

Introducing Sino Analytica:

The world-class food analysis laboratory Sino Analytica is based in Qingdao, serving enterprises and suppliers who are engaged in food industry from both China and other parts of the world.

Being strongly supported by Central Science Laboratory (CSL) and Campden & Chorleywood Food Research Association (CCFRA) in UK, our business is mainly engaged in testing pesticide residues, drug residues, heavy metals, microbiology and physical testing items by using equipment, training and support from some of the leading instrument manufacturers.

We endeavour to fully understand the requirements and needs of our customers, and we strive not only to find problems, but also share our experience on practical farm operations and factories in China, to help our customers solve problems, in order to increase their reliability, and extend their market.

Sino Analytica is rapidly gaining a reputation as one of the most reliable laboratories in China, and is always glad to help you!

The Benefits of Sino Analytica's Services to: Food Suppliers & Trade Companies

Our clients already supply or plan to supply their customers from China. However, they have problems when exporting their products because of a wide variety of factors. Sino Analytica checks problems and offers suggestions and advice for their production to improve the food quality and increase their sales and reputation.

Retailers

Retail operations in China are developing very quickly towards western standards, but there is a lack of infrastructure to support and encourage this growth. Sino Analytica, with its leader's previous experience of supplying to, and working for western retailers is one of the few organizations in China able to make a positive contribution.

Farmers, Growers and Processors

China's agriculture industry has its own features, and also its own problems. Sino Analytica's experienced agronomists, who are Chinese but have been trained to farm according to Western standards of Good Agricultural practice; fully understand the challenges for Chinese farmers and growers, but also the requirements of the processor. Sino Analytica is unique in being able to

analyse products accurately, and also help businesses to reduce the problems discovered during this analysis. By improving farmers' operation skills and pesticide use by imparting the agronomists understanding and experience on farming, unique views and practical outlook.

Consumer

Nowadays, the Chinese consumer is more aware about the food safety issue than before. For the Chinese consumers who buy foods from supermarkets and local markets, they gain confidence in the products when they know the foods are real 'green food' after being tested by a reliable laboratory.

Current Situation of Fruit and Vegetable Safety in China:

Approximately 95% of Chinese fruit and vegetable production is for own consumption, only 5% is for export. The USA and Japan are the most concerned countries about food safety issues and the new 'positive list' system for MRL's in Japan in June 2006 is attracting much attention from exporters in China.

In China, both the small size of the farm units and traditional wholesale marketing system continue to hamper progress, which tend to hinder communication from end buyer to the farm. As more supply chains are being developed, independent residue testing are becoming increasingly necessary to demonstrate safety.

How Sino Analytica Benefits The Chinese Food Industry:

Reducing Cost Before Shipment

Situated in China's largest port for perishable foods, Qingdao, the lab analysis is undertaken in the locality of production and processing of the products. By determining if the product is of an international standard before shipments, considerable savings in cost and time be made.

Helping Food Suppliers Reduce Risk And Expand Export Market

As well as with a deep understanding of particular issues facing this vast country, Sino Analytica offers customers valuable advises on regulation for food exporting, in order to reduce risk and expand export market by delivering higher quality food products.

Food Chain Support

Sino Analytica has recently established a new department. Dun Baoxiang, a very experienced technician, and 2 graduates of Beijing Agricultural university with 5 years experience of working on an advanced farm. are included in this department. The department has been established to help companies improve their quality of raw materials, food safety and traceability, by training and

instruction. Between them John Chapple our General Manager and Dun Baoxiang have a wealth of agricultural experience both in the west and in China, and are already advising major organizations on their fruit and vegetable production supplies.

This 'Extra Step' service has been started operating from 2005, and is now successfully serving food suppliers and retailers who are famous in the global market.