

CHINA NUTS AND DRIED FRUITS INDUSTRY

PHASE VI 2024 TOTAL 108 ISSUE

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Moldy Sunflower Seeds, Kenya Macadamia Nuts

INTERNAL DEFECTS SORTING EXPERT



Sunflower seeds under X-ray inspection



Accept

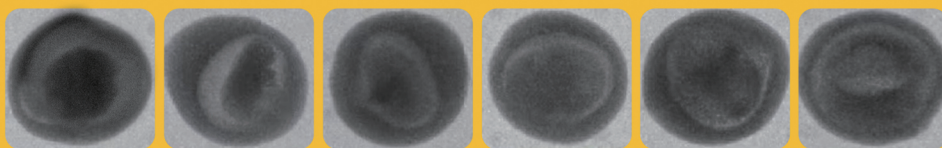
Atrophy

Wormholes

Moldy

Empty

Kenya macadamias under X-ray inspection



Dry Rot

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Frozen Kernel

Moldy

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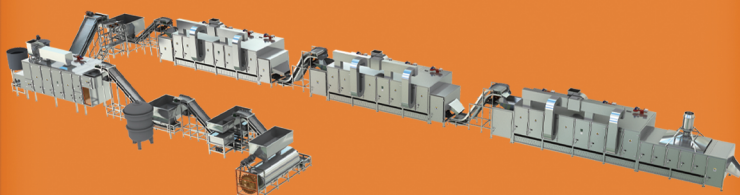


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**Nationwide Attention and Industry
Focus on “let the Healthy Nuts Benefit
People of the world” 9.17 China Nut Health
Week in 2024 Achieved Resounding Success**

NUTS, KERNELS & PEANUTS INTELLIGENT PRODUCTION LINE



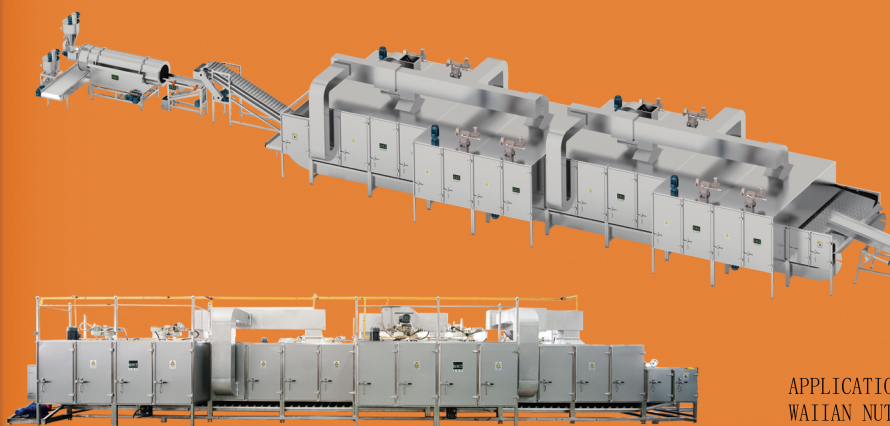
APPLICATION: DRYING OF WALNUT, ALMOND, MAGNOLIA, PECAN, PISTACHIO, HAZELNUT, KERNELS, SUNFLOWER SEED, WATERMELON SEED, PEANUT, PUMPKIN SEED AND OTHER NUTS, FOOD, GRAIN, OIL, POTATO CHIPS ETC.

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



HOT AIR DOUBLE CYCLE BELT DRYER



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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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**Nationwide Attention and Industry
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and Dried Fruits of China National Food
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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. 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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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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Front Cover: RMB 45,000 yuan/year (no single issue); Back Cover: RMB 38,000 yuan/year (8000 yuan/issue)

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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.

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II. Information Consulting Service for the English Electronic Magazine

1. Consulting Service Price

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Nationwide Attention and Industry Focus on “let the Healthy Nuts Benefit People of the world”

9.17 China Nut Health Week in 2024 Achieved Resounding Success





Supported by the International Nut & Dried Fruit Council (INC) and the Chinese Nutrition Society, guided by the Specialized Committee for Nuts and Dried Fruits of China National Food Industry Association, organized by the Organizing Committee of 9.17 China Nut Health Week and Beijing Zhongjian Heguo Information Technology Service Co., Ltd., and hosted by China Nut and Dried Fruit Food City, 9.17 China Nut Health Week in 2024 event was grandly held in Lin'an, Hangzhou on September 8. Representatives from the entire industry chain of the nut and dried fruit industry in China, including planting, raw materials, processing, equipment, additives, as well as buyers from all channels, industry associations, government representatives, and representatives from hundreds of media outlets attended the opening ceremony from all provinces and cities across the country, except for Taiwan and Tibet. A total of 150,000 people participated in this grand event both online and offline, with nearly 10,000 buyers on-site for shopping, creating a bustling atmosphere. With the attention and care of the whole society, and the joint participation and

efforts of the entire industry, the event achieved unprecedented success! The participants, exhibitors, and buyers of this year's 9.17 China Nut Health Week event all expressed higher satisfaction and evaluation compared to previous years!

I. The three highlights of this year's event and the new concept of "Bringing Healthy Nuts to Everyone" have attracted high attention and recognition from all sectors of society and domestic and international colleagues. Hundreds of media outlets focused on the scene, generating enthusiastic responses.

The three new highlights of this year's event and the new concept of "Bringing Healthy Nuts to Everyone" have received unanimous recognition and praise from domestic and international peers. The opening ceremony of the 9.17 China Nut Health Week increased the interest and sense of participation through diverse forms, sharing of authoritative data, creative performances, and professional yet inspiring exchange methods. By exploring

these emotional resonance points, it strengthened the emotional connections among participants and also promoted deeper exchange and cooperation intentions.

Hundreds of media outlets from across the country, including Xinhua Net, CNR, cn, China News, GMW.cn, China Daily, Economic Daily, Sina, cnfoodsafety.com, and Hangzhou Daily, presented the grand opening in various forms, publishing over a hundred related reports successively. E-commerce platform media such as Tmall, Douyin, and JD.com, industry official websites, WeChat, and well-known brand Weibo and WeChat accounts and other new media have widely shared the news, making 9.17 China Nut Health Week event a major focus and highlight of social attention.

It's worth mentioning that the full video and photo live broadcast of the opening ceremony on September 8, the live broadcast of the shopping fair, and the live streaming of companies during the event period attracted over 10 million views. Offline, posters and logos of 9.17 China Nut Health Week were displayed and posted in large, medium, and small



supermarkets, stores, wholesale markets, and company-owned stores to promote the event.

According to statistics, this year's 9.17 China Nut Health Week event had over 10 million participants both online and offline, with a cumulative audience of over 650 million to date this year. The purpose and original intention of 9.17 China Nut Health Week event have been realized, bringing healthy nuts to everyone while promoting the sustainable and healthy development of the nut and dried fruit industry in China.

II. From popularization to advocacy, and then to benefiting the public, the concept of healthy nuts continues to expand and deepen

Since the 2016 9.17 China Nut Health Week event first proposed the scientific dietary concept of "A Handful of Nuts and Seeds for a Healthy Life Every Day" in 2016, this concept has been deeply spread to over 650 million people. After

years of development and accumulation, in 2020, the event was further upgraded, emphasizing that "nut and seed varieties are healthy food that should be consumed in fixed quantities by everyone every day", elevating the health value of nuts to a new height. Now, standing at a new starting point, 9.17 China Nut Health Week in 2024 clearly put forward the health concept of "Bringing Healthy Nuts to Everyone".

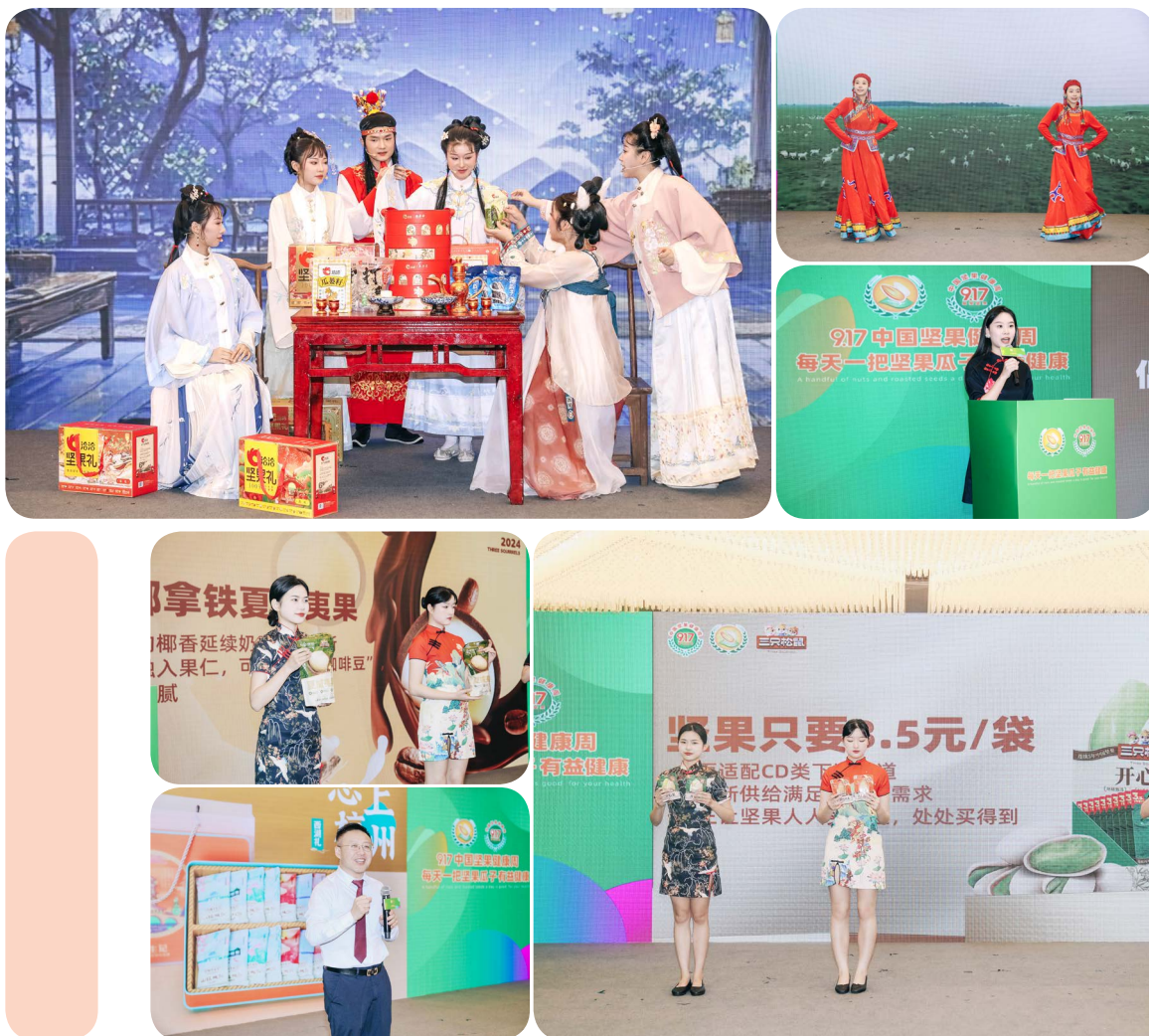
At the opening ceremony of this year's 9.17 China Nut Health Week event, Zhang Liaoyuan, executive chairman of the Specialized Committee for Nuts and Dried Fruits of China National Food Industry Association and founder and CEO of Three Squirrels, delivered a keynote speech. He pointed out that it's time to let nuts truly return to their essence, and the moment for the nut and dried fruit industry in China has arrived! To this end, the entire industry must unite and strive to break price barriers through a series of measures such as technical innovation, supply chain optimization, and channel diversification, making high-quality, high-nutritional-value nut products more accessible, truly achieving the popularization of healthy

nuts. On one hand, this allows the general public to access and afford nuts, and on the other hand, it ensures that nut products offer high value for money.

In this process, every practitioner is entrusted with an important mission. They are not only the disseminators of this health concept but also diligent cultivators, working tirelessly with persistent efforts and dedication to achieve the goal of bringing healthy nuts to people all over the world.

III. The shopping fair was bustling with atmosphere, high transaction volume, and the emergence of "nut+" new products

The 2024 national nut and dried fruit, seasonal food new products, and best-selling products all-channel procurement and supply transaction shopping fair was held at the Marriott Hotel in Lin'an from September 8-9. The shopping fair was extremely popular, attracting 10,000 all-channel business operators from across the country for on-site procurement. All



participating companies achieved varying degrees of success. Some companies successfully received orders, directly increasing their sales performance; some companies met precise target customers through the fair, laying a solid foundation for future market expansion; and some companies found like-minded partners at the fair to jointly explore new development paths. These achievements fully demonstrate the positive role of the shopping fair (on September 17) in promoting transactions and cooperation. According to incomplete statistics, the intended transaction amount of the shopping fair exceeded 30 million yuan. In addition, this exhibition showcased the “nut+” characteristic everywhere,

promoting the concept of cross-industry integration and diversified innovation in the food industry. For example, a five-nut mooncake jointly created by Chacha Food and Wufangzhai, the “Ren Ren Set” assembled by Zhu Bingzhen Copper and Tuanyuan Hickory Nut, as well as “Cao’er Food” “5+4” daily nuts. “Jubaohe” collaborated with the popular milk tea brand “Yi Dian Dian” to create “nuts + milk Tea”; “Lü’s Food” focused on developing bacon-flavored coated cashew nuts and green bean paste + cashew nut popsicles. This exemplifies the continuous growth and improvement of the nut and dried fruit industry in China in terms of cross-industry integration development, constantly “breaking boundaries” and

“going viral”.

Looking through the numerous booths and thousands of food items at the shopping fair, the cross-industry integration innovation of “nut+” has blossomed in various forms: Nuts + baking, nuts + coffee, chocolate + almonds, summer fruits + mustard, mango + popsicles, coconut + cashew nuts, nuts + dried fruits + oats... The bidirectional and “multi-directional” convergence of the nut and dried fruit industry is surging like a tidal wave.

IV. During the nationwide consumer experience week (September 10-17), a variety of online and offline consumer experience activities sparked a

HOT SPOTS




nationwide consumer experience trend, with steady growth in sales of nut and seed products.

1. Online Consumer Experience: During the 9.17 China Nut Health Week event, the sales growth of enterprises remained stable with some increase: the Three Squirrel Nut+series products increased by 213.9%, the Nut Gift series increased by 33.1%, the Chenlin Food e-commerce channel increased by 28%, the omni channel increased by 18%, and the sales increased by 26%. Multi flavored melon seeds, jasmine green tea melon seeds, tangerine peel melon seeds, and special apricot kernel peeling products were widely praised; The sales of melon seeds in the San Pang Egg e-commerce channel increased by 27.3%; Shatu Food's online sales have grown by 30%, with popular

products such as melon seed hand-held bags and inspected melon seeds, which are deeply loved by consumers.

2. Offline Consumer Experience: Offline, there was a plethora of activities that allowed consumers to directly participate and experience. Some participating enterprises and retailers have established pop-up stores and mobile health energy stations in the core commercial areas of cities to carry out interactive activities. Activities such as seed cracking and nut eating competitions, quizzes on nut and seed food knowledge, and distribution of healthy nut energy packs were conducted. Chacha arranged for consumers to visit sunflower planting bases and transparent factories to understand the processing of nuts and seeds. Three Squirrels conducted a charitable activity called "Spreading Love, Delivering Health" by donating nut

snacks to primary schools in the Wenchuan area.

The 9.17 China Nut Health Week has deeply resonated with the public and is set to become the most anticipated and celebrated annual gathering in both society and the industry. It serves as a grand celebration of the nation's health, not only conveying the positive signal of "Bringing Healthy Nuts to Everyone", but also injecting new vitality into the innovative development of the nut and dried fruit industry. In the future, with the deepening of healthy consumption concepts and continuous advancement of technical innovation, the nut and dried fruit industry will surely usher in broader development prospects, making greater contributions to improving national health levels, and truly benefiting the people with nuts and seeds as healthy food 

Returning Nuts to Their Essence, Prioritizing Consumers

– Keynote report by Zhang Liaoyuan, executive chairman of the Association, at the opening ceremony of the 2024 China Nut Health Week



The China Nut Health Week in 2024 proposed the vision of Bringing Healthy Nuts to Everyone. The nut and dried fruit industry focuses on technical innovation and supply chain optimization to promote the popularization of nut and dried fruit products. Zhang Liaoyuan, executive chairman of the Association, pointed out in his keynote report: Nuts should return to their essence, emphasizing the

rational upgrade of consumption and deep cultivation of the supply chain. SMEs are facing opportunities for transformation and need to focus on consumer needs.

The following is the content of the keynote report:

The per capita consumption of nuts in China is half a jin (250 grams), while abroad it's 2.5 jin (1,250 grams). China has nut brands, such as Three Squirrels, which is the largest nut brand in China, but why aren't there such big brands abroad? While surprising, it's also a wake-up call: Because foreign countries treat nuts as part of their dietary structure, China treats nuts as snacks and gifts, which has led to the creation of brands. This was healthy in the past, but it's not healthy now. Chairman Zhang believes that the time has come for nuts to truly return to their essence in China.

First, consumption doesn't involve upgrading or downgrading, but rather a rational upgrade of consumption, and China is currently at this stage. Behind this is actually a rational cognitive upgrade of consumers. Consumers' cognition is beginning to improve, starting to correctly view what commodities are. They can recognize the performance and true value of commodities.

Second, we need to delve deeper into the supply chain direction. As the Association's slogan suggests, Bringing Healthy Nuts to Everyone actually means



making them affordable and accessible to more people, which is returning to the essence of nuts. This are also the mission that Three Squirrels is practicing (affordable for everyone, available everywhere). Now everyone can see low-priced nuts, which is the direction for the future.

Third, after visiting China's most extensive retail outlets, Chairman Zhang discovered that China's retail sector is undergoing a significant transformation, which is beneficial for SMEs. Whenever retail outlets undergo changes, new brands will inevitably emerge. The opportunity for new brands actually lies with SMEs, not large enterprises.

However, these SMEs don't necessarily refer to small-scale businesses, but rather organizations that operate on a smaller scale. Behind today's intense competition is actually a major transformation in the entire retail industry. The core reason is that China is currently experiencing three changes:

1. Urbanization has brought about significant changes in population structure, promoting the penetration of retail into community scenarios, such as bulk snack sales;
2. Digitalization has driven the continuous diversification of online e-commerce;
3. China's transportation network has greatly improved logistics efficiency.

These three changes, coupled with relatively sluggish consumption, have driven a rational upgrade in consumer


cognition, resulting in a fission effect. Behind this fission, what we see is intense competition, extremely intense. Because consumers' pockets only contain so much money, all retail outlets are competing.

Therefore, regardless of whether they are large, medium, or small enterprises, the first step today is to re-examine the industry's processes, reassess efficiency, eliminate non-value-creating links, and let prices return to or approach their true value.

The second step is to innovate and differentiate. Now, all retail outlets are differentiating themselves. China's retail outlets will move from efficiency competition to differentiation competition. Differentiation brings the greatest opportunities for SMEs. Because large enterprises are not flexible enough, while small enterprises are very flexible. China is truly vast, with many brands that many people have never heard of, yet they can achieve a scale of 1 billion or 800 million yuan.

Three Squirrels often thinks its outlets are already doing very well, but if you look at townships, that's not the case. This is the current situation in China. Going out, you'll find that this round of transformation is precisely an opportunity for SMEs. Most of them are white-label products, and white-label producers are mostly SMEs. Consumer needs are personalized. Large single products are a product of the industrial age, while the internet age is about flexible supply. The era of expecting a single large product to "dominate" all channels has passed.

In the future, during this round of major retail transformation, the first step is to squeeze out price inflation; the second step is to do a good job with differentiation, adapting to the regions and channels you want to target. This is returning to the consumer.

Three Squirrels held five fairs this year, asking on-site which distributors achieved double growth? Very few, distributors are "struggling". This is an era where the value chain needs to be reshaped. In the past, manufacturers "dared to be the first in the world", but in this round of intense competition, we "don't dare to be the first in the world". Brands need to dare to be the first in the world again, returning to a consumer-centric approach. For all commodities, consumer needs must be considered during the development process. Focusing on consumer needs means paying attention to the demands of terminal sales. If sales can be generated at the retail outlet, that represents consumer needs; then we should also consider the reasonable interests of distributors. 



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NEW BUSINESS LANDSCAPE IN 2024: BIG MALLS EBB, SMALL SHOPS RISE!

Halfway through 2024, summing up this year's market impressions, it can be encapsulated in words: "Big" tide receding. Over the past six months, I've delved into various cities like Shanghai, Chengdu, Beijing, Xi'an, and Hefei for visits and study exchanges, discovering that colleagues in the urban commercial sector can't be said to be slacking off; everyone is striving to create new scenarios and business formats. However, from an industry trend perspective, the main issue still lies in the macroeconomic situation.

The entire commercial market has fallen into a quiet night after the big tide's retreat. From our observations, with the end of China's urbanization, the second half of China's commercial era is officially transitioning from the "project era" to the "shop era".

The era of artificial intelligence is impacting us. But along with material abundance comes emotional and spiritual voids. Faced with this increasingly incomprehensible modern society, many people feel a sense of loss of control. In the sea of people in big cities, we've slowly become isolated islands. Therefore, we need to step out and enter offline physical spaces, to seek remedies for our emotional and spiritual needs. From this perspective, the future of offline is "emotion", "social interaction" and learning "new lifestyles". And such scenarios with high-level complex emotional components and full human interaction, at least in the



short term, show no possibility of being replaced by artificial intelligence.

The era of "big fish in big waters" is over, and the "small fish era" more suitable for ecosystem survival has officially arrived

I. Demand has changed! Small shop economy enters explosive period

Consumption rhythm slows down

People tend to slow down, enjoying slow dining and slow fashion. This change in consumer mentality reflects consumers' pursuit of personalization and uniqueness, rather than mass-produced, industrialized products. This year's wildly popular "village cafes" are the best reflection of this.

Preference for small-scale experiential

environments

Compared to traditional large shopping centers, people are more willing to engage in consumer activities in natural environments, such as street shops, open-air districts, lively markets full of everyday life, or open small community shopping centers. These environments all emphasize integration with nature and community.

Consumption behavior becomes more social
Socializing becomes the purpose and main content of people's consumption. Those places with chat spaces, products that provide topics for discussion, people who can spontaneously engage in activities, and shops and scenarios with resonating personalities become the preferred consumption spots for young people.

Beginning to focus on sustainability

Environmental protection and sustainability have become a way of life, directly giving rise to a series of lifestyle brands and sustainable concept stores as new consumer content, while also making urban renewal and natural micro-renewal scenarios with the same sustainable concept become consumer destinations.

Emphasis on soft elements

Hardware facilities are no longer the decisive factor for traffic; soft elements such as experience, culture, and service are the key, as these elements better meet consumers' pursuit of happiness.

Moving away from the "one-size-fits-all" model dominated by large supermarkets where people buy and leave immediately, young people tend to buy and sell things through making friends. In small shops established within communities, streets, and among neighbors, they build a sense of belonging and spiritual space in mega-cities through this interactive consumption.

Meituan data shows that from January to November 2023, the number of small shops in Chengdu increased by 257,000 compared to last year.

These "non-standard small shops" that extremely highlight individuality, personalization, socialization, and defy definition are becoming hot spots of traffic flow. They are also seeds of urban renewal, taking root in the soil and huddling together for warmth while attempting to grow into big trees and forests.

II. The scene has changed! More refined consumer content continues to update

5 typical models of updated business formats

Next, let's talk in detail about what new business formats these consumer demands and "small shops" have given rise to.

1. Micro-renewal X Community — Non-standard daily commerce

Most of these renewal projects are based on the iteration of daily necessities consumption.

Community commerce is the basic living consumption center of various areas in the city, characterized by small scale, precise radiation range, strong repurchase rate, and strong penetration.

Therefore, a new commercial system is gradually forming with "providing convenience for consumers" as the core, featuring reasonable layout, comprehensive business formats, complete functions, more refinement, and a touch of everyday life.

2. Micro-renewal X Old buildings — "Private" communities

Most of these businesses are exemplars that harmoniously combine artistic life with commerce.

Compared to internet celebrity effects, such businesses will gather more "returning customers". This transformation from material consumption to spiritual scene experience will make people feel that even killing time is a kind of healing, and this emotional value will become more intense with more consumption.

3. Micro-renewal X Micro cultural tourism — Gathering places for new lifestyles

There are always places in cities that record the history of the city and the memories of a generation. These old sites with strong local culture and shared emotions provide people with spiritual consumption and emotional value, either for old people revisiting or new people touching history.

In these stock spaces that can trigger people to go for leisure, tourism, and check-ins, most are old parks and abandoned factories. The proprietors revitalize the space through old building renovation, functional layout

optimization, cultural continuation, and injection of new business formats.

These renewed old sites often become new cultural and consumer bases in the city.

4. Micro-renewal X Old shopping malls — Rebirth and trend iteration

The renovation of old shopping malls is actually the most challenging among micro-renovations. Firstly, the traditional internal structure is not suitable for modern browsing experiences, and changes often cost hundreds of millions. You can refer to Zheyoushan here. In fact, even after extensive renovation, it's still difficult to change the box-like consumption mode, often resulting in twice the effort for half the result.

The focus of updating the box should be on themes and business formats. GOGO EGO in Chengdu has taken a very good step in mall renewal.

5. Micro-renewal X Natural uninhabited areas — Reverse consumption with explosive emotional value

Social platforms are rapidly changing people's consumption motives: From initially following recommendations to gradually becoming developers of fun. New ways of socializing and sharing have greatly released everyone's desire to explore. This fun not only makes cities across the country "walk", but also gives rise to "wild walks".

These projects mainly focus on "reverse operation". Locations are often chosen in "uninhabited areas" not far from core scenic spots, and inconvenient transportation can even add to the fun of exploration.

In the future, against the backdrop of urban development gear shift and new consumption drivers, urban renewal projects will spring up like mushrooms after rain, with various places exploring urban renewal strategies and projects.

In the future, urban micro-renewal projects based on low cost, diverse content and art, with emotion and social interaction as content, will continuously emerge and replace each other, becoming the most vibrant and powerful terminal business neurons in the city.



The Three Pillars of Brand Marketing: Pain Points, Itch Points, and Pleasure Points

Part 01: Definitions of Pain Points, Itch Points, and Pleasure Points

Pain Points: These refer to the specific problems, frustrations, and dissatisfaction that consumers experience when using products or services. These issues include functional deficiencies, negative experiences, and emotional disappointments. By accurately identifying and effectively addressing these pain points, brands can not only earn consumers' trust but also establish a strong foundation of loyalty.

Itch Points: These represent consumers' latent needs or unexpressed desires. By exploring the depths of consumers' minds, brands can activate these dormant desires, thereby creating new market opportunities and driving business growth.

Pleasure Points: These refer to the feelings of joy, satisfaction, and accomplishment that consumers experience when using products or services. By providing offerings that surpass consumers' expectations, brands can create memorable experiences that enhance their reputation and encourage positive word-of-mouth.

Part 2: "How to Accurately Identify Pain Points?"

Strategies for Identifying Pain Points:

Gain a deep understanding of the daily lives and challenges faced by the target consumer group.

Feedback Collection: Employ market research, conduct user interviews, and perform data analysis to gather comprehensive consumer feedback.

Competitor Analysis: Analyze competitors' products and services to identify their weaknesses, which can inform and guide your own innovation efforts.

Conditions for Identifying Pain Points:

Authenticity: Pain points must be genuine, such as the challenge of commuting the last mile, which shared bicycles address.

Daily Relevance: Pain points should be closely connected to everyday life, such as the simultaneous desire for health and indulgence fulfilled by sugar-free and low-sodium snacks.

Frequency: Pain points should occur regularly, such as the anxiety that postpartum mothers experience concerning body changes, skin discoloration, hair loss, and social withdrawal. These issues can be effectively addressed by postpartum recovery services offered at confinement centers.

Misconceptions about Pain Points

Not all needs qualify as pain points. True pain points resonate with consumers' fundamental needs and fears. For example, while mobile phones are essential, beauty cameras do not constitute pain points. Human nature often overrides brand logic, placing pain points at the top of consumer priorities. Pain points address deep-seated human fears, which helps explain the lasting appeal of healthcare and education.

Part 3: "How to Ingeniously Create Itch Points?"

Methods for Creating Itch Points

Stay informed about industry trends and understand shifts in consumer psychology.

Innovation Leadership: Deliver extraordinary new experiences through innovative product design and service models.

Emotional Resonance: Utilize storytelling and emotional marketing to connect with consumers on a deeper level and stimulate their desire to purchase.

Dimensions of Itch Point Creation

Lifestyle: The live streams of Dong Jie and Zhang Xiaohui showcase and promote an aspirational lifestyle.

Pursuit of Excellence: Providing five-star home furnishings that fulfill consumers' desires for a luxurious lifestyle.

Sense of Honor: High-end professional basketball shoes that provide wearers with unique identity recognition and a sense of pride.

Itch Points Portray Ideal Scenarios:

Aim to increase premium pricing, making consumers feel compelled to purchase despite the high cost.

Pain Points + Pleasure Points = High Frequency + High Sales

Pain Points + Itch Points = High Price + High Sales

Pleasure Points + Itch Points = Mere Talk

Part. 04 "How to Design Pleasure Points?"

Key Points for Designing Pleasure Points:

Continuous Improvement: Continuously enhance product and service quality to ensure impeccable experiences.


Personalized Service: Offer customized services tailored to consumers' unique needs and preferences.

Brand Charm: Build a distinctive brand image and values, allowing consumers to feel the warmth and strength of the brand while enjoying its services.

Dimensions of Pleasure Point Design:

Immediate Gratification: Like promotional discounts during sales events, providing instant shopping satisfaction.

Efficiency and Convenience: Offering pre-cooked meals that allow busy individuals to enjoy delicious food quickly.

Intense Yet Brief: Pairing spicy hotpot with chilled beverages, creating fleeting moments of extreme pleasure. 

The New Flavored Macadamia Product from Baicaowei skyrockets to the Top of TikTok's Popularity Charts, Highlighting a Robust Appetite for Unique and Novel Taste Sensations

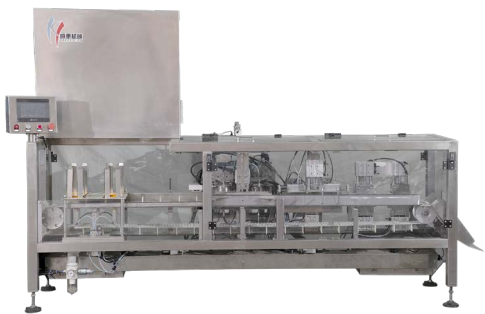
The New Flavored Macadamia series launched by Baicaowei has topped the popularity list of macadamia on TikTok Mall due to its outstanding performance. This achievement highlights Baicaowei's strong foundation in product research and development, as well as its keen insight into market trends. From the unique cucumber-flavored cashew nuts and the beloved honey butter-flavored almonds to the innovative mustard, coconut, and raw coconut latte-flavored Macadamia, Baicaowei continues to surprise consumers, earning widespread recognition in the market and enthusiastic demand from customers.

The newly launched Macadamia cleverly combines three distinctive flavors: mustard, coconut paste, and raw coconut latte. The wasabi-flavored Macadamia has undergone extensive research and refinement, resulting in a unique taste that can leave one feeling exhilarated in just a moment. This flavor expertly merges the spiciness of mustard with the rich aroma of milk, complemented by carefully baked Macadamia roasted over low heat, creating an unforgettable and delightful culinary experience. 坚果



Automatic Bagging Machine for M-shaped Bags of Nuts based on Embedded Corner System

Anhui Hengkang Machinery Manufacturing Co., Ltd.



In view of the situation where nuts and other products easily produce shell waste that is difficult to handle, many production companies specially design the packaging of such products as a bag-in-bag secondary packaging. An outer packaging bag is added outside the original inner packaging bag of nuts. When people enjoy nuts, they can conveniently put the generated shell waste into the outer packaging bag in time. At this point, the outer bag is transformed into a convenient garbage bag, avoiding the bad phenomenon of spitting on the ground. In this way, people not only enjoy delicious food but also maintain environmental hygiene. In addition, the secondary packaging has great benefits for extending the shelf life of products.

The automatic bagging machine for M-shaped bags of nuts based on embedded corner system is a project jointly developed by Chacha Food Co., Ltd. and Anhui Hengkang Machinery Manufacturing Co., Ltd. The project team, utilizing years of technical accumulation in developing packaging machinery and tracking international advanced packaging technology

development, adopts integrated optical, mechanical, electrical, and pneumatic technology. Based on comprehensive related disciplinary technologies and numerous experiments, they continuously update and improve, independently researching and developing this new product. This machine is mainly used for packaging nut products in M-shaped bag-in-bag, with the outer bag being an eight-side sealed self-standing bag, M-shaped self-standing bag, envelope bag, etc. The finished packaged bags are crisp, elegant, and securely sealed.

The main components of the automatic bagging machine for M-shaped nut bags are made of high-quality stainless steel, utilizing a self-designed duck-bill bag opening system, dual-position bilateral C-shaped clamping device, multiple linkage shaping system, quick-change filling module device, etc., completing the entire process of bag arrangement, separation, clamping, bag picking, printing, opening, filling, shaping, sealing, and finished product conveying.

The main features of this machine:

1. It can achieve automatic bag picking, feeding, coding, opening and filling, shaping,

sealing, and other processes, enabling continuous automated production, truly achieving zero manual labor.

2. It can achieve automatic alarm functions for processes such as no packaging without material, no packaging without outer bag, and whole box counting deviation.

3. Quick-change module design enables rapid positioning and replacement of component modules to adapt to various packaging outer bags.

4. PLC programming and human-machine interface control allow switching between fully automatic, semi-automatic, and manual operation modes.

5. Manual bagging and sealing is a cumbersome process that consumes manpower and is extremely inefficient; the bagging machine has a high speed, capable of reaching 40-50 bags per minute.

The automatic bagging machine for M-shaped nut bags is designed for secondary bagging packaging of nuts in M-shaped pre-made bags, but it can also be used for automated packaging of puffed food, candy, peanuts, seeds, small biscuits, dried fruits, roasted goods, popcorn, almonds, MSG, white sugar, and other granular, strip-shaped, or flake-shaped objects that require secondary packaging. It is a highly adaptable multi-functional packaging machine.

The automatic bagging machine for M-shaped nut bags plays an immeasurable role in promoting production automation for customers, enhancing corporate image, increasing output, improving input-output ratio, and creating greater benefits.





Introducing the New Product Launch Event for Nut
& Dried Fruit Snacks in 2024

Nanjing Huayang Flavors Industry Co., Ltd

Anhui BIAOBEN Food Technology Co., Ltd



I. The Melody of Flowers, Floral Aroma on
Your Tongue

In 2024, Anhui Biaoben Food Technology Co.,
Ltd. Launches a Series of Floral-Scented
Products, Including Jasmine, Osmanthus, and
Gardenia Fragrances.



1.Jasmine flowers that exude Oriental Charm





Jasmine tea flavored sunflower seeds

Using No. 363 sunflower seeds as the sample, the product features a rich and pure fragrance reminiscent of small jasmine tea. This natural aroma leaves a lingering aftertaste in the mouth.



2.The blooming of gardenia flowers symbolizes eternal



Gardenia and Fresh Coconut Sunflower Seeds

This product boasts a rich and fragrant aroma of gardenia flowers, harmoniously blended with the sweet and refreshing scent of fresh coconuts from Hainan, resulting in a unique and delightful flavor.



3.The combination of osmanthus fragrance and fine wine brings back memories of youthful aspirations and high ambitions.



Osmanthus and Fruit Tea-Flavored Sunflower Seeds

This product features the pure and natural aroma of osmanthus flowers, complemented by a rich and lingering sweetness that remains on the palate, creating a memorable aftertaste.



II.Exploring the Mysteries of Salt: Savoring the Subtle Allure of Sea Salt's Essence

In 2024, Anhui Biaoben Food Technology Co., Ltd. proudly introduces a collection of exquisite sea salt-flavored delicacies, including Sea Salt & Zanthoxylum Sunflower Seeds, Sea Salt & Grapefruit-Infused Sunflower Seeds, Sea Salt & Creamy Milk Sunflower Seeds, Sea Salt & Osmanthus-Scented Sunflower Seeds, and Sea Salt & Spicy Sunflower Seeds. Each variety skillfully combines the purity of sea salt with its distinctive flavor, providing a multi-dimensional culinary experience that delights the senses.



霸犇食品
BIAOBEN FOOD



华扬香精
HUAYANG FLAVORS

III. Experience Exotic Flavors: A Culinary Delight for Your Southeast Asian Taste Buds

In 2024, Anhui Biaoben Food Technology Co., Ltd. meticulously introduced a series of exquisite culinary delights that seamlessly blend exotic charm with the distinctive flavors of Southeast Asia. This exceptional range includes Coconut & Pandan-Infused Sunflower Seeds, Coconut & Pandan Avocado Macadamia Nuts, Mustard & Pandan Avocado Macadamia Nuts, Thai Musang King Durian Hawaiian Macadamia Nuts, and Thai Tom Yum-Flavored Cashews. Each variety exudes a unique Southeast Asian allure, offering an unparalleled global culinary journey for your taste buds.



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IV. Rural Flavor Series

In 2024, Anhui Biaoben Food Technology Co., Ltd. proudly presents a collection of rustic-inspired products crafted with meticulous attention to detail. This series captures the authentic charm of the countryside with offerings such as Rural Coriander Crispy Cashews, Rural Garlic Crispy Cashews, and Hakka Preserved Vegetable Charcoal-Roasted Cashews. We invite you to connect with nature and indulge in the simple pleasures of rural life.

How to Plant Summer Sesame Seeds Under Drought Conditions?

A. Continuous high temperature and drought, urgent need for drought resistant sowing

Since late May, Zhumadian City has been experiencing extreme weather with high temperatures and little rainfall, and the drought situation has become increasingly severe, posing a serious threat to the sowing of summer sesame seeds. Given that the optimal sowing period for summer sesame is concentrated from late May to early June, and should not be later than June 20th at the latest, it is urgent to take drought resistant sowing measures immediately.

1. Farmers need to take proactive measures: abandon the passive mentality of waiting for natural rainfall, take immediate action, and actively use water sources such as machine wells and ponds for irrigation according to local conditions, replenish water, seize agricultural time, and ensure that summer sesame seeds can be sown on time.

2. Scientific irrigation and sowing: It is recommended to use the method of sowing first and then watering. After sowing, the primary task is to ensure sufficient water to promote seedling emergence; If the seedlings do not emerge neatly, they need to be watered 1-2 times to ensure that the seedlings are full and strong. When watering, it is recommended to use a micro nozzle for fine irrigation to ensure even irrigation, avoid missed watering, and strictly prohibit excessive flooding to prevent soil compaction.

3. Flexible adjustment of planting density: In the absence of irrigation conditions, for every 5-day delay in sowing, the planting density per mu should be increased by 3000 plants to compensate for the lack of growth time.

4. The meteorological department should actively respond: the meteorological department should continuously monitor weather changes, seize favorable opportunities to carry out artificial rainfall operations, strive to alleviate the drought as soon as possible, and



provide strong support for agricultural production.

B. Selected high-quality varieties

Under the conditions of summer sowing of wheat stubble, suitable sesame varieties for planting in the Zhumadian production area include Zhuzhi 22, Zhuzhi 24, Zhuzhi 25, and Yuzhi NS610. These varieties are known for their tolerance to waterlogging, lodging, disease, and strong stress. Generally, the yield per mu can reach 85-90 kilograms, and under high-yield conditions, it can even exceed 100 kilograms.

C. Fully prepare before broadcasting

When preparing the land, it is necessary to thoroughly



remove the soil blocks on the surface and underground, making the soil fine and loose, in order to facilitate the one-time full seedling after sowing. Considering the characteristic of sesame seeds being afraid of waterlogging, it is necessary to open ditches for drainage after land preparation. Following the principle of "there are ditches in the ground, sesame seeds can increase their income", the ditch width is generally 0.2-0.3 meters, the depth is 0.3 meters, and the distance between ditches is kept at 10-15 meters.

In terms of fertilization, it is recommended to apply 25-30 kilograms of ternary compound fertilizer (14-16-15) per mu, and combine it with the soil preparation process to evenly apply it to the deep soil layers.

D.Seize the opportunity and broadcast early at the right time

The sowing time of summer sesame should be concentrated between May 25th and June 10th. If the soil moisture is suitable after wheat harvest, no tillage mechanical live broadcasting can be used to complete sowing as early as possible. When sowing, it is recommended to use a strip sowing method with equal row spacing of 28-30 centimeters or wide narrow rows (20 centimeters: 70 centimeters), with a sowing depth controlled at 3-5 centimeters, and a sowing amount of about 0.3-0.4 kilograms per acre. If the soil moisture is insufficient, irrigation should be carried out before sowing.

E.Seal and weed to ensure complete seedlings

After sowing sesame seeds and before emergence, "Jinduer" (Glyphosate) can be used for closed weed control treatment. The dosage per mu is 50-80ml. After

30 liters of water is added, the self-propelled motorized spray is used to evenly spray on the ground (avoid using drones) to ensure the weeding effect. When spraying, pay attention to weather changes and choose a time with less wind, clear skies, and no rain. Generally, it is best to do it before 10am and after 4pm to avoid working during high temperature periods.


F.Reasonable planting and optimized layout

Flexibly adjust planting density according to soil fertility conditions. Under high fertilizer and water conditions, about 8000 seedlings are left per acre; The number of plants in moderately fertile land increased to around 10000; For plots with poor fertility, it is necessary to retain 12000 to 13000 seedlings. At the same time, for every 5-day delay in sowing, the density per mu should increase by 3000 plants.

G.Strengthen field management and promote healthy growth

During the seedling emergence period, close attention should be paid to the field conditions. In case of surface compaction caused by rainfall, it should be promptly removed to promote seedling growth; When missing seedlings are found, they should be promptly replenished to ensure complete seedlings.

The thinning and fixing work should be carried out as early as possible. The thinning can be completed in two stages, and the first thinning should be carried out at 1-2 pairs of true leaves; When the seedling age reaches 4 pairs of true leaves, it is best to choose sunny days for seedling selection.

At the same time, it is necessary to strengthen the prevention and control of pests and diseases. Once broken plants or signs of pests and diseases are found in the field, effective measures should be taken immediately for prevention and control. 

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Cashew Market in the First Half of 2024: Vietnam's Exports Soar, While India's Prices Remain Steady

Overview of the Cashew Market
Situation in the First Half of the Year

In the first half of 2024, Vietnam's cashew export performance has been particularly impressive, with many target countries increasing their procurement efforts for Vietnamese cashew

Simultaneously, cashew market prices in India have remained relatively stable. According to the latest data released by Vinacas, Vietnam successfully exported a total of 353,528 tons of cashews to 33 countries and regions worldwide during this period, marking a significant increase of 26% compared to the same timeframe last year. Notably, among the numerous export destinations, only seven countries experienced a decline in procurement volume, while the remaining 26 countries saw varying degrees of increase in import volume. From a sales perspective, the United States, China, and the Netherlands are undoubtedly the top three markets for Vietnamese cashew exports, demonstrating particularly strong performance.

In summary, Vietnam's cashew exports experienced remarkable growth in the first half of 2024, primarily driven by a significant increase in demand for cashews across multiple major markets, which in turn propelled the rise in export value. Concurrently, the stability of prices in the Indian market has established a solid price foundation for the global cashew market. In the current market landscape, Vietnam and India, as the leading producers of cashew, have become increasingly prominent within the global supply chain, underscoring the strong worldwide demand for cashew nuts. Looking ahead, with the ongoing growth of global market demand, it is anticipated that the export volume and prices of cashew from Vietnam and India will continue to attract industry attention and be closely monitored.



Peru's Grapes Gain Approval for Air Transportation to China, as Pomegranates and Pecans Queue for Negotiations

During President Boruaart's visit to China, he not only initiated the preparatory work for the export protocol of Peruvian beef and pork to China but also actively expressed the Peruvian government's strong desire to facilitate the entry of fresh pomegranates and pecans into the Chinese market. Throughout this process, significant progress has been achieved in the cooperation between the Peruvian National Agricultural Health Service (SENASA) and the General Administration of Customs of China.

The Peruvian government has announced that the General Administration of Customs of China has informally expressed its intention to send a technical delegation to Peru during the second week of July this year to discuss the export of the Pecans. The primary objective of this visit is to conduct a comprehensive review of the planting, harvesting, and post-harvest processing procedures for Pecans. This review aims to officially conclude the risk analysis stage between the two parties, thereby establishing a solid foundation for the subsequent signing of the plant quarantine protocol and further facilitating the smooth entry of Bi Gen Guo into the Chinese market.



Russia Reduces Export Tariffs on Sunflower Seeds in Zabaikalsky Krai.



The Russian government officially issued a resolution on June 13, 2024, to significantly reduce the benchmark tariff rate for sunflower seeds exported from Zabaikalsky Krai to 6.5% until July 31, 2024. This preferential policy specifically targets sunflower seeds exported directly through the region's ports and includes clear quota restrictions, allowing a maximum export quantity of 1,523 tons to qualify for the preferential rate. Under the original policy, the export tax rate for sunflower seeds will remain relatively high at 50% until August 31, 2024. The tax adjustment measures implemented by the Russian government aim to directly benefit sunflower growers in the Zabaikalsky Krai border region by reducing export costs and enhancing their ability to maintain profitability without the need for further processing.

Global Macadamia Market Experiences Recovery with Steady Growth in Demand

In recent years, macadamia nuts have emerged as one of the most expensive nuts globally, primarily due to the increasing global demand that has yet to be fully satisfied. According to Bizna Kenya, global demand is rising by approximately 8% annually. Kenya ranks as the third-largest producer in the world, holding a market share of 13%, which translates to 7,750 tons of nut production. More than 90% of Kenya's production is designated for export, with major markets including the United States, the European Union, China, Japan, and Canada. Kenyan processing companies enhance product value through local procurement and processing, introducing new offerings such as roasted nuts and nut oil.

The price of South African macadamia nuts is recovering from last year's historic low. According to the Southern African Macadamia Growers' Association (SAMAC), the anticipated harvest for the 2024/25 season is 90,135 tons (dried shell macadamia nuts), representing a 14% increase from the previous year. South Africa is expected to retain its status as the world's largest producer of macadamia nuts.

The sales team of Global Macadamias, a leading processing and exporting company in South Africa, visited key markets in Asia, the Middle East, Europe, and the United States. Consistent feedback indicated that increased demand is driving up prices. Roelof van Rooyen, Director of Global Macadamias, noted that after the global price of macadamias hit a historic low in 2023, Chinese buyers cleared their warehouses and made substantial purchases, resulting in a surge in demand.

Between September 2023 and April 2024, the import volume of German macadamia nuts rose by over 20%. South Africa remains the primary supplier, with exports to Germany surging by 36.9%. Kenya ranks second, experiencing an export growth of nearly 30%. Additionally, Malawi's exports of shelled macadamia nuts to Germany skyrocketed by 1,700%.



China's walnut exports have surged by an impressive 80%, and production for the upcoming season is projected to reach a milestone of 1.5 million tons!



According to reports from U.S. agricultural media, Fumasi, the North America Head of Food & Agribusiness Research at Rabobank, recently stated that while global walnut consumption is on the rise, the United States, the largest exporter of walnuts, has not benefited from this growth. Instead, China and Chile continue to capture market share at the expense of

American producers. A decade ago, American walnut growers received prices exceeding \$1.80 per pound; however, last year's acquisition price plummeted to approximately 20 cents per pound. During this period, China's average walnut production increased by nearly 6%, while Chile's average production surged by 14%.

Fumasi noted that China's walnut exports have experienced an average annual growth rate of slightly over 30% over the past decade, while Chile's exports grew at an annual rate of 14.3%. In contrast, the United States' annual growth rate during this period was only 4.6%.

Data from the International Nut & Dried Fruit Council (INC) estimates that China's production of in-shell walnuts for the 2023/24 season is projected to reach 1.35 million tonnes, representing a slight decrease of 3.6% from the 2022/23 season. Nevertheless, China remains the world's leading producer of walnuts for this season. Compared to 2022, China's walnut exports have set new records in 2023, with in-shell exports rising by 80% and shelled walnut exports increasing by 61%. According to statistics from China Customs, China exported 76,347 tonnes of unshelled walnuts worth RMB 1.13 billion and 38,442 tonnes of walnut kernels valued at RMB 1.13 billion in 2022. In 2023, these figures surged to 137,538 tonnes of unshelled walnuts valued at approximately RMB 1.75 billion and 61,872 tonnes of walnut kernels worth RMB 1.66 billion. The current season's Chinese walnut exports are performing well, supported by stable prices. Given the lower inventory levels compared to last year, this positive trend is expected to continue throughout the season.

Philippines Increases Investments, Striving to Regain Position as the World's Largest Coconut Producer.

According to ABS-CBN News in the Philippines, during the celebration of the 51st anniversary of the Philippine Coconut Management Authority (PCA), the agency announced plans to increase investment and plant 100 million coconut trees nationwide. This initiative aims to surpass Indonesia within five years and reclaim the Philippines' position as the world's largest coconut-producing country. As of 2023, the Philippines has replanted approximately 2 million coconut trees and has set an ambitious goal of planting 8 million trees this year.

Currently, the Philippines is the second-largest coconut producer in the world, following Indonesia. This planting project aims to restore the Philippines to the position of the world's largest coconut producer within five years. Despite a slight lag in production, the Philippines remains the leading exporter of coconuts, with 70% of its output designated for export. In 2022, the export value of the coconut industry in the Philippines was approximately 3.2 billion US dollars (around 23.28 billion yuan). According to data from the Philippine Bureau of Statistics, coconut production in 2023 reached 14.89 million tons, a slight decrease from 14.93 million tons the previous year. Out of the 82 provinces and regions in the Philippines, 68 are involved in coconut cultivation.



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The three health functions of pistachios



Dr. Li Zhaoping from the UCLA School of Medicine emphasized that pistachios are an excellent addition to a healthy diet, thanks to their high levels of fiber, vitamins, minerals, and antioxidants. They are also notable for being low in fat and calories while being high in fiber. Consuming pistachios can provide three major health benefits:

Heart Bodyguard

The arginine content in pistachios has demonstrated significant effects in preventing arteriosclerosis and reducing blood lipids, which can help lower the risk of heart attacks and decrease cholesterol levels. Additionally, it may alleviate acute mental stress reactions to some extent, providing comprehensive protection for heart health.

Protecting Your Eyesight

The reddish-purple coating of pistachios is rich in anthocyanins, powerful natural antioxidants. The emerald green kernels are abundant in lutein, which also possesses antioxidant properties and is beneficial for protecting retinal health, thereby helping to maintain good vision.

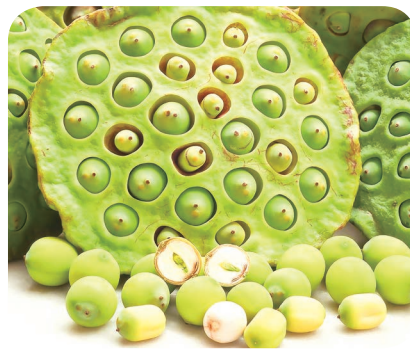
Assist with body management

Eating approximately 28 grams (equivalent to about 49 pistachios) daily not only alleviates concerns about weight gain but also aids in weight management. This is because it typically takes around 20 minutes for the body to register fullness. The act of peeling and consuming pistachios extends the duration of eating, allowing individuals to feel full and satisfied more easily. As a result, this can help reduce overall food intake and support weight control. 坚果

Summer health preservation, accompanied by lotus seeds: rest assured, nourish the mind, and nourish the spleen and stomach

In the scorching summer, the weather is hot and humid, making it easy for dampness to infiltrate the human body. According to traditional Chinese medicine, the spleen is particularly "fond of dryness and dislikes dampness, it the organ most susceptible to summer's effects. A professional pharmacist from the Pharmacy Department of the Second Affiliated Hospital of Hunan University of Traditional Chinese Medicine (Hunan Provincial Hospital of Traditional Chinese Medicine) noted that the spleen plays a crucial role in the transportation of water and dampness within the body. When the functions of the spleen and stomach are robust, they can effectively eliminate excess dampness. Therefore, it is recommended that individuals consume more foods that invigorate the spleen and promote the expulsion of dampness during the summer months.

Summer is associated with the fire element in the Five Elements theory, where the corresponding flavor is bitterness and the related organ is the heart. With the onset of the Xiaoman solar term, heart fire tends to intensify, potentially leading to a range of uncomfortable symptoms such as mouth sores, acne, restlessness, and constipation. During this time, consuming bitter foods in moderation can be an effective strategy for regulating both the body and mind. Among various ingredients, lotus seeds stand out for their unique benefits and are highly recommended for summer dietary therapy and health preservation. They not



only promote tranquility and nourishment but also support the health of the spleen and stomach.

Strengthening the Spleen and Alleviating Diarrhea: Lotus seeds can help address issues such as loss of appetite caused by insufficient digestive function. The central part of the seed is rich in "lotus heart peptide, which has a sedative effect, nourishes the heart, calms the mind, and effectively alleviates mental stress, including insomnia and anxiety. Additionally, the potassium content in lotus seeds positively influences heart function, dilates peripheral blood vessels, and helps lower blood pressure.

Clearing Heat and Eliminating Fire: Lotus heart is an effective remedy for clearing heat and alleviating summer heat, thanks to its diverse alkaloid components, including lotus heart alkaloid and isolotus heart alkaloid. These compounds possess a bitter and cold nature, which helps to extinguish heart fire and soothe liver fire. Lotus heart has a notable impact on alleviating

symptoms such as restlessness, insomnia, thirst, and painful urination.

Nourishing the Kidneys and Strengthening Vital Essence: The sweet and astringent properties of lotus seeds contribute to kidney nourishment and the enhancement of vital essence. They have a therapeutic effect on conditions such as nocturnal emissions, vaginal discharge, excessive semen, and diarrhea resulting from kidney deficiency, making them a natural choice for promoting male health.

Nourishing and Tonifying Deficiency: Lotus seeds are rich in raffinose, protein, carbohydrates, and various vitamins and minerals, while being moderate in calories. They serve as a high-quality source of calcium and phosphorus and are effective in nourishing and tonifying deficiencies. These seeds are particularly beneficial for patients with coronary heart disease and chronic physical deficiencies.


At the same time, Xiaoman's lotus seed diet recommends lotus seed mung bean Congee and lotus seed Qingxin tea.

However, it is worth noting that although lotus seeds are good, they are not suitable for everyone. People with spleen and stomach deficiency and cold, poor digestive function, and dry stool should consume with caution to avoid worsening the condition or causing discomfort. When enjoying the health benefits brought by lotus seeds, it is necessary to mix and consume them reasonably according to one's own constitution. 医圣

Consuming a mixture of nuts for 16 consecutive weeks may improve insulin sensitivity in the brain.

A new study indicates that consuming 60 grams of mixed nuts daily for 16 weeks can enhance insulin sensitivity in five distinct regions of the brain.

A recent study on overweight or obese elderly individuals found that consuming a mixture of 60 grams of walnuts, pistachios, cashews, and hazelnuts daily for 16 weeks can enhance insulin sensitivity in five distinct regions of the brain. However, there were no significant changes in weight or body composition, and no alterations in peripheral insulin sensitivity were observed. This study was published in the American Journal of Clinical Nutrition.

Researcher Kevin M.R. Nijssen and his colleagues aim to investigate whether mixed nuts can enhance brain insulin sensitivity in overweight or obese elderly individuals. They noted that nuts are nutrient-dense foods, high in unsaturated fats and other bioactive compounds. Previous studies have demonstrated that regular nut consumption can reduce the risk of developing metabolic and cognitive disorders. 





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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)



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.



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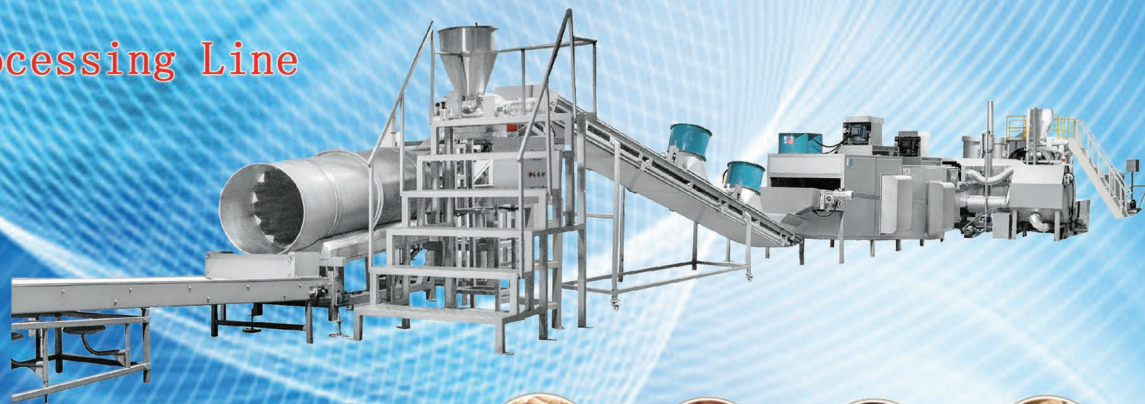
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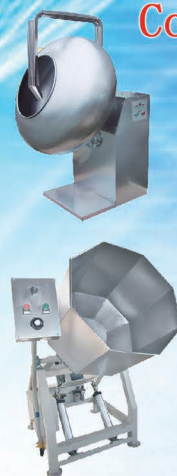


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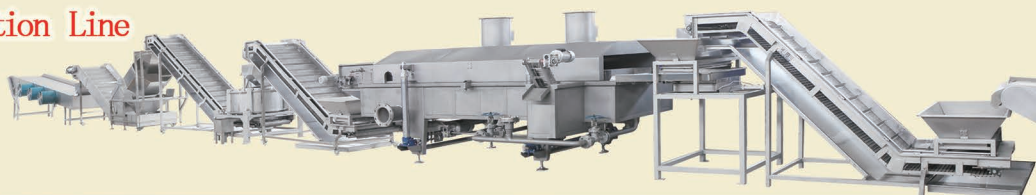
Coated Nut Processing Line



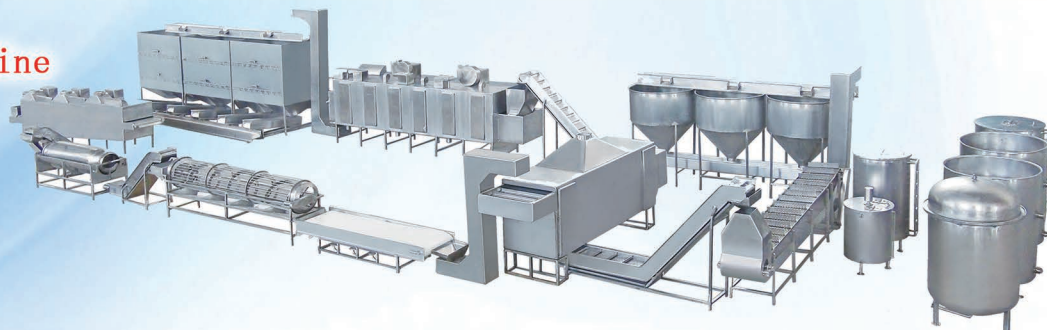
Coated Nuts Roasting Line



Net Belt Continuous Frying Production Line



Nut Roasting Production Line



Yantai Maoyuan Food Machinery Manufacturing Co., Ltd.

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Hot air multilayer drying line



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Multi layer fan cooler



Chain plate multilayer dryer



Flavor machine



Drawer chain conveyor



White PVC with skirt elevator

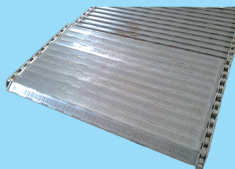


Stainless steel three-layer chain plate air drying cooling line

ACCESSORIES AREA



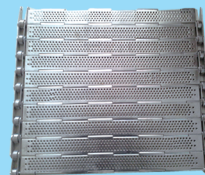
Dryer chain plate



Chain plate
(HOLE 0.9x20)



Sprocket wheel



Chain plate
(HOLE 3mm)



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(HOLE 8mm)



Chain

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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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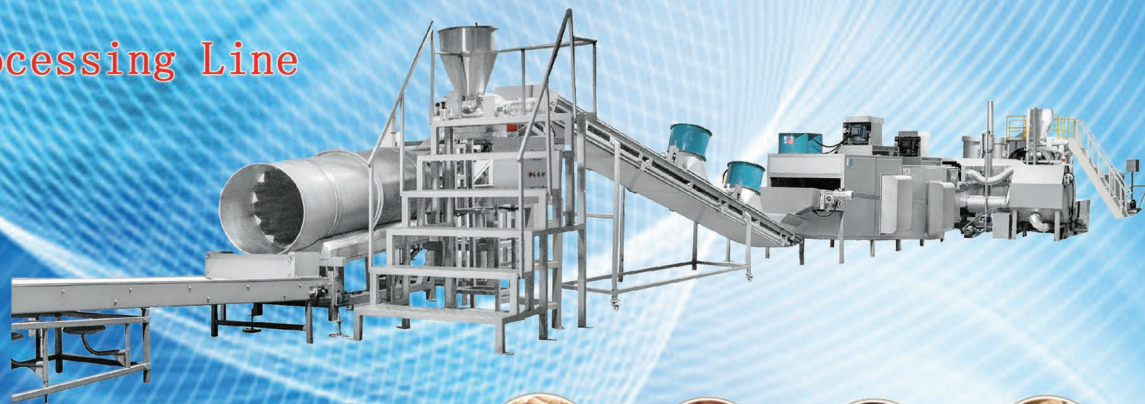
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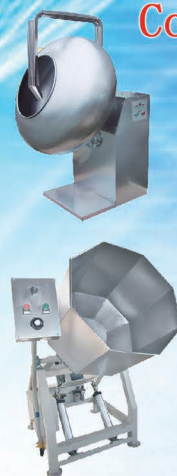


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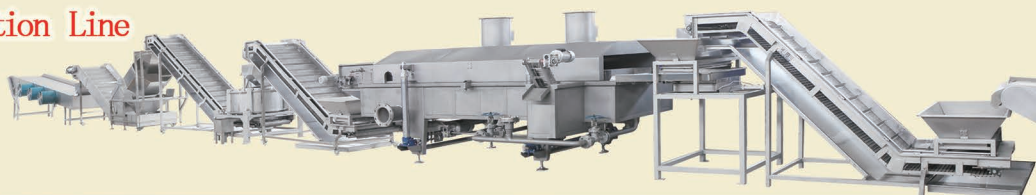
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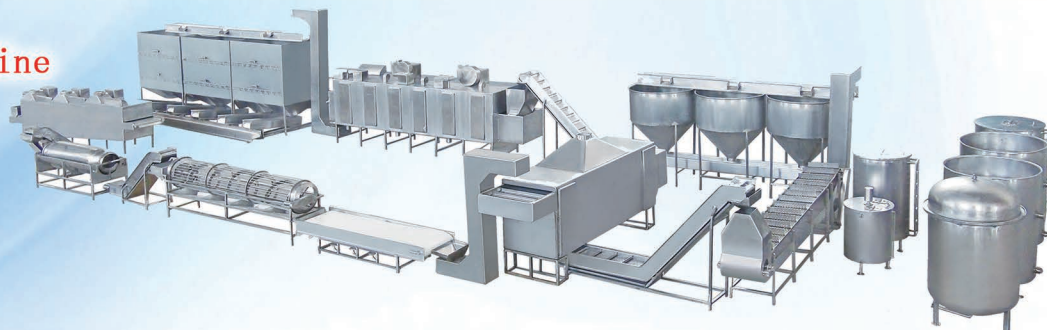
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