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BUILDING GLOBAL MARKETS FOR AMERICA'S GRAINS

July, 1997

Dear Reader:

The U.S. grain marketing system is designed to serve the needs of its customers by providing dependable, high quality products at competitive prices. Grain producers, agribusinesses and the U.S. government work together with international customers to find innovative ways to produce and supply grain and grain products to our valued customers all over the world.

In this spirit of cooperation we are providing this updated set of inserts for the U.S. Grains Council's *Importer Manual* which was reprinted in 1994. The manual is a comprehensive document that outlines the information necessary to use the U.S. grain marketing system to the mutual advantage of the exporter and importer. The information contained in this manual can be applied to the procurement of barley, corn (maize) and sorghum (milo) and many other U.S. commodities.

The updates provided this year are based on changes in trading procedures and your recommendations. The manual is designed as a working guide and training manual for your staff at all levels. Again, we recommend that you make the manual even more useful by adding specific sections that deal with policies and procedures in your country, local facility characteristics and your individual considerations.

I am confident that by updating the *Importer Manual*, you will have the information with which to formulate your purchasing decisions, to achieve the goals of your company or organization, to contribute to national development strategies and facilitate trade. The Council staff and other U.S. representatives stand ready to help you put the manual to use, and to fulfill your needs for additional information.

Sincerely,

A handwritten signature in black ink that reads "Kenneth Hobbie".

Kenneth Hobbie
President & CEO



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亲爱的读者:

美国谷物市场体系的目的是以竞争价格提供可靠的,高质量的产品而满足其客户的需要。谷物生产者,农业及农业有关的公司和美国政府同海外买主共同努力开始实行一些创新的方法,为全世界宝贵的客户生产并提供谷物和谷物制品。

本着这种合作精神,我们对1994年再版的《美国谷物协会进口商手册》部分内容进行了修订。该手册是一本综合性文献,它概括了利用美国谷物市场体系使出口商和进口商互惠所必需的信息。该手册包括的信息可用于采购大麦,玉米,高粱和许多其它美国商品。

今年的这次修订是根据交易方法的改变以及您的建议所进行的。该手册可作为您的各级工作人员的工作指南和培训手册。我们建议,您可以通过增加涉及到您们国家的政策和方法,当地的设备特点和您们自己的考虑这样一些特殊章节,使该手册更加实用。

我确信新修订的这本手册将有助于制定购买策略,使您的公司或组织能成功地达到目的,为国家的发展战略作出贡献,并促进贸易发展。本协会全体职员和其他美国代表时刻准备帮助您最大限度地利用该手册和满足您对更多的信息的需要。

谨启

美国谷物协会总裁
肯·霍比
(Kenneth Hobbie)
一九九七年七月



U.S. GRAINS COUNCIL

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Dear Friends of the U.S. Grains Council,

It is with great pleasure that we present, for the first time, the Chinese language version of the U.S. Grains Council Importer Manual.

Since the Council established its office in China in 1982, we have actively supported the development of the feed grains utilization industries. Since this time we have witnessed tremendous growth in the feed, livestock, brewing and industrial feed grain processing industries. We are extremely honored to have been able to take part in this exciting period of transition in China's feed, food, and beverage industries.

In cooperation with our many friends and partners in the Chinese feed, food, and beverage industries we have conducted many technical programs aimed at satisfying the needs of China's feed grain utilization industries. Also, we have maintained a number of trade servicing activities designed to meet the expanding material supply requirements of these rapidly modernizing industries.

This manual will assist both the feed grains buyer and end user in further understanding the U.S. feed grains marketing system. We hope that the information provided in this manual will be of assistance to the further development of China's feed, livestock, food and beverage industries. Our office will be happy to give you additional information at your request.

The U.S. Grains Council in Beijing would like to express special thanks for assistance in the preparation of the Chinese version. Without their help this publication would not have been possible.

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Sincerely!

Todd M. Meyer
Country Director

