After U.S. dairy product manufacturers and marketers invested years developing opportunities in China, it became a leading market for U.S. dairy products. Retaliatory tariffs have derailed those efforts, costing the U.S. dairy industry millions in sales, market share and jobs. Phase 1 of the U.S. - China trade deal is signed, opening up some doors for dairy exports, but there’s still more to be done.

**WHEY**

China took 22% of U.S. whey exports by value in 2019 with shipments adding up to $110 million — down from $235 million in pre-retaliatory tariff 2017. That’s the smallest dollar value to China since 2009, when sales to the region accounted for 21% of U.S. whey trade.

**CHEESE**

China is a major market for cheese globally, with total imports up by 6% annually from 2014 to 2019. With U.S. product pricier due to higher tariffs, other sellers have been quick to take advantage. Through December 2019, U.S. export value fell 34% to $38 million—down to 2012 levels.