

# CHINA NUTS AND DRIED FRUITS INDUSTRY

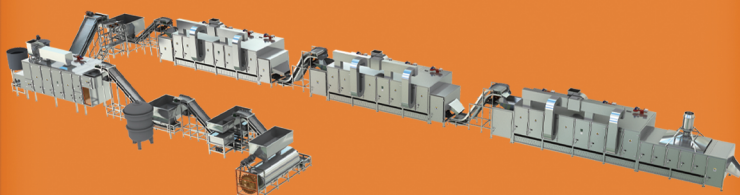
PHASE I 2024 TOTAL 103 ISSUE

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### NUTS, KERNELS & PEANUTS INTELLIGENT PRODUCTION LINE



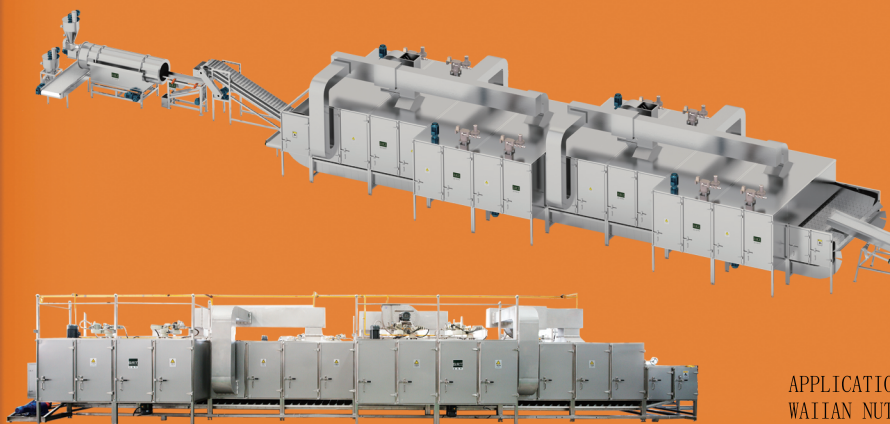
APPLICATION: DRYING OF WALNUT, ALMOND, MAGNOLIA, PECAN, PISTACHIO, HAZELNUT, KERNELS, SUNFLOWER SEED, WATERMELON SEED, PEANUT, PUMPKIN SEED AND OTHER NUTS, FOOD, GRAIN, OIL, POTATO CHIPS ETC.

### ORIGINAL ROASTING INTELLIGENT PRODUCTION LINE



APPLICATION: DRYING OF WALNUT, ALMOND, MAGNOLIA, PECAN, PISTACHIO, HAZELNUT, KERNELS, SUNFLOWER SEED, WATERMELON SEED, PEANUT, PUMPKIN SEED AND OTHER NUTS, FOOD, GRAIN, OIL, POTATO CHIPS ETC.

### MULTIFUNCTIONAL POWDER COATED KERNEL INTELLIGENT PRODUCTION LINE



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AUTOMATIC KERNEL POWDER COATING MACHINE

APPLICATION: KERNELS, CASHEW NUTS, HAWAIIAN NUTS, ALMONDS, PECANS, PEANUTS, WALNUT NUTS, ETC.

### MULTI-FUNCTIONAL ROASTING INTELLIGENT PRODUCTION LINE



APPLICATION: ROASTING PEELED SUNFLOWER SEEDS, PAPER PUMPKIN SEEDS, BOILED WATERMELON SEEDS, APRICOT KERNELS, PEANUTS, WHEAT, RICE ETC.

### NUTS, SEEDS & PEANUTS INTELLIGENT PRODUCTION LINE



APPLICATION: DRYING OF SUNFLOWER SEEDS, PEANUTS, PUMPKIN SEEDS, WALNUTS, ALMOND, PISTACHIOS, PECAN, HAZELNUTS, MACADAMIA NUT ETC.



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# CHINA NUTS AND DRIED FRUITS INDUSTRY

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FEB 2024



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# A Letter of Invitation for New English Electronic Edition of China Nuts And Dried Fruits

China Nuts And Dried Fruits is under the guidance of the Specialized Committee for Nuts and Dried Fruits 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 Dried Fruits industry. To make the world's nuts industry know more about China's nuts and Dried Fruits 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 Dried Fruits 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 Dried Fruits

## Information Consulting Service Table for China Nuts And Dried Fruits in Chinese and English

The Chinese and English versions of China Nuts And Dried Fruits 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)

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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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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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# Promoting the Widespread Consumption of Nuts and Seeds and Elevating the Industry's High-Quality Development to a New Level

-Executive Chairman of the Specialized Committee for Nuts and Dried Fruits of China National Food Industry Association  
Zhang Liaoyuan, Chairman of Three Squirrels Inc.



**O**n this auspicious occasion of bidding farewell to the old and welcoming the new, I, on behalf of the Specialized Committee for Nuts

and Dried Fruits of China National Food Industry Association and all the employees of Three Squirrels Inc., would like to express my heartfelt gratitude and sincere New Year wishes to leaders at all levels and friends from all walks of life

who have long shown care and support for the development of the nut and dried fruit industry and the work of the Association. I also extend my utmost respect to colleagues nationwide in the nut and dried fruit industry who have been diligently



engaged in production and sales.

**In 2023, the landscape is evolving, the market is undergoing transformation, the industry is advancing, and products are being innovated.**

China, as the world's largest trading nation, the second-largest producer, and the third-largest consumer of nuts, holds a significant position in the global trade of nut and dried fruit products. The year 2023 has marked a remarkable milestone in the progress of the nut and dried fruit industry in China.

Throughout this year, new breakthroughs have been achieved in international cooperation. The International Nut & Dried Fruit Council (INC) served as a supporting organization for the "9.17 China Nut and Health Week" event for the first time, visiting China twice and establishing various cooperative relationships with industry associations and enterprises. The exchanges and collaborations with international institutions and companies are conducive to promoting domestic and international industry connectivity. They contribute to attracting high-quality global resources through the domestic circulation and jointly advancing the sustainable development of the global nut and dried fruit industry.

This year, the consumer market has shown a hierarchical phenomenon, with live-streaming e-commerce and snack concept stores gaining significant momentum. The mass consumer market has regained its rationality, and the lower and middle markets have shown significant growth potential. The consumer goods retail sector has witnessed a trend of "coexistence of high-end and cost-effectiveness", where products that are both excellent and affordable have become a shared consumer demand.

This year, the entire industry chain has made significant progress in innovative development. The localization of international nuts in China has steadily advanced, with a substantial increase in the production of macadamias in



Yunnan and Guangxi, as well as consistent walnut quality in Xinjiang. The proportion of domestically produced nuts in the market continues to rise. A variety of flavored kernels and new products "combining nuts with other ingredients" have emerged endlessly, including durian cashews, mustard macadamias, nut caramel treats, nut-mixed yogurt, and many others. The White Paper on Chinese Residents' Nutrition, Health, and Nut Intake has been released, marking the beginning of a new era of nut-based healthy diets.

This year, the Association has achieved remarkable results in practical event management. The 16th Food Exhibition for China Nuts and Roasted Seeds, Dried Fruits concluded with remarkable achievements in terms of exhibition area, participating companies, and visitor numbers. The "9.17 China Nut and Health Week" event was successfully held in Chengdu, attracting numerous representatives from the planting, raw materials, processing, equipment, additives, and other industries. The Association also organized the President's Meeting, a youth department study tour, and a market analysis and exchange salon, continuously empowering the industry and fostering communication and connectivity.

**In 2024, we will continue to forge ahead and elevate the industry to new heights of high-quality development.**

In the coming year, the Association will further enhance its service capabilities and levels, adhering to high standards in event management, fostering high-level collaborations, and promoting high-quality development.

In 2024, the Association will focus on organizing the 17th Food Exhibition for China Nuts and Roasted Seeds, Dried Fruits & Fair for Purchase and Supply. Amidst ongoing transformations and driven by innovation, next year's exhibition will reach new heights in terms of scale and internationalization. The addition of the "Intelligent Manufacturing Equipment Pavilion for the Full Industry Chain" will showcase Chinese manufacturing expertise to our global peers in the nut industry. The implementation of a pavilion director system will ensure the execution of the Exhibition with high quality and professionalism.

Dear friends, let us uphold the industry spirit of "perseverance and innovation" as we continue to write a new chapter in this era. With a spirit of determination, let us embrace challenges and strive for a prosperous future. Through "promoting the widespread consumption of nuts and fulfilling our noble mission, we will contribute to the progress of the industry, rural revitalization, and shared prosperity. 🇨🇳"

# THE FOOD EXHIBITION FOR CHINA NUTS AND DRIED FRUITS - FOCUSING THE WORLD ON CHINAUNITE THE WORLD THROUGH NUT COLLABORATION



**A**gainst the backdrop of new consumer upgrading, China's food industry has shifted from basic "supply guarantee" to "nutritional health". The nut and dried fruit category has transformed from a traditional "snack" to a natural and healthy food, with tremendous market potential.

## **Good Nuts, Made in China and Enjoyed Worldwide**

As the world's largest consumer of nuts,

China faces both strategic opportunities and risk challenges in the nut and dried fruit industry. The competition has expanded from sales volume and price to encompass brand, sales channels, and after-sales service. The 17th Food Exhibition for Food Exhibition for China Nuts and Dried Fruits introduces the "Intelligent Manufacturing Equipment Hall for the Full Industry Chain", showcasing the advanced technological achievements behind small nuts and promoting sustainable innovation to local consumers. It highlights more "Made in

China" and "Chinese R&D" to the global market.

Over decades of effort, China's manufacturing industry has established the perception of "good products, made in China," enabling Chinese-made products to go global. The "Intelligent Manufacturing Equipment Hall for the Full Industry Chain" at the Nut and Dried Fruit Exhibition not only showcases the advanced level of nut and dried fruit equipment in China to the world but also paves the way for Chinese manufacturing to go abroad, igniting a wave of "good



nuts, made in China, enjoyed worldwide”.

### **Unleashing Potential, Supporting International Localization and Research and Development of Nuts**

The China Nut Annual Report recently released by the United States Department of Agriculture indicates that the production of in-shell walnuts in China is projected to remain at 1.4 million tons in the 2023/24 season, with macadamia production expected to increase by 36% to 57,000 tons. On one hand, Chinese nuts are actively “going global”, with the export volume of dried and fresh fruits and nuts reaching 1.31 million tons in the first half of 2023, a 9.7% increase compared to 2022. Among them, macadamia exports reached 1,200 tons, making it the fourth-largest exporting country. On the other hand, international nuts are being “brought in”, such as the localization of macadamia and pistachios. Domestic raw materials for macadamia nuts already account for 50% of the procurement.

Behind these series of data reflects the broad prospects of the nut and dried fruit industry in China. From seedling cultivation, planting, technical services, procurement, and processing in the industry chain, related companies need to seek cooperation partners, source raw and auxiliary materials, find packaging equipment, and explore upstream and downstream products. With numerous demands, brand and platform advantages complement each other. In addition to product displays and providing efficient one-stop supply and demand procurement services, the 17th Food Exhibition for China Nuts and Dried Fruits also serves as a catalyst, inspiration, and elevation for the future development of the nut and dried fruit industry, demonstrating extraordinary spill-over effects. From this perspective, the connection between the 17th Food Exhibition for China Nuts and Dried Fruits and the industry and



the world holds a significance of mutual interaction.


### **Expanding Overseas, Achieving Global Development Together**

In this vast market of deepening openness and global cooperation, the 17th Food Exhibition for China Nuts and Dried Fruits not only contributes to the economic development of the Chinese nut and dried fruit industry but also showcases the strength of China to the world, sending out more signals of “cooperation and win-win.” The previous Exhibition had representatives from over ten countries and regions, including the United States, Vietnam, Australia, and Pakistan. The 17th Food Exhibition for China Nuts and Dried Fruits is expected to attract nearly 2,000 exhibitors from around the world and over 100,000 professional visitors, including various food distributors, e-commerce platforms, supermarkets, chain franchise institutions, community group-buying platforms, and MCN organizations.

In addition, during the previous Exhibition, when domestic and foreign industry associations and company representatives visited, Pino, the former chairman and founder of International Nut & Dried Fruit Council (INC), sincerely praised the development of the Chinese nut and dried fruit industry. He stated that the focus of INC’s work in the future will be in Asia, with China as the central

hub. He acknowledged that the activities and the visiting companies in China have reached an internationally top-level standard. INC intends to strengthen cooperation with the Chinese nut and dried fruit industry, and the industry in China should actively participate in INC’s various initiatives to contribute to the global nut industry using China’s capabilities.


The Food Exhibition for China Nuts and Dried Fruits not only builds bridges for communication and trade among domestic and international nut and dried fruit enterprises but also brings new vitality and continuous opportunities to the Chinese nut and dried fruit industry. It will undoubtedly make greater contributions to the industry by promoting its integration into the global market and establishing a significant presence worldwide!

The 17th Food Exhibition for China Nuts and Dried Fruits & Fair for Purchase and Supply in 2024 will be held from April 18 to 20 at the Hefei Binhu International Convention and Exhibition Center, covering a total area of 110,000 square meters with seven exhibition halls and sixteen exhibition areas. Showcasing the world of nuts and embracing cooperative win-win opportunities, we welcome colleagues from the industry to participate in the exhibition and conference, to discuss the new future of the industry and create a new chapter together! 

# Love From China Nut and Dried Fruit Industry

At 23:59 on December 18th, a 6.2-magnitude earthquake struck Jishishan County, Linxia Prefecture, Gansu Province. The harsh winter conditions are affecting all segments of society.

The national nut and dried fruit industry urgently require overnight assistance for disaster areas. According to incomplete statistics, Qiaqia Food Co., Ltd., Three Squirrels Co., Ltd., Shanghai LAIYF Co., Ltd., Bestore Co., Ltd., and Yanjin Puzi Food Co., Ltd. has all donated money and materials. They have successively sent multiple batches of disaster relief food and materials to the disaster area, helping to support the earthquake relief efforts in Tonggan and provide warmth during the cold winter.

Natural disasters are relentless, but the love knows no limits. We pay tribute and express our gratitude to the social responsibility of the nut and dried fruit industry and enterprises nationwide! 





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# A Clash between Traditional Snacks and Bulk Snacks an Industrial Battle of “Cost-effectiveness”

Recently, Yang Yinfen, the newly appointed Chairman and General Manager, released an open letter to all employees, announcing the start of a new round of reforms. The business side will implement the largest-scale price reduction in 17 years, with an average price reduction of 22% across 300 products, and a maximum reduction of 45%. Against this backdrop, Bestore has put forward the optimization of product prices, actively responding to market changes and embarking on a downward exploration in the market.

Shortly after Yang Yinfen announced the Letter of Price Reduction, both Zhang Liaoyuan, the founder, and Shi Yonglei, the Chairman of Laiyifen, coincidentally addressed the matter on their respective social media accounts.

**Zhang Liaoyuan stated that the Company had implemented the “high-end cost-effectiveness” strategy a year ago.**

In terms of business models, the high-end cost-effectiveness of snacks is achieved through high-quality and differentiated products under the premise of leading total costs. The best path to achieve this is through proprietary brands, as only proprietary brands can address product customization and optimize the entire supply chain. This not only involves cost optimization in



intermediate links but, more importantly, the optimization of product ingredients and formulations. A more flexible procurement and sales model is one of its core advantages. For consumers, high-end cost-effectiveness entails affordable snacks that are “distinctive and diverse”. While affordability is a fundamental requirement, the primary characteristic consumers seek in snacks is deliciousness. To address this aspect from a retailer’s supply perspective, it is crucial to prioritize “high quality, differentiation, and variety” in snacks. People don’t merely seek a single type of snack to satisfy their craving for deliciousness; they desire an assortment of different options, flavors, and ever-evolving snack solutions.

From a strategic standpoint, the high-end cost-effectiveness of snacks resembles that of “Sam’s Club” and “Costco”. The mission of Three Squirrels is to promote the widespread consumption of nuts. They are open to all internal and external collaborations based on this mission, implementing a “full-category & multi-channel” business strategy. In the view of Three Squirrels, competition is not a matter of life and death but rather a mutual development achieved through mutual competition and cooperation.

**“Two-Hand Approach” of Laiyifen: High Quality in the Left Hand, Cost-Effectiveness in the Right Hand.**

On December 6, Shi Yonglei, the Chairman



of Laiyifen, stated on his Circle of Friends that the Laiyifen team has always prioritized the perspective of users, selecting high-quality raw materials globally, and continuously pursuing cost optimization at every stage of the supply chain. By ensuring the lowest prices for products of the same quality, they originally benefit consumers. This has been the core philosophy of Laiyifen for the past 25 years.

Chairman Shi's statement undoubtedly drew widespread attention. His viewpoint and persistence convey an important message to the industry: The key to long-term development lies in pursuing economic benefits while guaranteeing product quality and cost-effectiveness, and focusing on consumer needs.

Laiyifen believes that the solution to the debate over the cost-effectiveness of snacks lies in offering the lowest prices for products of the same quality. Price reduction at the retail end is a manifestation of intense industry competition, which has now evolved from channel competition to price competition. This prompts companies to further optimize costs, with the underlying logic stemming from refined operations and economies of scale. Price competition will inevitably affect the overall industry and the competitive landscape of the supply chain.

Zhang Lihua, the Chief Supply Chain Officer of Laiyifen, has previously stated to reporters that from the perspective of the supply chain, the majority of bulk snack products in the supply chain are white-label products. Laiyifen and other professionally managed models mainly focus on targeted development and work together with suppliers to form a closed loop of information, thereby improving product quality and achieving controllable quality.

#### **“Quality-Price Ratio” Proposed by Baicaowei**

On December 7, the relevant person in charge of Baicaowei told reporters that the snack market in China is a trillion-



level market, large enough with broad development potential in both online and offline snack channels. Baicaowei has long adhered to the product strategy of “high quality and high cost-effectiveness”, providing consumers with the highest “quality-price ratio” products.

Similarly, Baicaowei has also made efforts in the supply chain. By carrying out global direct sourcing of nut raw materials, collaborating with farms, independently innovating and developing products, and establishing a strategic partnership system, Baicaowei continuously improves supply chain efficiency and reduces costs. As the year-end promotions and New Year's shopping festival approach, Baicaowei will greatly benefit consumers, especially in the nut and nut gift box categories, allowing consumers to enjoy the ultimate benefits after the Company's cost reduction and efficiency improvement.

Various traditional snack companies are proposing their own responses, but they are all focused on the supply chain level.

#### **Can the bulk snack track continue?**

There are different opinions within the

industry regarding whether the bulk snack track can continue. Some industry insiders believe that the positioning of bulk snacks is very clear, and there is a huge population dividend facing the target consumer group. However, overall, after capital invests in companies and quickly reaps the dividends by exiting the capital market, it is unfavorable for the healthy and stable development of the entire industry. At the same time, some industry insiders also point out that bulk snacks are a format brought about by mismatched production capacity, and now it has become a focus for many brands, but whether the business model can continue needs to be considered.

Some have even suggested, “Ultimately, bulk snacks are still a battle of product cost-effectiveness, especially in lower-tier cities, where price directly determines the competitiveness of products.” From a marketing perspective, price wars cannot continue indefinitely. When brands engage in excessive competition in the same market, it will eventually lead to reconciliation among all Parties involved. 糖果

# How can nut and dried fruit companies develop rural markets?



**T**he first step in developing rural markets is to understand the consumption characteristics of these markets. With economic development, the purchasing power of rural consumers has significantly increased, and the consumption of many mainstream products in rural areas is on the rise.

However, it is important to acknowledge that not all mainstream products can achieve high sales in rural markets, despite the increasing acceptance of such products. In rural markets, the best-selling products are still relatively well-known second and third-tier brands, with price being a dominant factor. According to a survey conducted by reporters, categories such as snacks are predominantly represented by second and third-tier brands. Furthermore, rural consumers tend to follow trends. If a product can make a breakthrough in a small area, there is a high likelihood of word-of-mouth promotion and subsequent popularity. However, products in rural markets have a fast turnover, and there are very few products that remain popular for a long time.

Finally, local products still hold a strong position. In rural markets, local brands are still the preferred choice for local residents. After understanding the consumption characteristics of rural markets, companies need to tailor their strategies to the specific circumstances and adapt accordingly.

## **01 Cultivating consumer habits and finding suitable products for the market**

Developing rural markets requires companies to find the right products, because the purchasing power of rural markets is the main limiting factor. Therefore, when pursuing rural market development, companies should first identify products that are suitable for rural consumers.

## **02 Reasonably controlling costs and utilizing marketplaces for promotion**

The main reason why companies hesitate to develop rural markets is the high cost involved. Rural areas are often dispersed, posing challenges in distribution, and individual retailers have smaller order quantities, which increases the difficulty of managing retail outlets. This requires companies to take measures to control costs effectively while maintaining strict retail management.

## **03 Developing and maintaining key secondary distributors**

Companies have limited resources, and the challenge of the rural market lies in its extensive network of retail outlets. If a company's operational area is too vast, effective operation and management becomes a significant issue. In such cases, developing secondary distributors in areas where the Company's products have not yet penetrated is a viable option. However, it is crucial to establish a model market that allows local distributors to recognize the potential of the rural market. The Company should undertake the initial development work and achieve certain results before transferring the market operations to the distributors. As long as there is profitability, the distributors will be motivated to put in the effort.



# The By 2024 Innovative Collection Gift Box adds an extra touch of thoughtfulness to the New Year flavor!

With a variety of usage scenarios and consumer preferences in mind, By Fang presents a wide range of options for New Year gift boxes during the 2024 Spring Festival season. Each gift box is carefully crafted to embody a distinctive New Year flavor. Among the many new gift boxes available, we have chosen a few to showcase for you.

## Structural Innovation

### Embrace a Healthy New Year

In the context of the popular topic of overall well-being, it has become a trend to give gifts that promote health. By, a well-known brand “leading the national sales of high-end nut gifts”, has become the preferred choice for people to give gifts due to its outstanding product quality and health concept.

The 2024 Innovative Series “Global Ultimate, Global Feast” gift box from By includes not only nuts and dried fruits but also new products such as daily nut nutrition powder with probiotics and high-end wood-based oil products. The gift box not only presents a material representation but also conveys your constant care for the health of your loved ones. The packaging style is innovative and novel, using an eye-catching, heartwarming, and brain-nourishing structure to create a sense of ceremony for the New Year!



## Cultural Empowerment

Preserving the Classic New Year Flavor

If we were to characterize the previous two gift boxes as meticulously crafted with high quality and nutrition to present a gift of health for the New Year, this particular gift box envelops the essence of the New Year in traditional folk culture, evoking an authentic and immersive festive ambiance!

The By 2024 Innovative Series “Global Chinese New Year” gift box explores traditional culture and presents the essence of the New Year through its design language. By incorporating elements such as fireworks, firecrackers, and lucky signs, a captivating and harmonious picture is painted using the most beautiful Chinese red. The combination of nuts and dried fruits inside the gift box, along with the traditional Chinese elements on the packaging, conveys New Year blessings and showcases new meanings of good fortune, innovating the “New Year flavor” through cultural heritage.

## Environmental Creativity

### Supporting Sustainable Development

Life originates from nature, and health comes from environmental protection. With increasing attention to sustainability issues in society, environmentally friendly New Year gift boxes have become the trend. This year, By’s nut gift boxes embrace the concept of “zero-waste packaging” by using environmentally friendly materials and minimalist design, contributing to an eco-friendly and sustainable gift box.

The 2024 Innovative Series “Global Fashion, Global Quest, Global Charm” gift box from By closely follows the trend of environmental protection and advocates “light packaging”. It uses reusable and eco-friendly materials like suitcases, camping boxes, and leather bags as the overall packaging design instead of traditional paper gift boxes that are discarded after opening. It emphasizes the combination of environmental friendliness, practicality, and aesthetics. The gift box packaging is embellished with a vibrant green, showcasing a sustainable and stylish charm! 🌿



# DUAL-CELL PARALLEL DRYER

Xingtai Tianyuanxing Food Equipment Co., Ltd.

The Dual-Cell Parallel Dryer represents another remarkable advancement by Tianyuanxing in the realm of energy efficiency and consumption reduction. The primary innovation lies in the utilization of high-temperature exhaust gases from one another through dual-cell parallel operation, based on the process of a single-layer drying chamber. By automatically switching the airflow through programming and employing a honeycomb structure design, it significantly enhances the uniformity of material drying. Equipped with 16 real-time moisture detection points, it enables automatic production mode and manual dual-mode production, allowing for flexible switching. The production time is determined based on data, replacing the traditional manual experience-based approach. The Dual-Cell Parallel Dryer is suitable for drying granular materials such as melon seeds, peanuts, walnuts, and nuts.

## Product Features:

1. Energy-efficient: With the utilization of a single hot air furnace for two drying chambers, when Chamber 1 dries the material to 70%, the high-temperature exhaust gases automatically switch to Chamber 2 for further drying. This cyclic process achieves energy savings of over 30%.

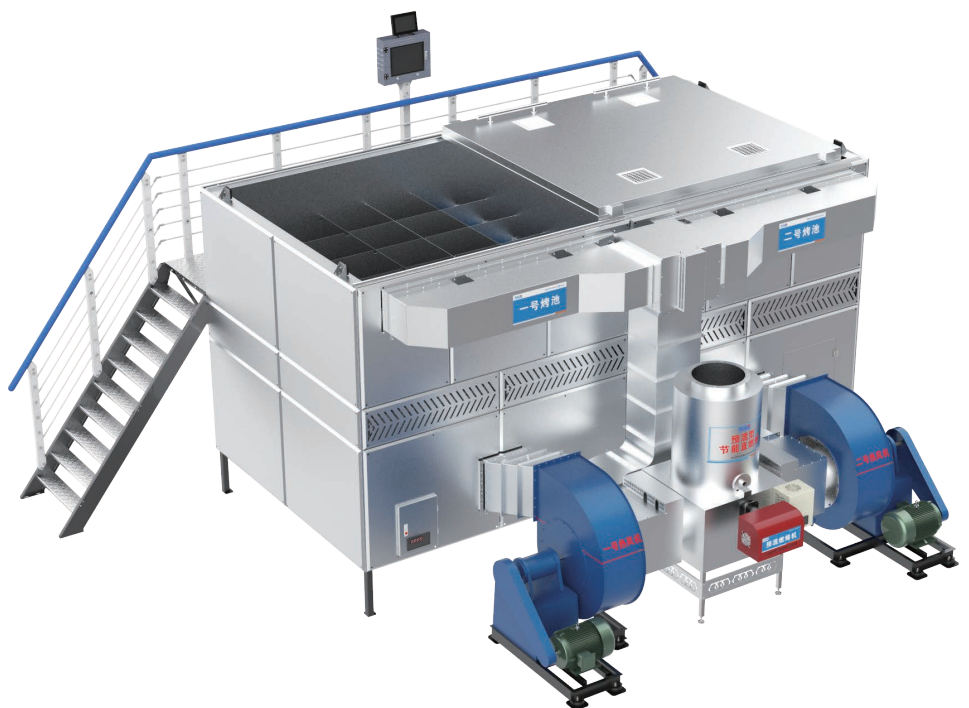
2. Environmentally friendly: By simultaneously operating both drying chambers with only one fan, it reduces exhaust emissions by 50% and lowers dust emissions by over 80%.

3. The switching of airflow does not impact the drying temperature. Moreover, a damper is installed on the fan, allowing for adjustment of the drying time based on customer requirements.

4. The diagram illustrates the configuration of a natural gas direct-fired hot air furnace. However, the dryer can also be equipped with various heat

sources such as biomass pellets and steam.

5. The operating platform is equipped with an LCD display screen for real-time monitoring of the discharge speed. Personnel can operate it on the platform. With high-frequency and uniform discharge, it enhances the airtight performance of the drying chamber and ensures stable product quality. The touch-sensitive integrated control panel is aesthetically pleasing and includes video display functionality for the key parts of discharge and flame combustion.





# AN ANTICIPATED NEW FOOD INGREDIENT: ANTHOCYANINS FROM BLUEBERRIES

Source: Food Processing and Packaging Online

## **Blueberries, one of the five major healthy foods for humans**

Blueberries, recognized as a functional and health-boosting berry of the 21st century, have been listed as one of the five major healthy foods for humans by the Food and Agriculture Organization (FAO) of the United Nations. Blueberries can be consumed fresh or processed into candies, beverages, snacks, and more, offering abundant nutrition.

In addition to organic acids, unsaturated fatty acids, vitamins, proteins, minerals, trace elements, and other nutrients, blueberries are also rich in antioxidants, tannic acid, bacteriostatic agents, superoxide dismutase, and other active compounds. Blueberries contain a high level of antioxidant and free radical scavenging substances, which can prevent healthy cells from being invaded by cancer cells and help prevent certain cancers caused by excessive free radicals. They have various benefits, including relieving eye fatigue, preserving vision, enhancing memory, and delaying brain aging. Anthocyanins from blueberries are widely used in highly nutritious functional foods.

## **Stability of Anthocyanins from Blueberries**

### **1. Blood Sugar-lowering Effect**

Blueberries contain substances that



have insulin-like or insulin-sensitizing properties, which can lower blood sugar levels and promote insulin secretion.

### **2. Anti-inflammatory and Anti-infection Effects**

Blueberries have anti-inflammatory and analgesic effects in different experimental models of inflammation induced by histamine, formaldehyde, and abdominal pain induced by acetic acid injection.


### **3. Vision Improvement and Eye Disease Prevention**

The extract of blueberries (mainly anthocyanins) has an auxiliary therapeutic effect on visual fatigue and amblyopia. Due to the ability of anthocyanins from blueberries to improve night vision acuity, they can help individuals adapt to low-

light conditions faster and shorten the time of detection.

## **Potential of Anthocyanins from Blueberries in Food**

Due to their vibrant color and non-toxic nature, anthocyanins from blueberries are particularly suitable as food additives. Currently, they are widely used in various food products such as jams, jellies, ice cream, candy, and pickled foods.

However, this has raised a new issue. The purity of commercially available anthocyanins is low because the structure of these substances is highly unstable, and the purification process often leads to structural degradation, resulting in low recovery rates. 

# The Global Nut Report is Here!

## The almond production is expected to reach 1.5 million tons, widening the market gap for pistachio nuts.



almond production is projected to increase by 3% to reach 1.5 million tons (in-shell) in the 2023/24 season. The global consumption is expected to grow by 6% to reach 1.6 million tons. With continued export growth to China and India, the global exports are forecast to increase by 5% to 1.1 million tons.

### · Walnuts ·

Thanks to the stable manufacturing in China, the loss in the European Union was offset by increased production in the United States and Chile. It is projected that the global production of walnuts will remain at 2.7 million tons in the 2023/24 season, with consumption also staying at 2.7 million tons. Exports are expected to rise by 6% and reach 1 million tons, while global ending stocks are forecasted to decrease by 4%.

### · Pistachio Nuts ·

Despite the increase in production in Turkey, the decline in major producing countries such as the United States and Iran led to a 6% decrease in global production of pistachio nuts, totaling 782,000 tons in the 2022/23 season. Exports also experienced a decline of 16% to 415,000 tons, while consumption increased by 7% and reached 808,000 tons. 坚果 坚果



**T**he Global Markets and Trade report published by the USDA reveals that global almond production is estimated to grow by 3% and reach 1.5 million tons in the 2023/24 season, surpassing the 1.1 million tons of the previous season. The global production is expected to remain steady at 2.7 million tons, with the exports projected to increase by 6% and reach 1 million tons. In the 2022/23 season, the global production experienced a decline of 6% to 782,000 tons, while the exports decreased by 16% to 415,000 tons. However, the consumption witnessed a rise of 7% to 808,000 tons. (No data available for pistachio nut production in the 2023/24 season)

### · Almonds ·

Benefiting from increased production in the United States, Australia, and the European Union, the global



# Conditions Required for Pistachio Cultivation

Publication Date: 2023-11-30 Author: Source: Number of Reads: 35

**P**istachios have thin, easily peelable shells, with sweet and crunchy kernels. They are nutritionally rich and have the additional benefits of nourishing the body and enhancing brain function. As a result, they are increasingly beloved by consumers, and their cultivation value continues to rise. Of course, pistachio cultivation requires certain conditions. Let's take a look at the conditions necessary for pistachio cultivation.

**1. Soil Selection:** The land for pistachio cultivation should have loose, well-drained, fertile soil with a high organic matter content. Such soil is less prone to waterlogging during rainy periods, and its richness in nutrients promotes the healthy growth of roots and trees.

**2. Temperature:** Pistachios do not have excessively high temperature requirements; they are tolerant of both cold and high temperatures. However, extreme cold and high temperatures can affect the yield of pistachios. Therefore, to increase both the yield and quality of pistachios, it is important to select a planting site with a warm and humid environment, with an average annual temperature of around 18°C.

**3. Light:** Pistachios have strong adaptability to light, meaning they do not have high light requirements. They can grow well in areas with long



exposure to sunlight or in shaded areas facing away from the sun. One thing to note is that during the seedling stage, it is necessary to provide shade for the young plants as excessive sunlight can cause them to wilt and hinder their growth.

**4. Water:** Pistachios prefer to grow in moist environments, requiring an adequate water supply to support their growth. During the pre-flowering period, pistachios should be watered sufficiently, while during the flowering period, watering should be reduced. As long as the soil remains moist, it

is ideal. During the fruit development stage, pistachios require a relatively large amount of water, and drought conditions should be avoided.

**5. Nutrients:** Pistachio trees require ample nutrients for their growth. before planting, sufficient basal fertilizer should be applied, primarily using organic fertilizers. As the trees grow, timely additional fertilization is necessary. Especially during the fruiting period, potassium fertilizer should be applied promptly, and supplementary foliar fertilizers should be applied as appropriate. 🌱

**The projected export volume of Chilean blueberries for the 2023/2024 season is expected to be 82,000 tons, representing a 6% year-on-year decrease.**



Recently, the Association of Chilean Fruit Exporters (ASOEX) and consulting firm iQconsulting jointly released their initial forecast for the export of fresh blueberries from Chile for the 2023/24 production season. The export volume is expected to be 82,000 tons, representing a 6% year-on-year decrease.

In 2023, the blueberry planting area in Chile is 18,071 hectares, which is 2% less than in 2022. Andrés Armstrong, Executive Director of the Blueberry Committee, emphasized that growers have eradicated 1164 hectares of old varieties with poor yields and short shelf life, and planted 607 hectares of new varieties.

Currently, the planting area for new blueberry varieties has surpassed 20% of the total area. It is anticipated that the production of new blueberry varieties will increase in the upcoming production season.

**The production of American pecan has decreased, and the latest purchase price has been announced, resulting in an increase in export orders!**

Georgia has the highest pecan yield of any state in the United States. Harvesting began in October and is currently at its peak. This year, for various reasons, it is expected that the yield of pecan will decrease.

According to estimates from growers in various states, Georgia has lost approximately 70 million pounds of pecan this year, New Mexico 75 million pounds, Florida 1 million pounds, Alabama 1.5 million pounds, Texas 30 million pounds, Oklahoma 15 million pounds, Arizona 30 million pounds, California 2.5 million pounds, Louisiana 6 million pounds, Mississippi 1 million pounds, Kansas 3 million pounds, Arkansas 1 million pounds, North Carolina 1 million pounds, and South Carolina 1 million pounds.

According to reports, the purchase price for Elliott varieties is \$1.25 per pound, Stuarts varieties are \$1.00 per pound, Native Seedlings varieties are \$0.75 per pound, and Moneymakers varieties are \$70 to \$85 per pound. A small amount of Desitables, Oconee, and Excel are priced at approximately \$1.83-1.86 per pound, while some mixed Desitables ( $\leq 49$  per pound, with a meat yield of 50-52%) are priced at about \$3.50-3.64 per pound. The Eclipse, Oconee, Lakota, and Seminole varieties are available for purchase, but their prices have not been announced yet.

**South African production increased by 12.6% year-on-year, but excessive precipitation has affected the quality.**

The report released by the Southern African Macadamia Growers' Association (SAMAC) shows that the production of South African Macadamia in 2023 was 77,532 tons, an increase of 8,692 tons (12.6%) from 68,840 tons in 2022.

Despite the challenging market conditions affecting the South African Macadamia industry, there are still some positive aspects. South Africa continues to maintain its position as the world's largest producer of macadamia nuts and is a major participant in the global market for this popular nut variety. Despite facing various challenges in the industry, such as weather, pests, diseases, and economic instability, South African Macadamia growers continue to demonstrate tenacious vitality and remain committed to producing high-quality nuts.



## Armenia has extended its ban on exporting grain and sunflower seed oil products to countries and regions outside the Eurasian Economic Union

The Armenian government has decided to extend the ban on exporting grains, sunflower seed oil, and other products to countries and regions outside the Eurasian Economic Union for six months.

The Armenian government resolution stipulates that the export ban on wheat, barley, corn, buckwheat, sunflower seeds, and sunflower seed oil from countries and regions outside the Eurasian Economic Union will be extended for six months.

The resolution will take effect on January 3, 2024.

## Vietnamese spices and seasonings still have potential for growth in exports to the European Union

According to the Vietnamese Commerce Office in Belgium and the European Union, Vietnam's exports of spices and seasonings to Europe have fluctuated over the past five years. However, there is still potential for long-term growth.

Statistics show that the export of ginger, turmeric, garlic, and other immune-boosting spices to Europe will rapidly increase in 2020 and 2021 due to the outbreak of COVID-19.

The spices and seasonings with the highest demand in the European market include ginger, turmeric, pepper, vanilla, and cinnamon. The primary import markets include Germany, the United Kingdom, the Netherlands, Spain, and other countries.

According to Vietnam's business offices in Belgium and the European Union, Europe is one of the primary regions for importing spices and seasonings, representing approximately a quarter of the world's total imports of these products. It is worth noting that over 95% of the spices and seasonings imported into Europe come from developing countries.

## Vietnamese cashew exports to China have skyrocketed by over 70%, raising concerns about quality issues



According to data from the Import and Export Department of the Ministry of Industry and Trade of Vietnam, Vietnam exported 64,320 tons of cashews in October, with a value exceeding 358 million US dollars. The export volume increased by 47.7% year-on-year, and the export value increased by 37.1% year-on-year. In the first 10 months of 2023, Vietnam exported a total of 516,870 tons of cashews, marking a 21.8% increase compared to the same period last year. The expected export value has reached 2.95 billion US dollars, reflecting a year-on-year increase of 15.9%.

Despite a significant increase in export volume, the average price of Vietnamese cashews is declining. In the first nine months of this year, the average export price of Vietnamese cashews was USD 722 per ton, marking a 4.5% decrease compared to the same period in 2021. The average export price from January to October decreased further to \$5703 per ton, marking a year-on-year decrease of 4.8%.

The Vietnam Cashew Association has set an export target of \$3.1 billion for 2023, which represents an increase of \$20 million compared to 2022. However, the association has recently received written warnings from two organizations in the United States and Europe, as well as from some significant clients. There is a warning about the declining quality of Vietnamese cashews, specifically regarding standards for live pests, pesticide residues, and foreign impurities.

# Three Foods with a Calcium Content Over 8 Times That of Milk

The following three food items possess a calcium content that surpasses milk by more than eightfold. They provide benefits for individuals in their middle and old age, enhancing physical strength and facilitating mobility. Let's delve into them together~

## 1. Black Sesame Seeds

Black sesame seeds boast a diverse array of nutrients, including amino acids, lecithin, vitamin E, iron, chromium, and notably, substantial amounts of calcium. The calcium content amounts to approximately 800 milligrams per 100 grams.

## 2. Hazelnuts

Hazelnuts, aside from being delectable, are also a rich source of calcium, containing approximately 815 milligrams per 100 grams. Furthermore, hazelnuts are abundant in unsaturated fatty acids, vitamin B, vitamin E, as well as iron, zinc, potassium, and other essential components.

## 3. Dried Shrimp

Dried shrimp possess a remarkably high calcium content, reaching 991 milligrams per 100 grams. Moreover, dried shrimp are also rich in protein, vitamin A, as well as potassium, iodine, magnesium, and various other trace elements. 🍤







**MULTIPLE FLAVORS  
YOU MAY NOT KNOW  
THE TONGUE WILL FALL IN LOVE**



# **SHATU FOOD**

## **SHATU MELON SEEDS**

SHANDONG SHATU FOOD INDUSTRY CO., LTD. WAS  
FOUNDED ON AUGUST 8, 1988. IT IS A JOINT-STOCK  
PRIVATE ENTERPRISE. IT IS A SPECIALIZED ENTERPRISE  
THAT PRODUCES, PROCESSES AND SELLS ROASTED  
FOOD. THE COMPANY IS LOCATED IN HEZECITY,  
SHANDONG PROVINCE, THE BEAUTIFUL HOMETOWN  
OF PEONY. THE HEAD OFFICE COVERS AN AREA OF  
MORE THAN 300 MU, WITH FIXED ASSETS OF MORE  
THAN 100 MILLION YUAN AND TOTAL ASSETS OF 1  
BILLION YUAN.

TO MEET SHUATU FOOD AND NEVER FORGET WHEN  
YOU ARE EATING IT. SANDY SOIL FOOD WILL GO  
ADHERE TO THE IDEA OF DOING WELL IN PRODUCTS  
AND SERVICES, NEVER FORGET TO START ITS MISSION  
TO CLIMB TO THE TOP LEVEL ON QUALITY.



## **STIR FRIED NUTS**

Manufacturer: Shandong Shatu Food Industry Co., Ltd  
Address: Jiamei Road, Shatu Town, Mudan District, Heze City, China  
Tel: 0530-5771168 Fax: 0530-5776118  
Website: [www.shatufood.com](http://www.shatufood.com)







NANKO  
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迈 赫

Herbaceous application leader

# Nut antioxidant

## Antioxidation of nuts Only Nanko

The nut antioxidant contains a variety of plant antioxidant components, its features include scientific combination, synergistic effect, strong antioxidant effect, stable structure, and high temperature resistance. It can effectively inhibit the oxidation of oil and fat in nuts and the deterioration of taste. It has the effect of improving the quality of nuts and extending the shelf life of nuts. The correct use of nut antioxidant can not only prolong the shelf life of nuts, bring good economic benefits to producers, but also bring better food safety to consumers.



Technical support:

New Technology Research Office of fruit and vegetable processing, China Agricultural University  
School of food, Nanchang University

In 2020, the national roasted seeds and nuts enterprises provided high-quality services (member enterprises)





KOUSHUIWA

# Happy Snack!



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





## 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

<http://bailian.com.cn>

**4008898903**

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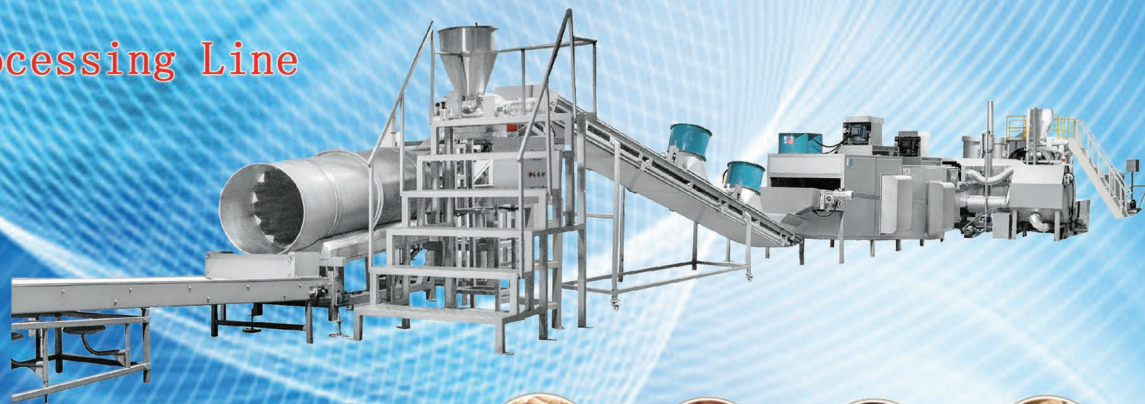
Phone number: 0591-83315111 83315198



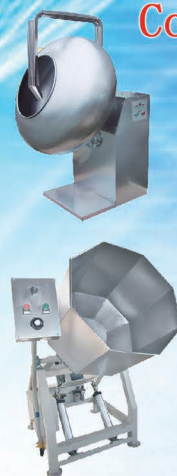


Yantai Maoyuan Food Machinery Manufacturing Co., Ltd. established in 1995, is a professional food machinery manufacturer, we are specialized in the machinery of peanut, other nuts, roasted seed.

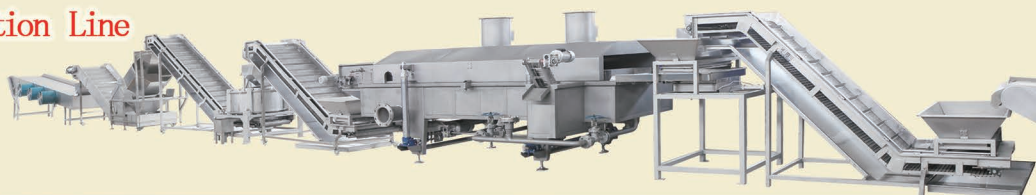
## Coated Nut Processing Line



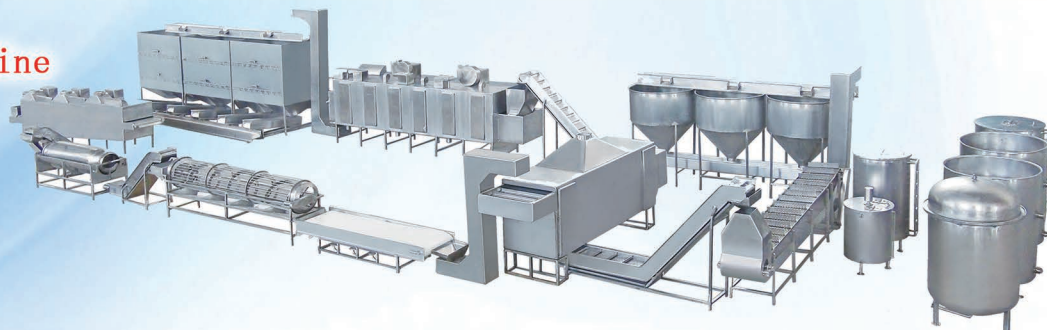
## Coated Nuts Roasting Line



## Net Belt Continuous Frying Production Line



## Nut Roasting Production Line



Yantai Maoyuan Food Machinery Manufacturing Co., Ltd.

Tel: 0086-535-6117136 Web: [www.peanutmachinery.com](http://www.peanutmachinery.com) E-mail: [myspjx@163.com](mailto:myspjx@163.com)





The company web site: [www.hfkesai.com](http://www.hfkesai.com) [www.kesaijixie.cn](http://www.kesaijixie.cn)

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

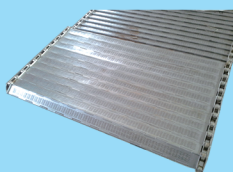


Stainless steel three-layer chain plate air drying cooling line

## ACCESSORIES AREA



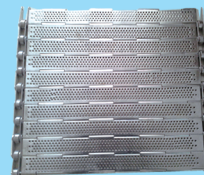
Dryer chain plate



Chain plate  
(HOLE 0.9x20)



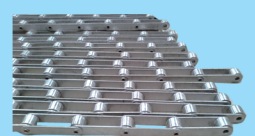
Sprocket wheel



Chain plate  
(HOLE 3mm)



Chain plate  
(HOLE 8mm)



Chain

ADD: Daqi Industry Zone, Changjiang Road West, Ningjin,  
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Hunting Line: +86-534-5533388 Fax: +86-534-5533777  
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To be a century old enterprise and  
build an international brand

Consumer satisfaction unit of Shandong Province  
Executive director unit of Dezhou Private Enterprise Association





# 安徽省恒康机械制造有限公司

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

## DXDM型系列折边袋制袋包装机

DXDM TYPE AUTOMATIC VERTICAL PACKING MACHINE



## HKC型系列半自动称量机组

HKC-II SEMI-AUTOMATIC WEIGHING MACHINE



## HKD-II型水平给袋式自动包装机

HKD-II TYPE AUTOMATIC HORIZONTAL PACKING MACHINE



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