

# Challenges & opportunities for Sheep Dairy products in China

Super Organic Dairy Manager  
Hunter McGregor (Shanghai)

# Hunter McGregor

- From Central Otago
- Lived in China since 2007
  - Dalian, Changzhou & Shanghai
- Speak Chinese
- Sheep Dairy background
  - Started 5 years ago with Blue River Dairy
    - 2 years assisting them in China
  - Now assist Super Organic with their NZ investments and in the Chinese market.
- Bruce McGregor –Deer Improvement
  - 13 years with Peter Gatley & Jake Chardon

# Maui Milk in China

Building the brand by positioning products in high-end super-markets in Shanghai (& around China) in the health food section.



# Building the Maui brand in China

Talk directly to the consumer

- Events & other activities
- Tastings the product is very important
- Online and offline
- It's about one sale at a time.





# Challenges and opportunities for New Zealand Sheep Dairy products in China



# Consumer Education

Consumer education is the biggest challenge for the sheep milk industry.

- Chinese People need to learn about Sheep Milk.
  - Tasting the product
  - Their own research
  - They are fast learners but its not easy.

# Chinese Language

- 牛奶 (nui nai) = cows milk
- 羊奶 (yang nai) = sheep or goat milk
- Most people assume that 羊奶 is goats milk

绵羊 (mian yang) = sheep

山羊 (shan yang) = goat

Its important to be clear that it is Sheep Milk

# We don't want to do this:

- Sliver Fern Silere Lamb
- 高山羊 (Gao Shan Yang)  
for Silere brand  
高(high)山(mountain)  
羊(Sheep)
- Some Chinese people  
read this as high goat  
meat.



Why confuse the consumer?



# Chinese market is not just one market

- Tier one, two, three and four Chinese cities.  
There are big differences between all of these.

You have heard this but what does it mean?

# Beijing & Shanghai

- Some differences between these tier one cities
  - Language
  - Money
  - Stereotypes
  - Food – Shanghai seafood / Beijing meat 串儿 and beer in summer
  - North via South

Could use 100's of different cities to highlight similar things.

# Consumer behavior

- This is changing fast in tier one, two, three and four Chinese cities.
  - Technology is driving a lot of the change
- 5 years ago Chinese consumers were not that accepting of sheep milk.
  - This has changed and so have the consumers.

One of my favourite quotes:

“Chinese consumers are modernising not westernising”

# Social media in China

- Different players & it is more advance than most people think.
  - WeChat, Weibo, Linkedin

## WeChat

- There is nothing like it outside of China.
- Companies outside of China are coping its functions.
- It is an very powder tool for all business in China.



# O2O & ecommerce

- O2O = Online to Offline
  - Where online companies are going offline.
  - Also offline companies need to be online.
- China is a very competitive place and ecommerce is no different.
- Most ecommerce is heading mobile
  - China is leading the way in this.
- Online in China is a must
  - But so is offline.

# Transparency is very important

- Consumers are well educated and travelled.
- You have to back up your marketing speak with real actions.

# Health benefits of Sheep milk

- Lactose is part of the sale pitch.
- Sheep milk does make a difference to some people but the scientific research into this is not that strong.
  - One Example is my daughter.

# Changing markets

- China consumers will move and change faster than anyone can plan for.
- Most foreign companies are not flexible enough to move with these changes and are often left behind.



# New Zealand Sheep milk opportunities

- Healthy product
- Safe & clean environment
- Transparency & traceability

This is the same for all New Zealand Products.

# Contact Details

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