

Forwarded by \_\_\_\_\_

\_\_\_\_\_

For publication of \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_