

EXAMPLE BUSINESS PLAN
PM Produce Export Plan
Hong Kong Exports of PM-Bakers

October 25, 2004

Prepared By: AgEc411 Student

Company Description

Goals and Objectives

PM Produce plans to expand their domestic market of the value added fresh potato product, the PM-Bakers. The goal of this export plan is to gain affiliations with two major supermarkets in Hong Kong, Wellcome and Park N' Shop, to carry the PM-Baker in their stores. If successful in Hong Kong these trade agreements has the potential to substantially expand PM Produce's production of value-added fresh potato products and increase profits by up to 5% in the first year alone. The sales projection is that production will increase up to 5% yearly in the next three years.

PM Producer plans to follow the lead of an innovative company, Potato Products of Idaho. Potato Products of Idaho is a small potato packing company located in Rigby, Idaho that has successfully marketed their value added product, the MinuteBaker™, to customers in Japan, Korea, and Taiwan. This company has set the bar in foreign trade relations for value added fresh potato products in Idaho by initiating foreign trade in value added fresh potato products in Asia. They also continue to expand their production overseas gaining more foreign relations every year. Involvement with Potato Products of Idaho foreign markets has greatly expanded their customer base and generated sales revenue exceeded what domestic markets alone could generate (<http://www.minutebaker.com>).

Timeline for this plan is one-year with a three-year extension to account for a long-term \$500,000 investment for facility expansion. The sales manager, Ji Lu, has arranged for the first samples of PM-Baker to arrive at two Hong Kong supermarkets on November 15, 2004. Ji Lu will accompany the product samples to provide personal customer interaction with the potential customers. All previous interactions with both supermarkets have been successful and informative in determining what consumer demand is in Hong Kong. Expectation following the sample shipment is to begin shipping bulk orders of the PM Bakers every 45 days beginning on January 2, 2005.

History

PM Produce is a family owned potato packing company located in Twin Falls, Idaho. The company has been packing fresh potatoes since 1972. PM Producer has been financially successful and experiences average production growth of approximately 3% yearly. The major domestic market base includes but not limited to the Magic and Treasure Valleys' in Idaho.

During the late 1990's, PM Produce began expanding their fresh produce operation to consider new value-added potato products. The search for successful value-added fresh potato products brought forward the PM-Baker; a fresh potato product pre-prepped for baking. PM Produce is also working on a pre-cooked version of the PM-Baker, which should be introduced into the market by January 2006. This other value added product is predicted to further expand PM Produce's production of value added products.

The incorporation of the PM-Baker into the PM Produce production line has enabled the family company to expand production by 15%. Most of the production is centered in the Magic Valley. Production of the PM Baker takes advantage of the high quality potato production areas of Magic Valley as well as Eastern Idaho. Being close to potato production areas allows the company to purchase a variety of fresh potatoes that specifically meet their customers' demands.

Today, PM Produce has made contractual agreements with several local grocers and some and two large corporate grocery chains to carry the PM-Bakers. PM Produce continues to expand their distribution of their value-added products throughout Idaho, Oregon, and California, as well as smaller expansions into other areas of the United States.

Management

Ownership of PM Produce is that of the Tom Myers family with Tom Myers acting as the current company president. PM Produce employs 27 fulltime and 12 part-time employees. The core management team of PM Produce includes a staff of administration, sales, and production individuals; 50% of the management staff is consists of members of the Myers family. The management staff oversees all sales, production, and marketing aspects of PM Produce (Table 1).

Table 1. Management Staff
Administration
President
Vice-President
Director of Operations
Director of Sales and Marketing
Sales
Sales Manager
Sales Representative
Sales Representatives
Production
Foreman
Line Supervisor
Consumer's Supervisor
Shipping Supervisor

Note that the Director of Sales and Marketing manages the relations between PM Produce and purchases of the value-added line of products. This position will also be extended to include foreign sales and marketing.

Export Team

The export team consists of the Director of Sales and Marketing, Sales Manager, Consumer's Supervisor, and Shipping Supervisor. The director of sales and marketing provides the relations with the two Hong Kong supermarkets and oversees all of the activities of sales and production involving the foreign exports. The sales staff develops the personal relations with potential importer. Production individuals prepare the product for the foreign

market, meet quality and safety parameters and manage the shipping. Another task of the production team in to manage new packing operations for all Hong Kong exports.

Lastly, a new fulltime Foreign Sales Associate, Ji Lu, who has experience in the Asia culture, has been added to the sales staff. This employee's duties include overseeing Hong Kong negotiations, communication and any personal interactions with our foreign customers. One specific responsibility of the Foreign Sales Associate is to work jointly with the production staff and the Hong Kong supermarkets to approve the packing style. The Foreign Sales Associate will also be responsible for any travel regarding this project. Finally, the Foreign Sales Associate will work jointly with the Director of Sales and Marketing to negotiate the contractual sales agreement and terms of foreign payments.

Product Profile

PM-Baker

The PM-Baker is a valued added potato product developed to save time and effort in the preparation of baked potatoes. PM-Baker is product made from the highest quality Idaho Russet Burbank potato that have been pre-selected and sized for quality. The product is pre-packaged and pre-washed for consumer convenience. The product is ready for baking directly from the packaging and eliminates any additional preparation time from the consumers.

One immense advantage of the PM-Baker is that it can be ordered in a variety of package sizes, potato grade, and potato size/weight. This enables the product to specifically meet individual consumer demand. For example, PM-Bakers shipped to grocery stores are usually packaged in two to four potatoes, grade 60, intended for family consumption. In contrast PM Produce supplies several restaurant chains with an hundred weight bulk packages. PM Produce ensures the quality, freshness, and consistency of every package whether big or small.

PM Produce takes pride in the fact that they can guarantee the quality and consistency of their product. They are also proud to distribute a product that saves the consumer time and money in knowing that every package of PM-Bakers is specifically what the consumer wants. PM-Bakers share the same freshness and shelf life of any other fresh potato. There is no need to for refrigeration after purchase but the product should be stored in a cool constant temperature to maintain the integrity of the potatoes.

Hong Kong Packaging

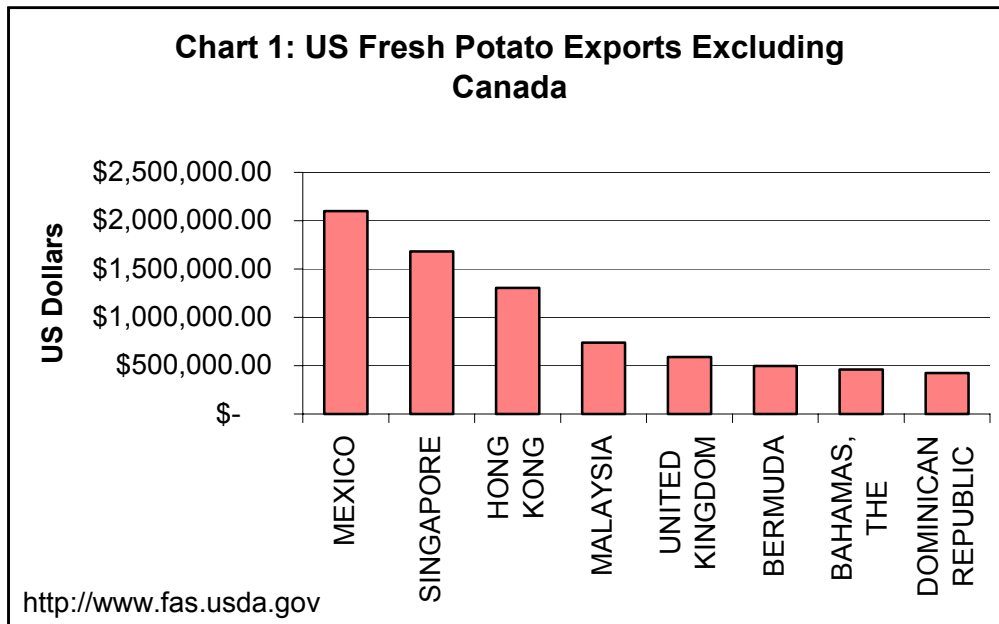
All of the potatoes used for the PM-Bakers are purchased from farmers' whom have done business with PM Produce over the last 25 years. Potatoes selected and graded for this export plan are graded to a large entrée size potato; which is defined as 60-size or 13-ounce which measures approximately 0.37 kilogram for each individual potato. Given the consumer demands in Hong Kong supermarkets it has been agreed to package the PM-Baker in four count sizes. However, PM Produce is allowing Wellcome and Park N' Shop the liberty of varying the product size and packing given a change consumer demands. The sizes and grades can be adjusted to meet specific consumer desires with a minimal cost to PM Produce.

Other considerations concerning packing include, conversion of pounds to kilogram and also packaging. The baking instructions and other written labeling will be in Cantonese. PM Produce needs to provide packaging to suit the current packing styles in Hong Kong. Wellcome and Park N' Shop have listed specifications PM Produce has agreed to comply with. However, the packing for both supermarkets is the same style.

New Foreign Marketplace Analysis

In 2003 Canada was the largest importer of fresh US potatoes providing \$113,619.00 in 2003 (<http://www.fas.usda.gov/ustrdscripsts/USReport.exe>). Canada also remains the largest importer in 2004. However, there are several other countries that also contribute to US fresh potato exports. Some of these countries include Mexico, Singapore, Hong

Kong, and Malaysia (Chart 1). Notice from Chart 2 that many of the larger importers of fresh potatoes are Asian cultures.



Phytosanitary restrictions limit fresh potato exports to many countries. The larger importers of fresh U.S. potatoes have lenient phytosanitary restrictions; thus making exports feasible for U.S. producers. One country that currently allows fresh potato imports with limited phytosanitary restrictions is Hong Kong. Hong Kong was the US's fourth largest importer of fresh potato in 2003 generating \$1,681,000.00 in sales (<http://fas.usda.gov>). These are some of the reason why Hong Kong is the country of interest for this export plan.

Hong Kong Country Profile

Hong Kong is a nation that is located in Eastern Asia, bordering the South China Sea and China. The area is approximately six times that of Washington D.C. and maintains a population of 6,855,125 as of July 2004.

On 1 July 1997, the territory of Hong Kong reverted to Chinese



sovereignty, resulting in the creation of the Hong Kong Special Administration Region (HKSAR). Hong Kong resides under a 'one country, two systems' arrangement with China (<http://www.austrade.gov.au/australia/layout>). The country is politically stable and is a safe environment for international business. Hong Kong has been classified as an advanced economy by the International Monetary Fund (World Economic Outlook, September 2003).

Industry profile

Hong Kong is highly developed and quality conscious market. The purchasing power is amongst the highest in the world and the consumers can logically afford to pay premium prices for quality potatoes. The importers can assess the suitability of the potatoes after testing the quality and physical characteristics of the produce. These factors in turn determine the prices. Hong Kong currently exports electrical machinery and appliances, textiles, apparel, footwear, watches, clocks, toys, plastic and precious stones. The country relies mainly upon imports for their food supply, mainly due to only 20 sq kilometers go to irrigated farm land resulting in a lack of agricultural operations. (<http://www.cia.gov/cia/publications/factbook/geos/hk.html>).

Packing and grading requirements for agriculture products are stringent and inflexible. Initially, it is suggested that the two supermarket chain stores should be targeted for sales. However, to be successful in penetrating this market, it is imperative that the quality of the potatoes be the best in the world, priced competitively and packaged to Hong Kong standards and regulations, successfully meet the demands of the consumer in the grocery store.

Potato Imports

The monthly import of potatoes throughout the year remains stable without any cyclical or seasonal changes. The major suppliers of potatoes to Hong Kong are USA, China, Australia, Denmark, Netherlands, Canada, France, Indonesia, Japan, Malaysia, and Singapore. The United States leads these countries in exports. To be competitive in importing potato products into Hong Kong the exporter must be able to supply the potato products year round.

Language consideration

The majority of the Hong Kong population speaks Cantonese with Mandarin becoming more evident. About 38% of the population speaks English and most senior business people and officials speak English (<http://www.austrade.gov.au/australia/layout>).

Once again PM Produce's full time Foreign Sales Associate who has experience in the Asia culture will ease some of the language barriers, as Ji Lu is multilingual in many of the languages common in Hong Kong. PM Producers feels that this associate will enable the company to develop personal relationships with their foreign customers by being able to do business in their language.

Customer Profile

Two potential customers Wellcome and Park N' Shop supermarkets are being considered for PM Produce importers. These two supermarkets are some of the largest, financially secure, and consumer recognized in Hong Kong. Each supermarket also maintains an on-line grocery shopping service. The on-line interactive element of these stores has aided PM Produce in the product research and pricing tactics of these two companies.

The PM-Baker suits the stores well because the stores are active in on-line grocery services. PM-Produce ensures the quality and consistency of the product which means that customers of the supermarkets will receive exactly what they order on-line. This product insurance is important to on-line grocery especially in the line of fresh produce where quality is often inconsistent.

Pricing Strategies

The Hong Kong supermarkets Wellcome and City Super currently do not offer a large variety in fresh potato products. Shop N' Park offers no fresh potatoes for baking on their current web-site; while Wellcome carries a gourmet baking potato selling for \$3.40 per/kg and regular baking potato for \$0.83 per/kg in United States dollars.

Price for fresh potatoes on the Hong Kong market averages \$2.0 HDK per/kg. With today's current exchange rate one U.S. dollar calculates to \$7.8 HDK. With the exchange rate taken into consideration the U.S. price of fresh potatoes being sold on the Hong Kong market is approximately \$0.26 per kg.

In comparison to the current U.S. market farmers are receiving \$4.4 per/cwt or \$0.044 per/lb on average for 2003; note that the U.S. fresh potatoes are typically measured in hundredweight there is approximately 223 kg per hundredweight. The current U.S. price for fresh potatoes \$0.012 per/kg; based on the average U.S. and Hong Kong fresh potato markets there is a difference of almost \$0.25 per kilogram between the countries.

There is a good opportunity for entrepreneurs in Idaho's potato industry to export fresh potatoes and value added potato products into the Hong Kong market for substantial profit. Currently, Hong Kong markets are paying 14 times the amount for fresh potatoes as the domestic market. If an importer could assure product quality, consistency, and supply they could take advantage of these high prices.

Financial Analysis

The goal is to maintain a yearly export contract with two Hong Kong supermarkets. The contract will be written on a yearly agreement. However, the expected budget considers the long-term investment of facility expansion needed for the additional product. The long-term investment of \$500,000 to increase the facility size by 25% will be financed over three years; at the end of the three years this additional expense will be dropped from the budget. The 25% expansion will allow the current PM Produce facility to increase the production of PM-Bakers by 725,000 packages per year (Table 2). The increase in production will allow for the foreign exports as well as increased domestic production.

Shipping

Potatoes originating from the United States are shipped out of Washington State on the West Coast with a voyage time of 2-3 weeks. The variety usually imported for the USA is called Russet Burbank. Cost of shipment is very competitive due to frequent sailing of container vessels.

Every 45 days PM Produce will ship two 8' by 8'6" by 40' ocean containers to Wellcome and Park N' Shop supermarkets. Each container carries between 20-24 MT of potatoes. Normally they are packed in reinforced two-ply cartons.

PM Produce prefers to incur the additional cost of refrigerated shipping even though fresh potato products normally do not require refrigeration. The decision is based upon the quality assurance of PM Produce's PM-Bakers. If a fresh potato is exposed to extreme high or low temperature the potato's starch and sugar content can be affected. Once the starch and sugar contents are altered the quality of the potato decreases. This is why potatoes are stored in special potato cellars that assure a constant temperature and airflow. By shipping in refrigerated freight PM Produce is ensured that the product is kept at a constant temperature throughout the shipment.

The quoted refrigerated freight rate from Portland to Hong Kong was approximately \$3750 with insurance of \$300 per container. There is also trucking freight charges for shipping from Twin Falls to Portland must be added to the shipping costs at \$0.45 per mile. The contracts require a total of 8 shipments per year totaling 16 containers (Table 2).

Hong Kong Travel Expenses

The projected budget includes four trips to and from Hong Kong to develop personal relationships with foreign customers. The first trip is on November 15, 2004 when Ji Lu will accompany the sample product. The second travel will be providing airfare and lodging for two individuals representing our Hong Kong customers. This trip will allow the foreign customers to investigate PM Produce production lines and the farms where the fresh potatoes are purchased.

Finally, Ji Lu will return to Hong Kong in April and September 2005 to follow up on the product and receive feedback on the PM-Baker. These trips will provide PM Produce with information concerning consumer demand and if any changes in packing and/or potato sizes are needed.

Break-even Analysis

Break-even analysis indicated that production of the PM-Bakers selling at the price of \$2.15 USD or \$11.70 HDK would need to equal approximately 296,897 packages. Note that a shrink of 25% of fresh potatoes purchased on contract and shrink of 20% during shipping to Hong Kong is taken into account by this budget. The budget was also developed on a 10% contingency factor to allow for unseen budget adjustments.

Table 2. Expect Yearly Budget

Expected Yearly Budget				
Revenue	Amount	Unit	Price Per Unit	Total Value
PM-Baker Exports	330,700	Packages	\$ 2.15	\$ 711,005
			TOTAL REVENUE	\$ 711,005
Costs				
Employee Costs				
F/T Foreign Sales Associate	1	Salary	\$50,000.00	\$ 50,000
1-Production Line Worker	1	Hours	\$30,000.00	\$ 30,000
Facility Resource/Expansion	500000	Percent	20%	\$ 100,000
Management Salary Increase	1000000	Percent	5%	\$ 50,000
Information Costs				
Consulting	1000	Hours	\$ 25.00	\$ 25,000
Foreign Travel	5	Trips	\$ 5,000.00	\$ 25,000
Miscellaneous	5000	Dollars	\$ 1.00	\$ 5,000
Inputs				
Fresh Potatoes Contract	14055	Cwt	\$ 6.00	\$ 84,328
Extra Processing Needs	330700	Package	25%	\$ 82,675
Packaging	330700	Package	5%	\$ 16,535
Ocean Shipping	8	Container	\$ 3,750.00	\$ 30,000
Freight	10000	Miles	\$ 0.45	\$ 4,500
Shipping Insurance	8	Container	\$ 300.00	\$ 2,400
Long Term Investment				
Facility Size Increase	500000	Percent	33%	\$ 166,650
			TOTAL COSTS	\$ 672,089
			TOTAL PROFIT	\$ 38,916

Hong Kong International Trade Laws

Hong Kong exercises free trade with the regulation of cross border trade is minimal and an open market policy with limited customs interference is encouraged. There are no customs tariffs on goods coming to or leaving from Hong Kong although some goods will attract an excise duty or require an import/export license.

It should also be noted that most importers and exporters are required to make an import/export declaration with the Commissioner of Customs within 14 days of the importation or exportation of their goods and that there will be a processing charge with this declaration (<http://www.globalsources.com>).

The elements needed to import potatoes into Hong Kong include a Plant Import License and a valid Phytosanitary Certificate issued by the Agriculture, Fisheries and Conservation Department (see Appendix 1 – 2). A phytosanitary certificate is normally

required by the Hong Kong customs for clearance. Importer conducts a quality check at their warehouse.

Sales agent and/or distributor agreements

There are two contractual agreements one for each of the supermarkets to which PM Produce is supplying. The contracts are exactly the same stating that 20,668 packages of PM-Bakers will be supply to each Wellcome and Park N' Shop every 45 days. The cost of the product is \$2.15 US per package. Both Wellcome and Park N' Shop reserves the right to request different packaging styles and packaging weight.

PM Produce is collecting payment upon the product arrival into the Hong Kong Bay. This collection will be made by an independent financial intermediaries agreed upon by both companies. It is the responsibility of the Foreign Sales Associate and Director of Sales and Marketing to arrange payment agreements with the Hong Kong supermarkets. There are several international banks located in Hong Kong that are suitable as the financial intermediaries for all three companies.

Risk Management

Country Risk

The risk of political instability and/or government interference for this plan is minimal.

Commercial Risk

There is a moderate commercial risk associated with potatoes in the Park N Shop supermarket, as they currently do not stock fresh potatoes for baking. There is a slight to moderate chance that the PM-Baker will not be successful in this store. The product success with Wellcome supermarkets is less risky, as they already carry a successful line of fresh baking potatoes.

It is also important to recognize that Asian cultures demand the highest quality and safety of foreign imports. It is the responsibility of PM Produce to ensure quality from Twin Falls, Idaho to Hong Kong Bay. If the quality of the product is affected at any stage of production or shipment the contractual agreements with Hong Kong supermarkets could be jeopardized.

Contingency Plan

If the marketing of the PM-Baker is unsuccessful with Wellcome and Park N' Shop PM Produce is also currently pursuing relationships with Hong Kong restaurants to take bulk packages of the product. Relations with these restaurants are still in the preliminary process. The planned expansion of the PM Producers production facilities also has incorporated the increased production from additional foreign restaurant business. It is projected that shipments of PM-Bakers to individual restaurants will begin Fall 2005. PM Produce needs to have enough restaurant sales to ship a bulk ocean container of PM Bakers to lower the marginal cost of shipping. Some of the costs incurred with the initial foreign trade relationship in Hong Kong such as information costs, travel, fresh potato

purchases, and shipping can be absorbed into a new budget for foreign restaurants contracts only.

Finally, the contingency plan needs to consider PM Produce's domestic markets. Historically PM Producer is increasing domestic sales by 3% yearly. It has been projected that company would need to increase facility size in order to meet the demand of domestic production alone by 2009. If unsuccessful in foreign trade in Hong Kong PM Produce will reach the maximum production capacity of the new facility expansion by Fall 2009. The skills of the new Foreign Sales Associate will be utilized in research other potential foreign customers. The contingency plan includes finding other foreign customers and advertising domestically to absorb the costs of the original export budget.

Appendix 1: Plant Import License

香港法例第207章植物（進口管制及病蟲害控制）條例

植物進口證申請表

Plant (Importation and Pest Control) Ordinance, Chapter 207, Hong Kong Law Form of Application for Plant Import Licence

注意事項： Note	1. 此表格最好以英文正楷填寫。 Appreciated if this form could be completed in English and in block letters.	5. 領取進口證方法： Method of Licence Collection :
	2. * 請將不適用者刪去。 Delete as appropriate.	<input type="checkbox"/> 本辦事處2號櫃位。 Over the Counter No.2 of this office.
	3. 如有關填寫此申請表上的問題，請致電2150 7000與本署植物及除害劑監理科聯絡。 For any enquiries on filling this form, please contact Plant &	<input type="checkbox"/> 郵寄（惟申請時須連同有地址及郵票之回郵信封）。 By mail (Please provide a self-addressed envelope with stamp during application.)
	4. 請看背頁的個人資料收集聲明。 Please see overleaf for Personal Information Collection Statement.	

申請人姓名Name of Applicant: _____ 身分證號碼: _____

* 先生Mr. / 小姐Miss/ 女士Ms. _____ H.K.ID Number

公司名稱: _____ 商業登記証號碼: _____

Name of Company _____ BRC Number

地址: _____

Address

電郵: _____ 電話號碼: _____

Email

Telephone No.

申請入口植物的名稱及數量Name and Quantity of Plants to be Imported:

植物俗名Common Name	植物學名Botanical Name	數量Quantity
總數Total:		

入口植物是否附有種植材料? (如有, 請說明種類)

Are plants imported with growing medium? (If YES, please specify type of Growing Medium)

* 是YES (種植材料種類Type of growing medium: _____); * 否NO

來源地及出口公司名稱: _____

進口目的:

Origin and Name of Exporter
Importation

Purpose of

運輸工具 : _____

預計抵港日期:

Means of Conveyance

Expected Date of Arrival

聲明 : 本人聲明上述植物為 * 野生 / 栽培品種。

Declaration : I declare that the above plant (s) is (are) * **wild / artificially propagated** species or variety.

進口瀕危植物必須附有出口國有關部門簽發的適當文件。請致電2150 6974或傳真2376 3746向瀕危物種保護科查詢詳情。

Import of any scheduled endangered plants shall be covered by proper documents issued by a competent authority of the exporting country. Please contact the Endangered Species Protection Division at Tel. 2150 6974 or Fax 2376 3746 for details.

申請日期Date of Application : _____ 申請人簽署Signature of Applicant:

For Official Use Only

1. Endorsement by Endangered Species Protection Division (for import of scheduled endangered plants of Cap.187)

Approved/CITES Licence No. _____ Signature _____

Application rejected. _____ Designation _____ Date _____

2. To be completed by Plant & Pesticides Regulatory Division

PIL No./Auth. Ref.	Prepared by	Checked by



香港



AGRICULTURE, FISHERIES
AND CONSERVATION DEPARTMENT
OF HONG KONG

- _____

- _____

- _____(____)_____
- _____

Personal Information Collection Statement

- The information provided by you will be used for purposes relating to the application for plant import licence, authorization or phytosanitary certificate in this Department.
- The said information or any part thereof may be supplied by this Department to any agent, contractor or other government departments for statistics or investigation purpose.
- Subject to exemptions under the Personal Data (Privacy) Ordinance, you have a right of access and correction with respect to personal data.
- Request for personal data access and correction should be addressed to Director of Agriculture, Fisheries and Conservation at 5/F., Cheung Sha Wan Government Offices, 303 Cheung Sha Wan Road, Kowloon, Hong Kong. Please also quote your reference number in this Department.

Appendix 2: Phytosanitary Certificate

植物檢疫證明書申請表 (香港漁農自然護理署)

Form of Application for Phytosanitary Certificate (AFCD, Hong Kong)

發貨人名稱及地址

Name & address of exporter _____

電郵

Email _____

電話

Phone no. _____

收貨人名稱及地址

Name & address of consignee _____

件數及包裝說明

Number & description of package _____

顯著之標誌

Distinguishing marks _____

來源地(生長於)

Origin (Grown at) _____

離港運輸方法

Means of conveyance for departure _____

輸入港口

Port of entry _____

最終入口國家

Country of Destination _____

截倉/離港日期

Closing/ Departure date _____

產品名稱及數量

Name of produce & quantity _____

總共

Total _____

植物學名

Botanical Name _____

聲明 : 本人聲明此乃 * 野生/ 栽培 之植物或植物產品

DECLARATION: I declare that the plants(s)/plant product(s) is/are * **wild/artificially propagated** species or variety(ies).

(*請將不適用者刪去 Delete as appropriate)

附加聲明Additional declaration

申請人簽署

Signature of applicant _____

驗貨地點 / 日期

Location/Date of consignment to be examined

姓名請用正楷

Name (in BLOCK LETTERS) _____

日期

Date _____

(注意) Note

1.

假若貨主由申請日期起三個月內仍未能安排貨物給漁農自然護理署檢驗，本署可拒絕驗貨，惟並無任何賠償或退款。

If the consignment cannot be arranged by the applicant for inspection within 3 months from the date of application, Agriculture, Fisheries and Conservation Department may refuse to conduct the inspection without any refund or compensation.

2. 出口瀕危植物，出口商須持有本署簽發之瀕危物種出口許可證。請致電2150

6974向瀕危物種保護科查詢詳情。

Export of endangered species plants requires an export licence issued by this Department. Please contact the Endangered

Species Protection Division at Tel. 2150 6974 for details.

3. 如有關填寫此申請表上的問題，請致電2150 7000與本署植物及除害劑監理科聯絡。

For any enquiries on filling this form, please contact Plant & Pesticides Regulatory Division at 2150 7000.

請看背頁的個人資料收集聲明。 Please see overleaf for Personal Information Collection Statement.

曾否使用燻蒸消毒或普通消毒 (如有者) Fumigation or disinfection treatment (if any)



香港 □□□□□□□□



AGRICULTURE, FISHERIES
AND CONSERVATION DEPARTMENT
OF HONG KONG

□□□□□□□□

- □□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□
□□□□
- □□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□
□□□□□□□□□□
- □□□□□(□□)□□□□□□□□□□
□□□□□□□□□□□□□□□□
- □□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□
□□□□

Personal Information Collection Statement

- The information provided by you will be used for purposes relating to the application for plant import licence, authorization or phytosanitary certificate in this Department.
- The said information or any part thereof may be supplied by this Department to any agent, contractor or other government departments for statistics or investigation purpose.
- Subject to exemptions under the Personal Data (Privacy) Ordinance, you have a right of access and correction with respect to personal data.
- Request for personal data access and correction should be addressed to Director of Agriculture, Fisheries and Conservation at 5/F., Cheung Sha Wan Government Offices, 303 Cheung Sha Wan Road, Kowloon, Hong Kong. Please also quote your reference number in this Department.

此欄由本署填寫 FOR OFFICIAL USE ONLY					Item	()	()
Application Date	Receipt No.	Inspection Date	Inspected by	Prepared by	I.F.	\$	\$
P.C. No.	Date Issued	Result of Inspection OK _____ See Overleaf _____			V.F.	\$	
Transferred To	Remarks				Checked By	Input By	

日期 Date _____

處理時間多長 Duration of exposure

藥劑及濃度 Chemical & concentration _____

處理方法 Treatment