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A **Chinese company** that has signed a major deal with Shepparton **milk** processor Pactum **Dairy** has sent representatives to the Goulburn Valley to see how we produce **milk**.

A **company** director has told Country News they were impressed with what they saw.

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In August the Pactum **Dairy group** began manufacture of a new 250 MI UHT **milk** product for **China**'s Bright **Dairy Group** which last year had total sales of \$2.6 **billion**, through 400 000 sales outlets.

The visiting **group** of 25 people from the Shanghai-based **company** included a film crew which spent four days with Wyuna **dairy** farmer John Watson, recording how the farm worked.

The **group** also visited the Shepparton Pactum **Dairy** factory.

On Friday last week the visitors were hosted at an "Aussie" luncheon arranged by the City of Greater Shepparton at the Undera farm of Shepparton businessman Robin Knaggs.

When Mayor Jenny Houlihan presented a gift to return to the Shanghai mayor, the **group** gasped.

Shanghai has more citizens than the whole of Australia, and getting an audience with the mayor can be difficult.

The leadership **group** included two internet bloggers who have more than a **million** followers each.

Writer 'Gabbi' Shi has a largely young on-line audience who follow her tips and advice on travel, food and entertainment.

Bright **Dairy** executive director Min Ben said as a result of the trip they had more confidence and in future the products would sell well in **China**.

Through a translator, Ms Ben said **Chinese** consumers wanted quality, safety and a functional product.

"We are excited by what we have seen," she said.

"We have seen the factory and farms and seen that living conditions of the cows are good.

"We trust the purity of the **milk**."

She said she was impressed by the state-of-the-art factory and its management.

Ms Bin said the growth rate for the high end of the **milk** market was "very large".

Asked if her **company** wanted to **buy** Australian factories or farms, she replied:

“It is our strategy to use global resources to satisfy customers’ demand, not only in **China** but global demand, so we may push the product into other markets, not only **China**.

“Whether to invest in Australia or not is dependant upon future product development strategy and the local investment environment.”

Pactum is producing a **Chinese** packaged UHT drink which is a snack drink aimed at the premium end of the market, called U plus.

“U” stands for “excellent”.

The leadership **group** enjoyed an Australian meal at the Undera farm retreat modelled on a shearing shed. Businessman and restaurateur Matt Innes-Irons made the arrangements with Shepparton Show Me.

Among the hosts were ACM **milk company** directors Michael Auld and John Hommes.

CO shbdai : Bright Dairy & Food Co., Ltd | brgfdc : Bright Food (Group) Co Ltd

IN i010010502 : Dairy Cattle Farming | i0 : Agriculture | i01001 : Farming | i0100105 : Cattle Farming | ilsfarm : Livestock Farming | i41 : Food/Beverages/Tobacco | i413 : Dairy Products | icnp : Consumer Goods | ifood : Food Products

RE china : China | nswals : New South Wales | victor : Victoria (Australia) | apacz : Asia Pacific | asiaz : Asia | ausnz : Australia/Oceania | austr : Australia | bric : BRICS Countries | chinaz : Greater China | devgcoz : Emerging Market Countries | dvpcoz : Developing Economies | easiaz : Eastern Asia

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