

Tables turn, as China starts import!

Big-market 'lure' for FoodSource

US firm FoodSource Lures is set to distribute its edible lures to the largest angling market in the world, China.

The move, brought about through the pages of this magazine, sees the rare occurrence of a US brand exporting a US-made product to the Far East.

TTW spoke to Kaijun Lee, of new FoodSource distributor Weihai Honty. He told us: "Our reasons for importing FoodSource Lures to China are simple.

"FoodSource Lures are genuine, real food lures for fishing and are proven to be edible by fish as well as being the best lures on the market for the conservation of fisheries.

"As a patented, new and effective line of products, we think there will be a big potential market in China for FoodSource Lures. We are very interested in having FoodSource Lures as the official lure for CiPS (International Confederation of Sport Fishing) Training Centres in China. We want to educate our anglers and our nation that fish need and are attracted to good food, just like humans."

Ed Rogers, president of FoodSource, said: "We are impressed with Honty's experience in the recreational fishing industry in China.

"We are also impressed with Mr Kaijun Lee's initiative and work in involving China in the CiPS organisation. We think Honty's knowledge of the Chinese angling market and enthusiasm for FoodSource Lures can result in significant additional growth for both our company and Honty."

He continued: "FoodSource Lures will continue to be made in the United States. We realise it is unusual for a US fishing tackle company to export products to China.

"Quite often the import-export relationship is the reverse of that. However, because FoodSource Lures are so unique in the world, and so naturally effective, we do not find it surprising to be in this position.

"As we like to say, '10 out of 10 fish that eat, prefer to eat real food'. That is true for Chinese fish too."

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