

# CHINA NUTS AND ROASTED SEEDS INDUSTRY

PHASE V 2021 TOTAL EIGHTY-SEVENTH ISSUE

[www.csnc.cn](http://www.csnc.cn)

## Chacha 每日坚果 Chacha Daily Nuts

「As fresh as just peeled」

China National Science and Technology Progress Award





Super energy saving

Drying professional equipment

for roasted seeds and nuts

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- THE VICE CHAIRMAN UNIT IN CHINESE ROASTED SEEDS AND NUTS ASSOCIATION.
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DIRECT-FIRED HOT AIR DOUBLE CIRCULATION BELT DRYER

APPLICATION: DRYING SUNFLOWER SEEDS, WATERMELON SEEDS, PEANUTS, PUMPKIN SEEDS, CORN, WALNUTS, APRICOT KERNELS, MACADAMIA NUTS, PISTACHIOS, DAILY NUTS AND OTHER NUTS, FOOD, GRAIN, POTATO CHIPS ETC.

PRODUCTION UP 40%



THE CIRCULATING HOT AIR IS BLOW IN RIGHT LEFT UP DOWN. PARTITION TEMPERATURE, MULTI-PURPOSE DRYING.

DIRECT-FIRED DOUBLE-SIDED HOT AIR CIRCULATION MESH BELT DRYER

APPLICATION : DRYING OF SUNFLOWER SEEDS, WATERMELON SEEDS, PEANUTS, PUMPKIN SEEDS, PECANS, ALMONDS, DAILY NUTS AND OTHER NUTS, FOOD, GRAIN, POTATO CHIPS AND OTHER MATERIALS.

PRODUCTION UP 30%  
ENERGY CONSUMPTION DOWN 40%



INTERMITTENT HOT AIR CIRCULATION DRYER

APPLICATION : DRYING SUNFLOWER SEEDS, WATERMELON SEEDS, PEANUT, PUMPKIN SEEDS, WALNUTS, FLAT WALNUTS, PECANS, MACADAMIA NUTS, DAILY NUTS ETC.

HOT AIR RECYCLING, SAVING ENERGY AND REDUCING CONSUMPTION

ENERGY CONSUMPTION DOWN 30%

MOISTURE EMISSION OUTDOORS EFFECTIVELY IMPROVE PRODUCTION ENVIRONMENT



NEW DIRECT-FIRED AUTOMATIC ROASTING MACHINE

APPLICATION : ROASTING ORIGINALLY SUNFLOWER SEEDS, WATERMELON SEEDS, SHELLED PEANUTS, PEANUTS KERNELS, TRICHOSANTHES SEEDS, PUMPKIN SEEDS, HANGING MELON SEEDS, BEANS, GREEN BEANS, WALNUTS (KERNELS), CASHEW NUTS, ALMONDS ETC.

PRODUCTION UP 15%~20%  
ENERGY CONSUMPTION DOWN 20%



PEELED SUNFLOWER SEEDS PRODUCTION LINE

APPLICATION : ROASTIN PEELED SUNFLOWER SEEDS, PUMPKIN SEEDS, BOILED WATERMELON SEEDS, APRICOT KERNELS, PEANUTS, RICE, BARLEY, INDICA RICE, SESAME ETC TO BE ROASTED FOR A LONG TIME.



SRT 思瑞特



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# SUNFLOWER SEEDS



Sunshine .  
Taste

# CHINA NUTS AND ROASTED SEEDS INDUSTRY

PHASE V 2017 TOTAL EIGHTY-SEVENTH ISSUE  
www.csnc.cn



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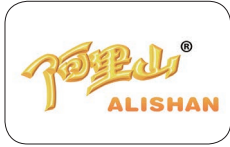
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A HANDFUL OF NUTS AND ROASTED SEEDS  
A DAY IS GOOD FOR YOUR HEALTH

# BRANDS

Thank you to the following CO organizers



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# A Letter of Invitation for New English Electronic Edition of China Nuts And Roasted Seeds

China Nuts And Roasted Seeds is under the guidance of the Specialized Committee for Nuts and Roasted Seeds of China National Food Industry Association and sponsored by Beijing Zhongjian Heguo Information Technology Service Co., Ltd., <http://www.csnc.cn> and [www.chinanutexpo.com](http://www.chinanutexpo.com). It is currently the only domestic guiding journal for the nuts and roasted seeds industry. To make the world's nuts industry know more about China's nuts and roasted seeds industry, to integrate China's nuts industry into the global nut economic and trade integration, and to cooperate with the global peers for win-win results. To adapt to this new development trend, since April 2020, China Nuts And Roasted Seeds has added an English electronic version to serve as an exchange of information for nut enterprises, the industries and associations worldwide. We are sincerely soliciting contributions from domestic member enterprises, as well as domestic and foreign readers, professional scholars, and nuts and roasted seeds practitioners. The contents and scope of the contributions are concluded as follows:

- I. Popularize the performance and experience of the enterprise and its leaders (chairman and general manager) (please attach the working photos of the enterprise and leaders at the same time);
- II. Introduction to working attainment and experience: workshop management, technology, process, quality, quality management, product development, inspection and other working attainment and experience;
- III. Popularize the latest scientific research achievements of the enterprise (raw

material planting, nutrition, technology, equipment, additives, etc.) and the promotion of new products (in Chinese and English);

IV. Marketing experience and introduction: attainment and experience in warehousing, transportation, wholesale, product sampling, direct selling and terminal markets, business negotiation and contract signing, etc.

V. Solicit the information needed by the enterprise, such as the information consultation on raw material purchase, equipment purchase, talent recruitment, etc.

VI. Put forward the relevant suggestions and opinions to the Magazine;

VII. The members of the Magazine's expert panel shall provide 2-3 professional manuscripts each year, which may be prepared by themselves or recommended.

VIII. Manuscripts may be provided in both Chinese and English. Welcome to contribute and recommend your manuscript! Requirements for manuscript solicitation: manuscript shall be in the form of electronic document.

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Editorial Department of China Nuts And Roasted Seeds

## Information Consulting Service Table for China Nuts And Roasted Seeds in Chinese and English

The Chinese and English versions of China Nuts And Roasted Seeds also receive the information consulting services from relevant enterprises and associations at home and abroad. The specific contents are concluded as follows:

I. Information Consulting Service Charge for Chinese Version

1. Consulting Service Price

Category A: RMB 18,000/Page/Year for Single Page (6 Issues of Internal Pages + 1 Issue of the Journal)

RMB 35,000 Yuan/Year for Continuous Pages (6 Issues of Internal Pages + 1 Issue of the Journal)

Category B: Enterprise Special Service: Carry out the special popularization (including pictures, interviews, popularization reports, etc.) in the specific consideration of the needs of the enterprise. Consult the staff of the Association for the specific details.

Category C: 4-Cover Services (Bimonthly, Six Issues a Year)

Front Cover: RMB 45,000 yuan/year (no single issue); Back Cover: RMB 38,000 yuan/year (8000 yuan/issue)

Cover II: RMB 28,000 yuan/year (5000 yuan/issue); and Cover III: RMB 28,000 yuan/year (5000 yuan/issue)

Full Page Position of English Contents: RMB 25,000 yuan/year (4500 yuan/issue)

Full Page Position of Copyright: RMB 25,000 Yuan/Year (4500 Yuan/Issue)

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All the aforesaid three categories may enjoy the following services: 1. Free 3 copies of magazines each issue throughout the year; 2. One page (A4) published in each issue throughout the year to popularize the colorful pages of the enterprises or products, or to popularize the latest scientific research achievements of the enterprise (raw material planting, nutrition, technology, equipment, additives, etc.) and the soft-text promotion of new products. 3. Other consulting services provided, such as the industrial standards, policies and regulations.

3. Production Requirements

Front Cover Size: 210\*206mm (to set aside a reading guidance position);

Cover II/Cover III/Back cover/Inner page size: 210\*285mm; precision requirements for four covers and inner pages: 300DPI; format requirements: JPG, PSD, TIF, EPS, AI; Leave 3mm around each to extend or expand.

II. Information Consulting Service for the English Electronic Magazine

1. Consulting Service Price

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RMB 15,000 Yuan/Year for Continuous Pages (6 Issues of Internal Pages + 1 Issue of the Journal) (3000 Yuan/Issue)

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Category C: 4-Cover Services (Bimonthly, Six Issues a Year)

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Full Page Position of English Contents: RMB 12000 yuan/year (2500 yuan/issue)

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# Zero sugar has become a scam and the "Less salt" has become a profiteering industry?





**I**n recent years, less salt has gradually been popular among young people due to a healthy eating boom.

It seems that the living habits of less salt, reducing salt and low salt have formed a trend, which naturally attracts businesses and giants into the bureau. Moreover, less salt, compared with the recently popular "low sugar" and "Sugar free" gimmick, is much more popular.

Even so, "Less salt" really be the next profiteering in the food industry?

## I. Trend

Generation Z, represented by the post-1995 generation, eats less salt first because of health needs. For young people who are keen on health preservation, such health risks encourage them to change their living habits and consumption methods, and start to less salt, reducing salt and low salt.

Second, Gen Z reduces salt to ensure that appearance is online. Moreover, on TikTok, Kuaishou, Xiaohongshu and other platforms, celebrities, web celebrities and amateurs are all vigorously promoting the lifestyle of a healthy diet, deepening the healthy eating anxiety of modern people.

Driven by this anxiety, young people tend to examine their body and life again and again, and then make many changes, including less salt.

On the other hand, the state is also pushing for salt reduction.

It is not difficult to see their own needs, platform strengthening, national promotion, and the joint efforts of various parties to make less salt a consumption trend.

In this process, keen businesses and food industry giants have already entered the game early, and they are both pursuing business opportunities on this not yet hot track.

## II. Track

Generation Z's demand for less salt has chased businesses.

At the same time, consumers are indeed willing to pay for their health and have taken action. According to the CBNDATA 2020 Tmall Food Trends Report, 50% of consumers bought health and quality-related products in 2019, and 83% took the initiative to adjust their diet to prevent health diseases.

In fact, Chinese and foreign giants have joined the salt reduction ranks.

Back in 2010, Kraft Foods announced that it would reduce an average by 10% in two years. In 2016, Nestle also announced that it would reduce 10% sodium for its products that did not meet the standards of Nestle nutrition institutions.


In the same year, Mars announced reducing packaged food average sodium by 20% in 2021, while Pepsi launched a 50% salt reduction series of chips.

In China, the most eye-catching performance is the soy sauce giants.

Haitian, Lee Jinji, Liuyuexian, Jiajia and other soy sauce brands have made reduced salt, less salt, low salt, thin salt and other product labels.

## III. Difficulties

Enterprise side "Sao operation", to some extent, will eliminate consumers' trust in the less salt competition channel, and have a negative impact on the enterprises that really put user needs in the first place. This means that the target population of salt reduction is quite broad, and the cycle is long, businesses powerful nowhere to make.

Of course, in any case, the effect of salt reduction on health is still just needed, which is the underlying logic of the less salt course. 

**琦王花生**

**QIWANG PEANUTS Nuts·Roasted seeds**

**Management and thinking of offline characteristic stores**

WANG QI

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Development Strategy / Image iteration

**Brand image iteration**

In order to achieve a better brand strategy, we strive to achieve a comprehensive brand upgrade through the renewal of brand image, brand concept, marketing methods and other multi-core brand contacts.




Before upgrade




After upgrade

Development Strategy / Business philosophy

**Honest Deal**  **Friendly Hospitality**

- ◆ An no questions asked return policy.
- ◆ National unified selling price, and no engage in price promotions; Raw materials do not rise, Qiwang does not rise in price.
- ◆ Ensure that customers are given enough portions of goods.



**态度**

诚信 本分是我们的原则

Development Strategy / Win-win cooperation



Product quality determines the repurchase rate of customers


**Ensure the income of suppliers, so as to better grasp the quality of products**


Development Strategy / Win-win cooperation

**Important elements of becoming a long-term partner**

**Product stability**


Processing equipment and process






**Raw**

Purchase first-hand raw materials



Development Strategy / Win-win cooperation



**Three principles of dealing with suppliers**

- ◆ Delivery against payment.
- ◆ Our return rate is determined by the supplier's supply quality.
- ◆ No additional supplier expenses, such as social activities.

Product Strategy / Upgrade the quality control of core products

**Upgrade the quality control of core products**


The quality control of the core products determines the speed of the brand's word-of-mouth communication, so the quality should be guaranteed. At the same time, the core products carry the most essential competitiveness of the brand, and are also the foothold of the products. Do core products, so that customers rely on products, let our brand and customers closely together.



Future Challenge/Current status and challenges

**Current status and challenges**

Most of the consumer groups of QIWANG brand are concentrated between 35 and 65 years old, and young consumer groups account for relatively few. How to attract the attention of more young consumers is a bigger topic facing us.





KOUSHUIWA

# Happy Snack!



Hotline:  
4000-817-517  
SUZHOU KOUSHUIWA FOOD CO. LTD

# INDUSTRY CHAIN PRODUCT



Canned melon seeds era  
PART THREE The selection rate of melon seeds was 2%

The founding team of Sanpandan created the "Chapan drying method". The sunflower plate experienced a second harvest to ensure the full drying of melon seeds; through the manually selected melon seeds, the whole industrial chain, to ensure the quality from the source; to create a high-end experience, open a new era of high-end melon seed canning in China.

Original melon seeds series  
PART THREE The selection rate of melon seeds was 2%

### Characteristics of Original melon seeds

Sanpandan with the principle of "Good melon seeds begin with planting", starts from the source, and has continuously promoted new planting technologies for many years to ensure the quality of raw materials.

01 <b>Good taste</b> Carefully selected raw materials, patented technology, vacuum packaging	02 <b>Big granule</b> The granule are uniform and full, and the skin is thin and crisp
03 <b>Don't get angry</b> Original melon seeds, without additives and preservatives	04 <b>No bad melon seeds</b> 8 manual sorting procedures, no bad seeds and impurities.

Original melon seeds series  
PART THREE The selection rate of melon seeds was 2%

High end original melon seeds 218g/pot	Mid end original melon seeds 218g/pot	Banquet level original melon seeds 180g/pot	Mid end original melon seeds 180g&90g/Bag
--	---------------------------------------	---	---

Pumpkin seed series  
PART THREE Delicious and easy to open

<p>1 <b>Regional Preponderance</b></p> <ul style="list-style-type: none"> <li>Originating from Bayanur, Heilao Plain, Inner Mongolia, the original ecological planting base at the foot of Yinshan Mountain, 42 degrees north latitude, with a unique natural environment and superior geographical location, long sunshine time, large temperature difference between day and night, sufficient light and fertile land.</li> <li>The pumpkin seeds are bright white, full particles, moderate skin thickness, no bad seeds, and the crushing rate is less than 2%.</li> </ul>	<p>4 <b>Unique frying process</b></p> <ul style="list-style-type: none"> <li>High temperature drying technology: to ensure that the pumpkin seed shell is simple, the seed kernel has a certain humidity;</li> <li>Thermostatic frying process: with unique negative pressure, makes the pumpkin seed shell crisp and fragrant, the product entrance tastes natural, can ensure that the seed kernel to maintain the original flavor of pumpkin seeds.</li> </ul>
<p>2 <b>Carefully selected raw materials</b></p> <ul style="list-style-type: none"> <li>Raw materials through carefully selected, dust removal, polishing, sterilization and other process machine selection + hand selection, to ensure that each pumpkin seed grain is uniform, no bad seeds.</li> <li>Raw materials all reached grade 1A standard (100g-550 grams)</li> </ul>	<p>5 <b>Quality Assurance</b></p> <ul style="list-style-type: none"> <li>Professional laboratories conduct physical tests for each batch of fried products to ensure that the acid price and peroxide value in pumpkin seeds do not exceed the standard value. Let consumers taste the high nutritional value, the quality of the guaranteed authentic melon seeds.</li> </ul>
<p>3 <b>Unique frying CNC system</b></p> <ul style="list-style-type: none"> <li>Unique CNC systems according to the batch, origin, dry humidity and other different indicators to adjust the temperature and time of frying, to ensure the stability of each batch;</li> <li>Advanced fried water equipment: automatic and accurate temperature control, intact to retain the original taste of pumpkin seeds.</li> </ul>	<p>6 <b>The identification rate of blind taste tests reached 86%</b></p> <ul style="list-style-type: none"> <li>A blind test involving 100 people was conducted, of which 86 chose the "Sanpandan" pumpkin seeds from 8 pumpkin seed products of the same level, and the taste blind test recognition rate reached 86%.</li> </ul>

Pumpkin seed series  
PART THREE Delicious and easy to open

Pumpkin seeds with original flavor / baked in salt / spiced flavor 180g/pot	Pumpkin seeds with original flavor / baked in salt / spiced flavor 160g/pot
---	---

Dry fruit series  
PART THREE Always adhere to high quality

IMPERIAL IRON PAN 200g/Bag	"Sanpandan" brand Hotan Jujube 350g/Bag
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# INDUSTRY CHAIN EQUIPMENT

**茂源 MAOTUAN**


## Technology upgrade of the Coating Machine & Intelligent application of Frying Machine

Yantai Maoyuan Food Machinery Manufacturing Co.,Ltd

**茂源 MAOTUAN**



Automatic Coating Machine



Frying Machine


Coated foods include: Peanut, Melon seed, Broad bean, Macadamias, Hazelnut

**茂源 MAOTUAN**




Manual Coating Machine

**茂源 MAOTUAN**



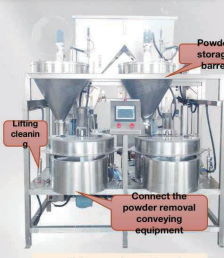
Spheroidal Coating Machine



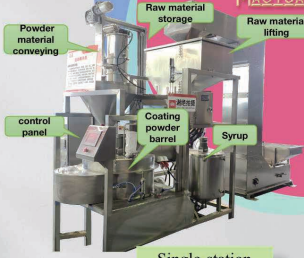
Straight cylinder type Coating Machine

Automatic Coating Machine

**茂源 MAOTUAN**



Double-station Coating Machine



Single-station Coating Machine

Labels: Powder storage conveying, Raw material storage, Raw material lifting, Control panel, Coating powder barrel, Syrup, Powder storage barrel, Lining cleaning, Connect the powder removal conveying equipment.

Honor of Automatic Coating Machine

**茂源 MAOTUAN**

Patented product

Second prize of science and Technology Progress Award

Published in the 5th issue of China nuts and Roasted seeds Industry magazine in 2019



实用新型专利证书



CNSA 证书



中国坚果炒货

Automatic Coating Machine- More powder and more liquid

**茂源 MAOTUAN**

- 1 Customized process
- 2 Dust-free, safe and hygienic
- 3 High yield
- 4 Fully automatic, a key operation
- 5 Formula storage, a key retrieval

More powder and liquid coating machine

Foods of More powder and more liquid

**茂源 MAOTUAN**






The added weight and formula can be adjusted freely


# INDUSTRY CHAIN EQUIPMENT

### Gyratory Vibrating Frying Machine




- 1 PLC automatic control
- 2 More accurate temperature control
- 3 Inspection window, automatic sampling
- 4 Easy for slag collection and cleaning
- 5 Automatic turn off the gas and automatic alarm

### Continuous Gyratory Vibrating Frying Machine

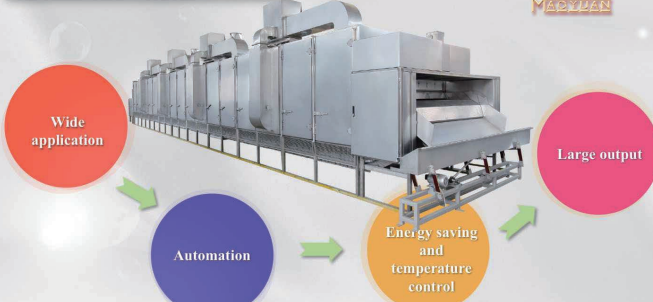



- 1 Easy for slag collection and cleaning
- 2 Automatic turn off the gas and automatic alarm
- 3 Precision weighing into the material
- 4 Sectional temperature control
- 5 Greater production
- 6 Continuous automatic

### Band dryer




### Multifunctional Continuous Roaster



### Foods of Multifunctional Roaster



Spicy peanut-Milky white peanuts  
Peanut for grinding sauce-Peanut  
Almond-Pistachio-Walnut  
Soybean-Black soya bean-Sweet potato, etc.

### Foods of Multifunctional Roaster -frying with pale coating flour nuts





# INDUSTRY CHAIN EQUIPMENT



Nuts Special Roaster with Flavored

- 1 Viscosity of coating flour
- 2 Feed uniformity
- 3 Wind pressure, wind speed and air volume
- 4 Anti-stiction
- 5 .....

茂源 MAOYUAN



2021  
NEW PRODUCTS  
RELEASE REPORT

Shanghai H&K Flavor & Fragrance Co., Ltd.

NEW PRODUCTS

New products

01  
BURST  
BLASTING

This nuts is very special

BURST BEADS DAILY NUTS

Product application: Add burst beads to make it more special

Qi Qu: Add burst beads to nutty. Unlock burst beads black Technology

Bao Bao: White peach/Grape. If the crispy nuts meet the burst beads and bring a different new taste.

Yoghurt/Lemon orange: Add burst beads to nutty.

# INDUSTRY CHAIN ACCESSORIES



**PROBIOTICS BURST BEADS NUT STICK**

Product application

Super combination of probiotic and burst beads

Double probiotics, nutrition enhancement

Double probiotics bring double effects. Healthy, nutritious, delicious and is no sense of burden.



**BURST BEADS STICK ON WHITE CHOCOLATE**

**White peach**  
Each one is memorable

**BURST BEADS STICK ON WHITE CHOCOLATE**

Sweet white peach meets mellow white chocolate  
The Pink burst beads satisfy your girlish heart



**BURST BEADS IN CHEESE CUBE**


Double matched  
Add QIQU burst beads to the cheese to make the taste more delicate

Mellow and delicious  
The concentrated alcohol of cheese and the fragrance of Hami melon bring good taste

**HAMI MELON**



**02 FRONTIER TECHNOLOGY**



**Phytoextraction**

- 1. Oil bath**  
It is used for conventional water extraction and alcohol extraction products
- 2. Filter and Centrifugation**  
Filter through 200 mesh screen and centrifuge the clear liquid for standby
- 3. Separation and concentration**  
After separation by ceramic film and reverse osmosis film concentration, it is selected according to different concentration process
- 4. Combined**  
Take the concentrated extract as the main raw material, and combine other natural raw materials or head fragrance materials with aroma and taste

**Five spiced**

**Black garlic**

**Rattan pepper**



Classic five spiced    Black garlic five spiced    Herbaceous five spiced

Restore the taste of plants through the power of science and technology  
Create classic five spiced products  
Give the product a more authentic and wonderful taste



**03 FLAVOR TRAVEL**



**Flavor travel of roasted seeds and nuts**

湖南香辣外婆菜    东北韩式泡菜    四川藤椒鱼    广东姜汁撞奶

Without leaving home    No.1 东北    No.2 湖南    No.3 四川    No.4 广东    Enjoy Chinese food



# INDUSTRY CHAIN ACCESSORIES

*Pepper and rattan pepper, is Center in delicious food*

**RATTAN PEPPER SUNFLOWER SEEDS**

**Sichuan**

**Product features**

Sichuan rattan pepper, with a refreshing fragrance, makes you enjoy every sunflower seed

**Regular taste/Sweet taste**

**Sichuan cuisine**  
"Sliced Fish with rattan pepper in Hot Chili Oil"

*Cook every delicious with ingenuity*

**SPICY BOILED PEANUTS**

**Hunan**

**Product features**

Hunan characteristic "Spicy Grandmother food"

Delicious and slightly spicy to satisfy your lonely taste buds

*Just the right proportion, integrated into a wonderful taste*

**GINGER & MILK SUNFLOWER SEEDS**

**Guang dong**

**Product features**

Classic Cantonese dessert "Ginger milk"

When the spicy ginger meets the mellow milk, every sunflower seed will take good care of your taste buds.

*The slightly spicy and sour flavour ,aftertaste letting a person*

**KIMCHI SUNFLOWER SEEDS**

**Northeast China**

**Product features**

Kimchi flavor popular in Northeast China

A must-have delicacy when watching a play. when KIMCHI cabbage meets sunflower seeds, the delicacy is unstoppable.

**04 CROSSOVER FASHION**

*The aromas lingered in your mouth*

**JASMINE MILK TEA SUNFLOWER SEEDS**

**Product application**

Milk tea is a main character in the flavour

Green tea meets milk, plus the aroma of jasmine. The flowers are fragrant and sweet in the mouth

*Sweet and salty taste blend together to form a unique delicacy*

**SEA SALT & CHEESE SUNFLOWER SEEDS**

**Product application**

Delicious European dessert

Sea salt meets cheese, giving sunflower seeds a romantic French dessert So in this "Yanyan" summer, every bite is enjoyment.



**SMALL**

# **BLUEBERRIES**

## **HAVE LARGE ENERGY TO BOOST RURAL INDUSTRIAL REVITALIZATION**

— INTERVIEWED XU XUEFENG, SALES DIRECTOR OF ZHEJIANG LANMEI BIOTECHNOLOGY CO.,LTD



▲ Xu Xuefeng, Sales Director Of Zhejiang Lanmei Biotechnology Co.,Ltd

**Z**hejiang LanMei Biotechnology Co., Ltd. is a new high-tech enterprise on the whole industry chain of blueberry integrating technical services and deep processing. The “LanMei No.1” independently cultivated by LanMei in the years is the only blueberry variety that has obtained the certificate of “Improved material of forest tree”, which is known as “Representative new variety of Chinese blueberry industrialization cultivation” by experts. With a variety of curiosity, the Editor specially conducted an exclusive interview with Xu Xuefeng, the sales director of Zhejiang LanMei Biotechnology Co., Ltd.

Editor: *Hello! Mr.Xu, Please introduce the current development of the blueberry industry in China.*

Director Xu: *By the end of 2020,27 provinces in China have achieved large*

scale planting of blueberries, and the blueberry cultivation area is about 66,400 hectares, and the total output is about 347,200 tons.

Commercial planting of blueberries in China started late, with a history of only 20 years. So far, the main planted varieties in production have been introduced from abroad. Blueberry breeding in China is the biggest challenge we face at present.

*Editor: How is the blueberry variety of "LanMei No.1" a better breed? What are the characteristics of it compared to other varieties?*

**Director Xu:** Our team collected more than 160 maternal and maternal blueberry varieties from all over the world. Through many hybridization and field breeding, it finally cultivated the high-quality blueberry variety "LanMei No.1", which is also the first local high-quality new blueberry variety with independent intellectual property rights in China.

The "LanMei No.1" superior seed has the advantages of easy planting, high yield, excellent product, strong resistance, and high medicinal value, which is known as "Representative new variety of Chinese blueberry industrialization cultivation" by experts.

*Editor: LanMei is a high-tech enterprise covering the whole industry chain of blueberry from superior breeding to deep processing of products. So, what is the company's product line now? And what is the potential of these products in the market?*

**Director Xu:** At present, we have developed more than 30 blueberry deep processing series products in 9 categories, including frozen fruit, fruit filling, fruit soluble, fruit powder, beverage, fruit crisp, fruit wine, dried fruit, jam and other products.

Among them, blueberry quick-frozen fruit, dried fruit, canned fruit, fruit



solution, concentrated juice and other products have successfully gone abroad and sold well overseas. The market potential of blueberry deep-processing industry chain is huge.

*Editor: It's unexpected that a blueberry can extend such a long industrial chain. As far as I know, LanMei not only takes the lead in the field of deep processing, but also has made great achievements in the field of health in recent years*

**Director Xu:** Yes. In 2019, we successfully extracted the anthocyanins from "LanMei No.1", namely "LanMei No.1" blueberry anthocyanins. The blueberry anthocyanin is the most functional and nutritious of all plant anthocyanins. At present, there are only two blueberry varieties that can completely extract anthocyanins in the world, one is wild blueberry "European

blueberry", and the other is "LanMei No. 1" independently cultivated by our company.

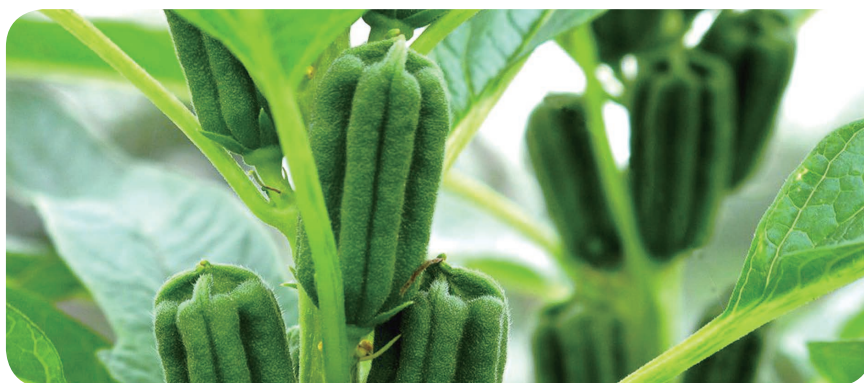
*Editor: As a leading enterprise in the blueberry industry, how can your company help the development of the Chinese blueberry industry and rural revitalization with such a large industry empowerment?*

**Director Xu:** Since its establishment, LanMei has been walking on the road of rural revitalization. At present, LanMei has cooperated with more than 50 counties in 9 provinces, including Zhejiang, Sichuan, Guizhou, Anhui and Jiangxi, to carry out the revitalization of blueberry industry, planting about 200,000 mu, directly driving more than 11,000 people in underdeveloped areas, and solving more than 150,000 labor workers. 

# FIELD MANAGEMENT TECHNIQUES OF SESAME IN THE MIDDLE AND LATE STAGE

**F**irst, the occurrence characteristics of sesame diseases and insect pests at the present stage

Summer sesame has entered the current bud flowering period in Xiangcheng. The recent main diseases are leaf disease, stem blight and blight, and the pests are mainly cotton bell worm.



Second, sesame diseases and insect pests comprehensive control suggestions

Heavy waterlogging damage occurs in some plots in sesame producing areas, so close attention should be paid to the occurrence of rainfall and field disasters in producing areas. According to the current and recent weather conditions, combined with the characteristics of diseases, focus on waterlogging prevention. Take the following measures in time:


1. Timely relieve waterlogging damage: for the plots with waterlogging damage, The treatments with suitable concentration of 0.5% urea + 0.3% potassium dihydrogen phosphate + brassinolide, to supplement nutrition and promote growth; and spray fungicide for disease prevention.

2. Further improve drainage and waterlogging prevention: for the recent possible continuous rain weather, dig drainage ditches to ensure smooth drainage.

3. Disease prevention: recent and future continuous rain, plus high temperature weather, is very conducive to the occurrence of sesame blight, stem point blight and green blight, once these diseases occur, it is difficult to prevent, so according to the weather, advance medication prevention. Use 32.5% benzoacil ester suspension emulsion 40 ml / mu or 30% benacil ester suspension agent 50 ml / mu (not mixed with emulsion preparation) and spray 30-45 g with water to prevent stem point

blight and blight. In case of continuous cloudy and rainy days, the interval is 5-7 days twice. Green blight was prevented with a 50% pyriactone thiazole zinc suspension agent of 60 ml / mu spray to treat stem point blight.

4. Cotton bollworm control: in incubation and low age larvae, 16,000 IU/ mg B. threingensis wetability powder 140 g / mu, 5% chlorworm benzoamide suspension 30-60 ml / mu, 5% perchloromevitamin salt emulsion 12 ml / mu spray cotton bollworm control.

At present, some areas have high field humidity and cannot be lowered to the ground. UAV can be used for flight prevention to improve the efficiency of prevention and control. 



Delicious from the Western Region

6 kinds of matching  
One-day package

Reasonable matching  
more nutritious



"Senwang Tianxing" brand Xinjiang apricot nucleus is the use of China Apricot Base - Xinjiang Luntai County Original Ecological Apricot Base's Sweet Apricot, using traditional production process processing. Almonds contain rich vitamin C, E, more Phenolic ingredients and trace elements and minerals, ingesting the product daily, lowering the inner cholesterol, preventing cardiovascular and brain diseases.

You can also generous beauty, cough, lungs, extraction and clear fire, brain teen, detoxifying cancer, beneficial Human health.



## **Brazil to formulate technical regulations on minimum characteristics and quality requirements of dry fruits such as almond**



On June 2, 2021, the Brazilian Ministry of Agriculture, Livestock and Food Supply (MAPA) website issued Announcement No.323 to formulate technical regulations on the minimum characteristics and quality requirements of almond, chestnuts, walnuts and dry fruit, with the feedback period ending August 16, 2021. Some parts is as follows:

- (1) Walnut, almond, chestnuts, walnuts and dry fruits shall meet the following minimum requirements: whole or block; resistant or hard enclosure, or no enclosure; no foreign risk to human health and foreign bodies indicating no good specification; no defects, mildew, coking or rot, germination and luster;
- (2) allows a maximum of 1.0% of impurities in each batch for products not conforming to the previous one; the total of mildew, coking, germination, acid failure and wrinkle defects is up to 5%, and up to 0.5% of total quantity or weight;
- (3) Marags of imported lentils, chestnuts, walnuts and dry fruits directly for human consumption include the business name and address of the country of origin and importer, markers or labels must be easily visible and difficult to remove and in Portuguese to meet the requirements of specific laws.

## **Vietnam's cashew export reached US \$1.64 billion in the first half of this year**

In the first half of this year, Vietnam's cashew exports reached 273,000 tons and \$1.64 billion, up 11% and 1.4% from the same period in 2020. The figure suggests that Vietnam's cashew exports are disproportionate, mainly due to the industry is facing many difficulties.

Therefore, as a result, in the future, Vietnam strives to achieve the goal of reaching \$3.6 billion in 2021, increasing 12.9% and increasing the value of cashew products compared with the same period in 2020.



## **Russia will cut soybean export tariff to 20% and sunflower export tariff to 50% from today**



Since July 1, Russia has lowered its tariff rate on soybean exports to countries outside the Eurasian Economic Union to 20% of product customs value, and raised its export tariff rate on sunflower to 50%.

The tariff on soybean exports to countries outside the Eurasian Economic Union was 30%, but not less than EUR 165 Euros per ton, which worked between 1 February and 30 June. From July 1, 2021 to August 31, 2022, the soybean export tariff will be 20%, but not less than \$100 per ton.

## Us Pecan export: China's export volume increased, while that of other regions decreased



Last quarter, global pecan exports rose 15% from the same period last year, or about 13 million pounds. Native US pecan consumption rose 32% to 41 million pounds.

As the global outbreak erupted, many consumers changed their buying habits and led to a slight decline in export markets. US pecan growers have actively responded to the epidemic, and the supply chain is less affected.

## China Peanuts Yield Reaches 50 Million Ton, Topping the World

Between 2020 and 2021, China accounted for 37% of the world's total peanut output, with over 47.5 million tons, while India accounted for 14%. This was followed by Nigeria (8%), the United States (6%), Senegal, and Argentina (3% each).

According to the Statistical Yearbook for 2020-21, published by the International Nut and Dried Fruit Council (INC), it has maintained an upward trend over the past 10 years, with total output growing by 7% between 2020 and 2021.

## Global corn and soybean prices will fall in the next three years

Global grain and oilseed prices will fall back in 2022, according to a blockbuster report jointly released by the Organization for Economic Cooperation and Development (OECD) and the UN Food and Agriculture Organization (FAO).

In an Agricultural Outlook 2021-2030 report, OECD/FAO predicted that based on the export price of HRW wheat in the U.S, the average 2022 wheat price would fall to \$215.40 a ton from \$234.40 this year. Corn prices, based on Beauty Bay corn export quotes, will fall back to \$172.40 a ton next year from \$188.10 this year. While U. S. soybean prices arriving in the Rotterdam region will fall from \$459.10 per ton in 2021 to \$454.60 per ton in 2022, and the decline will continue into 2023.

## APK-Inform lowered the forecast data of Russian sunflower seed production in 2021

APK-Inform, a consulting firm, lowered its Russian sunflower seed production forecast in 2021 to 15.8 million tons, down 1% from earlier forecasts, though lowered production was still up 17% from 2020.

The sunflower yield fell by 1% to 1.75 tons per hectare from 1.77 tons, though still above the three-year average, APK-Inform analysts said. So Russian sunflower seed production is still expected to hit a record high this year.

Russian farmers planted 9.2 million hectares of sunflower seeds this year, a record high, up 8% year on year.



# *Nutritional value of* **ALMOND**



1, almond can help to dilate blood vessels, increase femoral artery blood flow, reduce vascular resistance, and directly help dilate the vessel wall.

2, almond kernel contains a large amount of gliin, which promotes platelet production and has a hemostatic effect to relieve dysmenorrhea.

3, almond kernel contains a large amount of cellulose, which can promote intestinal peristalsis and play the role of lubricating the intestinal tract and laxative.

4, In addition to the cellulose, gum and other nutrients needed for blood tonics, hemostasis and defecation, almond also contain carbohydrates and sugar, which can quickly provide energy to the human body and improve immunity. 坚果炒货






# THE WALNUT

**nourishment value is high  
and how it benefited the body**

I, Moistening lung and relieving asthma: walnut kernel can moistening lung, receive qi, relieving asthma.

II, tonifying kidney and strengthening waist

III, moisten bowel defecation: walnut kernel is rich in fat moisten bowel defecation.

Modern research shows that walnut nuts contain protein, fat oil, carbohydrates, vitamins and minerals and other components, which have antioxidant and anti-aging effects. 


# HAZELNUT

IS RICH IN OLEIC ACID, WHICH HELPS TO REDUCE BLOOD LIPID AND PREVENT CARDIOVASCULAR DISEASES



In daily life, there are two kinds of food that we ignored or misunderstood, one is coarse grains, one is nuts. We should focus on coarse grains is their low GI values and rich antioxidant components, while nuts (such as hazelnuts) they are rich in special fatty acids and related high-quality proteins.

The fatty acid content in hazelnut oil is about 80%. According to the People's Republic of China Food

Industry Standard China Good Grain and Oil Food Vegetable Oil (LS/T 3249-2017), the edible oil with the hazelnut oil oleic acid content has only olive oil and camellia seed oil. Professor Zhang pointed out that the most important fatty acid in olive oil is oleic acid, and the content is the highest. The level of this index in the test report means the authenticity and quality of the product. 



# Pine nuts

ARE A GOOD CHOICE FOR LOW TEA  
IN THE AFTERNOON

**P**ine nuts kernel in vitamin E content as high as 30%, phosphorus, manganese content is also very rich.

Pine nuts are rich in protein, carbohydrates and fat, most of which are unsaturated fatty acids such as oleic acids and linoleic acids, but also contain trace elements such as calcium, phosphorus and iron, which are very beneficial to human health.

Pine nuts taste sweet, warm, has the effect of nutrition needed for aphrodisiac bone repair. In addition, they are rich in oil and nutrients, but also can also achieve the effect of replenishing qi. The minerals and unsaturated fatty acids contained in pine nuts have the effect of softening blood vessels, protecting blood vessels, promoting blood circulation, replenishing blood and nourishing blood.

Eating about 35g of pine nuts per day can help control appetite and prevent obesity. It has the good function of softening blood vessels and delaying aging, and is the ideal food for women to moisten the skin and make beautiful skin. Stop diarrhea, do not hurt healthy atmosphere, the elderly deficiency constipation and children fluid deficiency constipation has a certain therapeutic effect.

Pine nuts are beneficial for the brain and nerves. It is the best product for students and mental workers to improve the brain, which has a very good preventive effect on Alzheimer's disease.

Pine nuts are rich in vitamin E, which can inhibit cell and cell membrane lipid peroxidation, protect cells from free radical damage, and have a good anti-aging effect. 坚果妙品



## Happy time with Bailian

Fujian Bailian Industry Co., Ltd. was founded in 1980s and experienced a high speed growth in 1990s. High holding the philosophy of quality, honesty, efficiency and stability, the company has grown from a trading company into a industrial and trading enterprise that engages in food development, production, sales, real estate investment and high-end property management.

Speaking of food, we specialize in producing leisure food of nuts and roasted seeds, conserved fruit, meat products, etc. With a variety of selection, distinctive favor and high quality, our products receive great welcome from customers. "Bailian melon seeds", as our main product, enjoys good reputation and market share within and beyond Fujian province.

In recent years, our company has been expanding in the northern agricultural park. The move would change the managerial pattern of the company by raw material processing to raw material production. At the same time, following the strategy of "strengthening the primary business and developing appropriately in multi industries", our Company entered the fields of real estate, property, finance, etc. Bailian Group of industry layout will gradually appear.

Our Company will continue to adhere to the business concepts of "people-oriented and keep improving" to enhance communication with all ranks of society to achieve sincere cooperation and mutual development.



**Fujian Bailian Industry Co., Ltd.**

Address: 26/F, Bailian Building, 2 Shuguang Branch Road, Aofeng Street, Taijiang District, Fuzhou

Customer Service

**4008898903**

<http://bailian.com.cn> Email: [office@bailian.com.cn](mailto:office@bailian.com.cn)

Phone number: 0591-83315111 83315198

# Chen Lin Foods

## Focus on Roasted seeds and nuts for twenty years



Pecan Flavored seeds (5kg)



Caramel flavored seeds (5kg)



Beater seeds (5kg)



Xinjiang thin-shell Walnut (2.5kg)



Boiled Seeds (5kg)



Vanilla flavored seeds (5kg)



Xinjiang thin-shell Walnut  
(2.5kg Weighing in bulk)



Pumpkin seeds (5kg)



The first grade Apricot Almond (5kg)

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# BIG

# MELON SEEDS



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THE TONGUE WILL FALL IN LOVE**

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## **SHATU MELON SEEDS**



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THAN 100 MILLION YUAN AND TOTAL ASSETS OF 1  
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Website: [www.shatufood.com](http://www.shatufood.com)





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南科

迈 犇

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**Micro-pressure cooker**  
To save energy, Steam can be centrally treated, PLC integrated control, Suitable for cooking sunflower seeds.



**Natural gas three-layer dryer**  
(heat source optional: heat conducting oil, steam)  
Apply for: sunflower seeds, large and medium-sized watermelon seeds, red slices, pistachios, cashews, almonds, walnuts and other nuts drying  
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Advantages: environmental protection, low energy consumption, automation, simple operation



**Large gas wok**  
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Suitable for: sunflower seeds, watermelon seeds, pumpkin seeds, beans, peanuts and other Fried



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The phone: 13956003685    Telephone and fax: 0551-63523130    68891687

COMPANY: HEFEI THE PROSPEROUS NUTS MACHINERY MANUFACTURING CO.,LTD

Address: nanfang road, shangpai area, feixi jingkai district, hefei city, anhui province



# NINGJINXIAN TIANHUA MESH BELT MACHINERY CO., LTD



Natural wind multi-layer air drying assembly line



Hot air multilayer drying line



Multilayer natural cooler



Multi layer fan cooler



Chain plate multilayer dryer



Flavor machine



Drawer chain conveyor

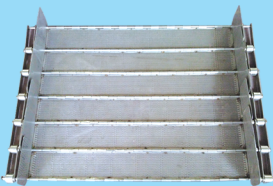


White PVC with skirt elevator

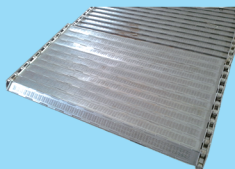


Stainless steel three-layer chain plate air drying cooling line

## ACCESSORIES AREA



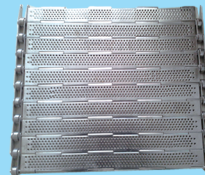
Dryer chain plate



Chain plate (HOLE 0.9x20)



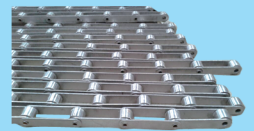
Sprocket wheel



Chain plate (HOLE 3mm)



Chain plate (HOLE 8mm)



Chain

ADD: Daqi Industry Zone, Changjiang Road West, Ningjin, Shandong, China

Hunting Line: +86-534-5533388 Fax: +86-534-5533777

China Free Service And Sales Line: 400-6703677

Foreign Trade Department: +86-13465188444 (Mr. Cao)  
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Consumer satisfaction unit of Shandong Province  
Executive director unit of Dezhou Private Enterprise Association



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ANHUI HENGKANG MACHINERY MANUFACTURE CO.,LTD

中国食品工业协会坚果炒货专业委员会常务理事单位  
Executive director unit of the Specialized Committee for Nuts and Roasted Seeds of  
China National Food Industry Association

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DXDM TYPE AUTOMATIC VERTICAL PACKING MACHINE



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HKC-II SEMI-AUTOMATIC WEIGHING MACHINE



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TEL: +86-551-65321111 65325555 65329999

FAX: +86-551-65322158 65329999



Yantai Maoyuan Food Machinery Manufacturing Co., Ltd. established in 1995, is a professional food machinery manufacturer, we are specialized in the machinery of peanut, other nuts, roasted seed.

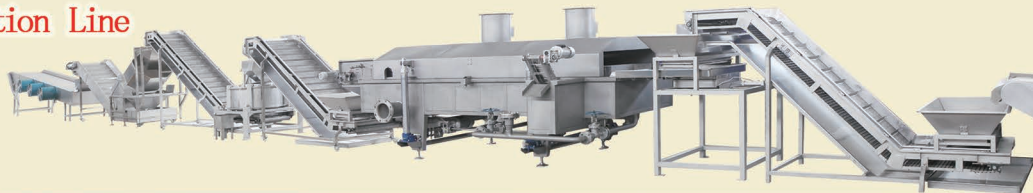
### Coated Nut Processing Line



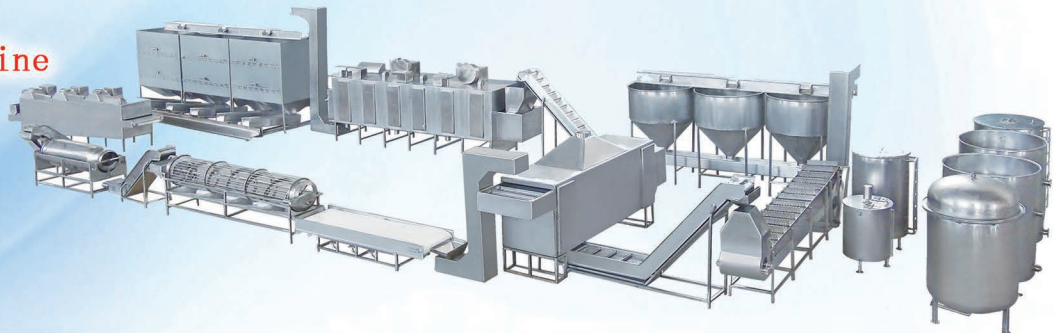
### Coated Nuts Roasting Line



### Net Belt Continuous Frying Production Line



### Nut Roasting Production Line



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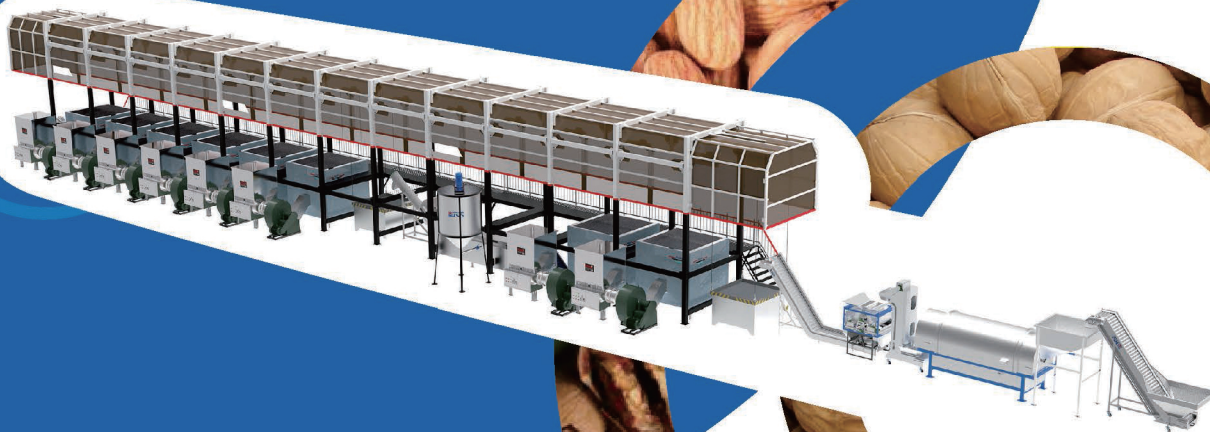
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There is no limit to innovation



# 传统工艺的守护者

Guardian of traditional crafts

XINGTAI TIANYUANXING FOOD EQUIPMENT CO., LTD



## WALNUT PRODUCTION LINE

**Truss walnut production line is the exclusive invention of tianyuanxing.**

**Achieve minimum drop from cleaning to opening.**

**Bottom discharging is adopted for green and baking.**

**The design of submersible flavor and rotary drainage is only to minimize the damage rate.**

### SERIES PRODUCTS CAN BE PROCESSED

Sunflower seed, gourd seed, pumpkin seed, watermelon seed, peanut, peanut, broad bean, pea, black bean, soybean, chickpea, black sesame, white sesame, red pepper, cucumber seed, walnut, bigengguo, padanmu, xiaweigu, pistachio, cashew nut and other nuts.

#### PEELING SERIES COOKING SERIES

Truss  
Feeding of cooking chain plate

#### PEELING SERIES

Walnut production line  
R70-C type

#### DRYING SERIES

Honeycomb drying line luxury version  
Honeycomb drying line ordinary version  
Multistage drying line

#### FRIED MACHINE SERIES

Fried machine 600  
Original peanut frying machine  
Tianyuanxing bean frying machine

Service hotline: 400-0319-806

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TIANYUAN STAR



FOOD EQUIPMENT