

CHINA NUTS AND DRIED FRUITS INDUSTRY

PHASE VII 2024 TOTAL 109 ISSUE

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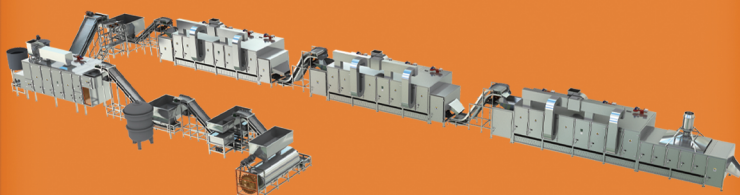
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**The 18th Food Exhibition for China Nuts
and Dried Fruits will be held in Hefei
Binhu International
Exhibition and Convention
Center in Anhui province , China
from April 15 to 19, 2025**

NUTS, KERNELS & PEANUTS INTELLIGENT PRODUCTION LINE



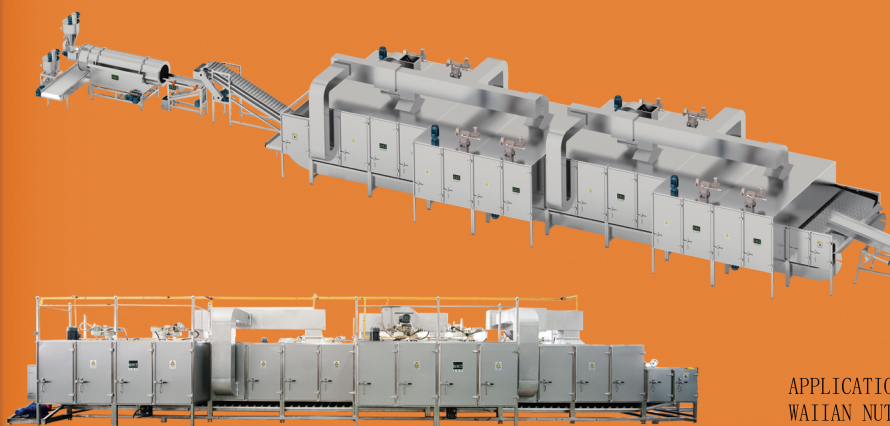
APPLICATION: DRYING OF WALNUT, ALMOND, MAGNOLIA, PECAN, PISTACHIO, HAZELNUT, KERNELS, SUNFLOWER SEED, WATERMELON SEED, PEANUT, PUMPKIN SEED AND OTHER NUTS, FOOD, GRAIN, OIL, POTATO CHIPS ETC.

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.

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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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The 18th Food Exhibition for China Nuts and Dried Fruits will be held in Hefei Binhu International Exhibition and Convention Center in Anhui province, China from April 15 to 19, 2025

Guided by: Specialized Committee for Nuts and Dried Fruits of China National Food Industry Association.

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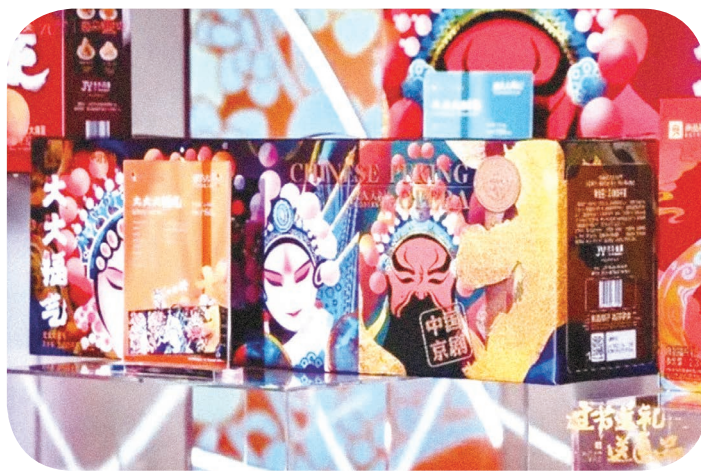
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CONTENTS

DEC 2024



08 Hot Spots

8 Invitation letter

12 Industrial Economy

12 The Official Opening of the LYFEN Warehouse Membership Store: Will It Spark a New Revolution in China's Snack Industry?

14 Industrial chain

Market

14 The Should Distributors Embrace Online Business?

Product

15 "Natural and Healthy New Snacks" Meet the Peking Opera IP

Accessories

16 Exploring the Potential of Blueberry Anthocyanins for the Treatment of Senile Dementia

Raw

17 Request Woody Oil And Woody Protein From The Apricot Kernels

Plant

18 Brazil Nuts

22 Window of the world

22 Ninety percent of South African pecan are exported to China, leading to reduced production or higher prices in the Northern Hemisphere

22 Peru Faces Tight Blueberry Supply as Exports to China Decline by 42% Year-on-Year

23 Russian pine nut exports have tightened further, potentially limiting the procurement and processing capabilities of Chinese enterprises. California Walnut Production Forecasted to Decline Significantly by 19%

24 Türkiye's hazelnut exports to China soared by nearly double, while the U.S. share fell sharply

24 Myanmar white sesame prices fall

26 Nutrition and Health

26 These nuts have the most beneficial effect on regulating blood lipids.



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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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)

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

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

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

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

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

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

2. Rights and Interests in Consulting Services

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

3. Production Requirements

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

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

II. Information Consulting Service for the English Electronic Magazine

1. Consulting Service Price

Category A: RMB 10,000/Page/Year for Single Page (6 Issues of Internal Pages + 1 Issue of the Journal) (2000 Yuan/Issue)

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

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

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

Front Cover: RMB 20000 yuan/year (no single issue); Back Cover: RMB 15000 yuan/year (3000 yuan/issue)

Cover II: RMB 10000 yuan/year (2000 yuan/issue); and Cover III: RMB 10000 yuan/year (2000 yuan/issue)

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

Full Page Position of Copyright: RMB 12000 Yuan/Year (2500 Yuan/Issue)

2. Rights and Interests in Consulting Services

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) is 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. Send it regularly to nut enterprises, trades and associations all over the world.

3. Production Requirements

(English Version Provided) 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.

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中国坚果果干食品展览会组委会

ORGANIZING COMMITTEE OF CHINA NUTS AND DRIED FRUITS FOOD EXHIBITION

October 31, 2024

Invitation Letter

Dear Sir/Madam,

Thank you for your attention and kindly support.

Hosted by the Organizing Committee of China Nuts and Dried Fruits Food Exhibition, the 18th Food Exhibition for China Nuts and Dried Fruits will be held in **Hefei Binhu International Exhibition and Convention Center** in Anhui province, China from **April 15 to 19, 2025**. During this exhibition, a number of offline, online professional forums and activities will be held as well. We are committed to extend extensive, accurate, timely and authoritative information to all audience attended.

6 innovative highlights and advantages of our exhibition.

1. New historic high recorded organization scale

The exhibition area exceeds 150,000 square meters, with 8 pavilions and 20 exhibition areas, including 100,000 square meters for products exhibit area, 20,000 square meters areas for carnival experience areas, 20,000 square meters areas for conference activities, 10,000 square meters areas for the multi-function products or techniques release, 2,500+ exhibitors from the whole industry chain around the world, 10,000+ products will be displayed, 150,000+ native & aboard visitors expected to be attracted during the exhibition.

2. New recorded higher Cost-effective, accurate transaction ration for audiences

Compared with similar exhibitions, the charge of our booths is obvious less but in higher advantages, attended professional audience is accurate, focusing on procurement, and the amounts of on-site orders expect to reach a new high record.

3. Further improvement of internationalization

There will be more than a hundred nuts and dried fruits companies and overseas organizations from more than 30 countries in the world participating in the exhibition, attending the scene for procurement, searching for products, investment opportunities, seeking for qualified customers and possible cooperations, and looking for mutual development.

4. Newly added "Snack & Seasonal Gift Pavilion"

It focuses on displaying nuts and dried fruits, seasonal whole industrial chain foods, covering China's traditional 24 solar terms foods throughout the year, as well as seasonal tea drinks, coffee drinks, baked puffed food, candy chocolate, gift boxes, and other fields.

5. Newly added on-site purchase and supply communication area

We set up new products launch areas and purchase negotiation areas in the food pavilion and equipment pavilion to meet the market demands for procurement expansion for both buyers and sellers.

6. Newly added raw and auxiliary materials pavilion

The pavilion gathers various nuts and dried fruits raw materials and ingredients from all over the world, providing a purchasing and communication platform for domestic and overseas procurement and supply, and promoting close communication and cooperation among global upstream and downstream enterprises.

We believe that the 2025 exhibition will present a professional and high-quality exhibition in the whole country and even globally, devote to promoting higher development of the global nuts and dried fruits industry.

We sincerely invite you to come to Hefei to participate in the exhibition for purchasing, exchange and communication, seeking business opportunities in April 2025. For specific details, please refer to the two attachments.

If you have any needs, please feel free to contact us.

Best regards,

Ellen Zhang

Organizing Committee of China Nuts and Dried Fruits Food Exhibition

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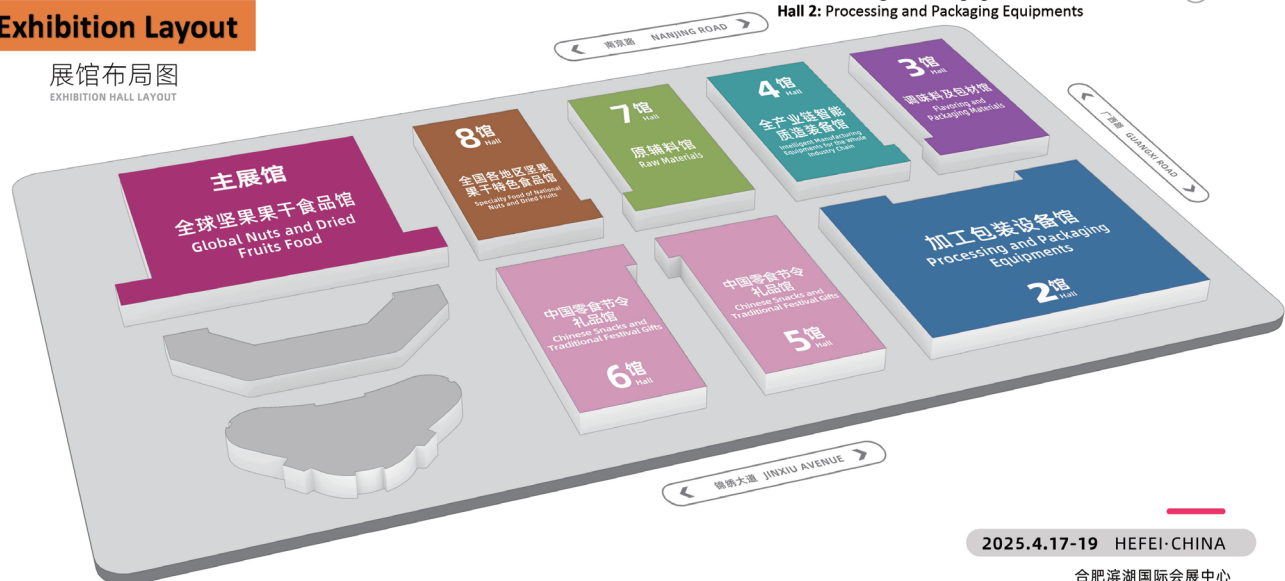
第十八届中国坚果果干食品
展览会暨采供大会

2025 the 18th Food Exhibition for China Nuts and Dried Fruits
& Fair for Purchase and Supply

Exhibition Layout

展馆布局图

EXHIBITION HALL LAYOUT



2025 the 18th Food Exhibition for China Nuts and Dried Fruits Fair for Purchase and Supply Schedule

Tuesday, April 15, 2025

- Full day: Conference Registration and Exhibitor Registration Open

Wednesday, April 16, 2025

- Morning: Conference Registration and Exhibitor Registration Open
- 14:00: Booth Arrangement after 14:00
- Full day Professional Conferences:
 - ❖ Full day: 2024-2025 the Conference of Analysis and Prediction of Major Raw Materials (Seed Industry) of Nuts and Seeds
 - ❖ Morning: The Belt and Road • the Conference of Analysis and Prediction of Major Raw Materials (Seed Industry) of Nuts and Seeds
 - ❖ Afternoon: 2025 Analysis and Forecast Conference on China Nuts and Dried Fruits Market & Omni-Channel Business Conference
 - ❖ Evening: 2025 Member Congress of National Nuts and Dried Fruits Industry & Welcome Reception (By Invitation Only)

Thursday, April 17, 2025

- Morning: Exhibition Opening Ceremony
- Full day: Exhibition and Fun Carnival Activities
- Professional Conferences:
 - ❖ Afternoon: Promotion Conference on New Products of Equipments, Technologies Packaging (Packaging materials), Ingredients and Additives of National Nuts and Dried Fruits
 - ❖ Afternoon: One-to-one meeting for Supply and Purchase
 - ❖ Evening: 2025 Salon for Chinese and Foreign Entrepreneur Elites (By Invitation Only)

Friday, April 18, 2025

- Full day: Exhibition and Fun Carnival Activities
- Professional Conferences:
 - ❖ Morning: Promotion Conference on New and Hot Selling Products of National Nuts, Dried Fruits and Traditional Festival Foods
 - ❖ Full day: One-to-one meeting for Supply and Purchase

Saturday, April 19, 2025

- Full day: Exhibition
- 14:00: Exhibitors Dismantle after 2:00 pm

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The Official Opening of the LYFEN Warehouse Membership Store: Will It Spark a New Revolution in China's Snack Industry?



The debut of LYFEN Warehouse Membership Store is not only an important milestone in the brand's development but also signifies that the snack industry has officially entered a new era of warehouse membership stores.

The Snack Industry Enters the "New Era of Warehouse Membership Stores"

As early as August 10th, LYFEN's first warehouse membership store nationwide had started trial operations. At that time, the store's operating area was only 2,500 square meters, with an initial SKU count of 165. However, with its core concept of "high quality and affordability," it quickly won the favor and praise of consumers.

The officially opened store has seen significant improvements in both area and SKU count: the operating area has expanded to 5,000 square meters, and the SKU count has surged to over a thousand, comprehensively covering the diverse needs of modern family life, ranging from bulk snacks, freshly supplied frozen fast food, imported dairy products, selected rice, flour, oil, and grain, to seasonal fruits and vegetables, alcoholic beverages, and beverages.

Looking back at the history of China's leisure snack industry, it has gone through multiple stages, including the dominance of traditional snacks, the emergence of modern retail, the diversification of distribution channels, the rapid rise of e-commerce, and the surge of bulk snack stores. Now, it is entering a new chapter of development.

LYFEN, known as "China's first snack stock," after establishing China's chain specialty store model for leisure food, has once again taken a proactive step into the

field of warehouse membership stores. On the occasion of the Mid-Autumn Festival, on September 17th, LYFEN celebrated its 24th anniversary and officially launched its first warehouse membership store nationwide. LYFEN emphasized, "This opening not only marks an important milestone in LYFEN's new retail layout but also vividly reflects its 24 years of deep market cultivation and continuous innovation, dedicated to providing consumers with a higher-quality and more affordable shopping experience."

Particularly noteworthy is that LYFEN Warehouse Membership Store has also launched a special "1-hour delivery" service. Within the store's coverage area, consumers can place online orders and enjoy the convenience of delivery within an hour, effectively addressing the shortcoming of "delayed gratification" in online shopping. From an industry perspective, traditional warehouse membership stores are mainly large supermarket chains, such as Sam's Club, Costco, and Hema. LYFEN's entry into this field is a first in the domestic leisure food industry.

Supply Chain: The Solid Support of Warehouse Membership Stores

The core difference of warehouse membership stores lies in the uniqueness of their SKUs, which is reflected not only in quantity but also in quality and price.

As a leading enterprise in the snack industry, LYFEN's success lies in its excellent supply chain management. Through rigorous supply chain management, LYFEN ensures the high quality and the price advantage of its products. Its introduction of the "Five Low" (low sugar, low fat, low calorie, low salt, low glycemic index) healthy snack concept not only meets consumers' growing demand for healthy snacks but also sets a new benchmark in the industry.

Warehouse membership stores are not only a new chapter for LYFEN but also a win-win feast for all partners in the entire supply chain.

Price: The Key to Attracting Consumers


In the current era of intense competition across various industries, besides the supply chain and product quality, price remains the primary factor driving consumer purchasing behavior.

LYFEN stated that in terms of pricing strategy, warehouse membership stores will combine market research and data analysis to optimize product mix and introduce cost-



effective products, satisfying consumers' pursuit of high cost-effectiveness while providing more popular products and new items to maintain the vitality and attractiveness of in-store products. At the same time, LYFEN will continue to deepen its global perspective, select high-quality brands and products worldwide, and introduce more cost-effective popular products. This pricing strategy is particularly important in the current context of severe industry competition. By offering favorable prices and high-quality products, warehouse membership stores are expected to attract and retain more consumers.

As LYFEN's first warehouse-style paid membership experience store nationwide, the store will also actively explore customized services under the membership system, launch exclusive benefits, meet members' personalized needs, and enable every Black Gold member to enjoy a unique and exceptional experience.

In the era of quality-to-price ratio, only products with high quality and affordable prices can meet consumers' demands for "both." LYFEN's entry into warehouse membership stores is a bold exploration of new retail models. Through online and offline integrated shopping methods, LYFEN can cover a broader consumer group and provide consumers with a more convenient shopping experience. This exploration and effective practice of the model is likely to become a trend in the future snack industry and even the retail industry. It not only brings new development opportunities for the brand itself but also pushes the entire snack industry towards higher-quality products, more optimized supply chain management, and more innovative retail models. Whether LYFEN Warehouse Membership Store can "bloom everywhere" nationwide and whether this change can trigger a chain reaction across the country still needs further market validation. But undoubtedly, LYFEN has taken a crucial step. Let's look forward to its exciting future performance together. 

The Should Distributors Embrace Online Business?

Despite offline channels maintaining a dominant position, many distributors have started to prioritize the integration of online and offline operations.

I. Stagnation in Offline Channel Growth

Previously, distributors primarily concentrated on offline operations as their core business, and offline channels have consistently been a critical area of competition among manufacturers.

However, compared to a decade ago, the complexity of the market environment that distributors face has increased significantly.

On one hand, channels have become increasingly diversified and fragmented. In the past, concentrating on a primary channel could generate significant sales; however, today, various retail scenarios and channel combinations coexist, making it challenging for any single channel to maintain consistent business growth.

On the other hand, there is an oversupply of products and a proliferation of homogeneous goods, which provides consumers with more choices. This is one of the reasons why it is difficult for the fast-moving consumer goods (FMCG) industry to develop super blockbuster products, making it increasingly challenging for distributors to depend on brands for growth.

When it becomes challenging to identify new growth opportunities in the offline business sector, or when it is even experiencing a decline, many distributors must shift their focus to online channels to sustain their operations.

From the perspective of distributors, online business can be categorized into two types: localized online business,



which includes community group buying, instant retail, and private community domains; and nationwide e-commerce business, exemplified by platforms such as Taobao, JD.com, Pinduoduo, and Douyin.

II. Localized Online Business

Localized online business, in brief, refers to online retail conducted within the same city, encompassing models such as online-to-offline (O2O), dark stores, and community group buying.

This type of business directly competes for regional market share, significantly impacts distributors' operations, and represents an area where distributors can actively engage.

"Localization" is one of the core values of the distributor community. The ability to provide localized product supply and delivery services is a key strength of distributors, particularly in supporting local dark stores and community group buying platforms.

To establish a presence in this field, distributors must maintain effective communication with various platforms to secure optimal resources. Each platform has its own unique rules, and distributors need to stay informed about traffic

changes, adjust their product promotion strategies based on the characteristics and dynamics of each platform, and maximize product exposure.

III. Nationwide Online Business

Nationwide e-commerce platforms, such as Taobao, JD.com, Pinduoduo, and Douyin.

Present significant challenges for distributors. This is primarily because much of their previous offline business experience is not easily transferable to these online environments.

Many distributors have attempted to enter the e-commerce market by opening stores on platforms such as Pinduoduo and Taobao; however, the results are often disappointing, yielding neither sales nor profits.

Online e-commerce businesses may appear to have a low entry barrier, but in reality, the competition is intense, and the requirements for success are quite high. To effectively enter this market, distributors must invest significant effort, particularly in assembling a professional operations team.

Of course, in addition to traditional e-commerce platforms, distributors can also concentrate on emerging areas such as short videos and live streaming, including Kuaishou, Douyin, and WeChat Video Accounts. These platforms allow for direct consumer engagement through daily live streaming sales. Furthermore, establishing "same-city one-hour delivery supermarkets" on the Douyin platform, integrating product matrices, and enhancing user experience and market responsiveness are also promising development directions for distributors that warrant in-depth exploration. 📺

"Natural and Healthy New Snacks" Meet the Peking Opera IP



On October 12, 2024, the BESTORE's Group Purchase Branch hosted a grand press conference for the New Year's Goods Festival in Wuhan, coinciding with the magnificent opening of the Peking Opera. The event showcased over 50 ingeniously crafted gift boxes for groups buying New Year's goods.

This year, BESTORE has vividly interpreted the blessing stories of Chinese festivals through product gift boxes that are trendier, and healthier. The new brand value concept of "Natural and Healthy New Snacks", the selection of raw materials in these gift boxes is more stringent, ensuring they are both nutritious and diverse, with specifications that have been comprehensively upgraded. The essence of "blessing culture" continues to be a central theme, from the reunion of families during the full moon at the Mogao Grottoes in Dunhuang, to the deep cultural sentiments found in the sacred Mount Wutai, and the classical elegance of the lanterns at the Yellow Crane Tower. This year, in celebration of the New Year's Festival, we are collaborating with the Chinese Peking Opera IP to further enrich the vibrant tapestry of Chinese traditional culture.

The brand concept of products for holiday gifts" has gained significant popularity.

Change and Improvement——

The innovative concept of "natural and healthy snacks" is setting a new trend for New Year gift boxes.


The trend of healthy holiday gift boxes is unstoppable, as they are substantial and contain no additives.

On the eve of this year's Spring Festival, BESTORE's meticulously crafted New Year's gift box embodies a new brand value concept: natural and healthy snacks. Additionally, the distinct positioning of each product series effectively addresses consumer needs. During the press conference, BESTORE Group Buying proudly introduced six series, including the Large Series, Popular Series, High Protein Series, and Mountain Treasure Series, totaling over 50 exquisite products. This launch marks a significant advancement in brand strength, product quality, marketing effectiveness, and service excellence.

At the press conference, the attending city officials noted that this year's product configuration has been completely upgraded.



The size of the gift box has increased, and the average weight of the product has risen by 10%. Notably, the popular series has undergone an upgrade of previous products without any additional cost for the increased quantity. The average size of the entire series has expanded by 15%, with the weight now reaching 107 grams. With a wide variety of categories, the product's value has significantly improved, fully addressing the diverse needs of consumers. For instance, BESTORE has collaborated for the first time with renowned Peking Opera artists (Sheng, Dan, Jing, Chou) to create this extensive series. They have carefully selected high-quality ingredients and skillfully paired them with popular items. The gift box exudes grandeur and sincerity. In particular, the "Great Satisfaction" gift box, which is nearly half a person's height, contains an impressive 5 pounds of snacks, providing ultimate satisfaction in a single package.

Healthier: Led by the new brand proposition of "Natural and Healthy New Snacks," many snacks in the gift boxes are free of trans fats, added pigments, and added edible flavors, fully meeting consumers' health needs. This year, the innovative Yearly Gift Mountain Delicacies series has been introduced, selecting high-quality products from prestigious production areas, including morel mushrooms, boletus mushrooms, matsutake mushrooms, tremella mushrooms, and longans, making nourishment and health the distinctive "labels" of good snacks. 

Exploring the Potential of Blueberry Anthocyanins for the Treatment of Senile Dementia



In recent years, an increasing number of studies have concentrated on the potential utilization of natural compounds in the treatment of Alzheimer's disease (AD). Among these compounds, blueberry anthocyanin have attracted significant attention owing to their antioxidant and anti-inflammatory properties

The potential mechanisms through which anthocyanin may prevent and treat Alzheimer's disease (AD) are primarily manifested in the following aspects:

Firstly, they can mitigate oxidative stress, which is vital for safeguarding the brain against damage caused by free radicals. Secondly, they can suppress inflammatory responses and diminish a spectrum of pathological alterations induced by neuroinflammation.


Furthermore, anthocyanin can augment cholinergic function, which is indispensable

for maintaining memory and other cognitive functions. More notably, they have exhibited beneficial effects on two key pathological hallmarks of Alzheimer's disease (AD): β -amyloid ($A\beta$) deposition and tau protein hyperphosphorylation.

Outlook on the Application of Blueberry Anthocyanins

A systematic review evaluated numerous preclinical studies and revealed that anthocyanin can substantially enhance cognitive abilities in animal models of Alzheimer's disease (AD) and reverse or alleviate neurodegenerative changes associated with the disease. These studies investigated various types of anthocyanin and their sources, including black currants, berries, and hibiscus, demonstrating their efficacy at different dosages and routes of

administration. Although the methodological quality of most studies was rated as moderate, collectively, they provided compelling evidence supporting the potential of anthocyanin as a therapeutic option for AD. Blueberry anthocyanin, specifically, has garnered considerable attention due to their unique health advantages. Lanmei bioTechnology, a prominent supplier of blueberry anthocyanin in China, is dedicated to advancing the application and development of these compounds through technological innovation. The company has successfully extracted total anthocyanin containing 15 monomers from "Lanmei No. 1," achieving an industrial extraction purity exceeding 40%. With technical support from numerous universities and research institutes in China, Lanmei Biotechnology has conducted extensive research and developed technical solutions to improve the bioavailability of blueberry anthocyanin, explore their applications in diverse product forms, and conduct functional evaluations and clinical studies related to blueberry anthocyanin, among other endeavors.

Overall, as naturally occurring bioactive compounds, anthocyanin demonstrate considerable promise in the prevention and treatment of Alzheimer's disease. By deepening our understanding of their mechanisms of action and progressing clinical trials, we can offer renewed hope to patients with Alzheimer's disease. However, until then, we must remain cautious and anticipate further scientific research to validate the full potential of anthocyanin. 

REQUEST WOODY OIL AND WOODY PROTEIN FROM THE APRICOT KERNELS



The Report of the 20th National Congress of the Communist Party of China emphasizes the establishment of a "Big Food Concept," the development of facility agriculture, and the construction of a diversified food supply system. It explicitly proposes "harvesting food from forests." Grain and oil security is a national strategy that the Chinese government pays close attention to. Following walnuts, oil-tea camellias, and chestnuts, apricot kernels rank fourth among important woody oil and grain tree species in China in terms of cultivated area. The oil content of apricot kernels ranges from 45% to 60%, and the protein content reaches 25% to 34%. With a composition similar to soybeans, they are typical woody oil and protein tree species. As a new type of woody oil and grain tree species, apricot kernels have great potential for development and utilization in implementing the big Food Concept and expanding the forest "grain bank."

The Apricot Kernels Boast Rich Nutritional Value and Extensive Development Opportunities

If technical upgrades are applied to the existing 25 million mu (approximately 1.67 million hectares) of high-quality

kernel apricot forests, approximately 1 million tons of apricot kernel oil and around 500,000 tons of high-quality protein can be obtained. If the cultivated area expands to 100 million mu (approximately 6.67 million hectares) in the future, 4 million tons of apricot kernel oil and 2 million tons of high-quality protein can be produced. The vigorous development of northern woody oil tree species such as apricot kernels will help change China's dependence on imports of woody edible oils.

Moreover, apricot kernels are typical medicinal and edible tree species. Under the guidance of the Healthy China initiative, there is great potential for developing functional foods from them. Their advantageous components complement the nutritional components of staple foods. For example, the protein content of apricot kernels is 2 to 10 times higher than that of staple foods, dietary fiber is 4 to 13 times higher, mineral elements are 2 to 4 times higher, vitamins are 2 to 4 times higher, the life element calcium is 3 to 12 times higher, zinc, which is essential for intelligence, is 5 to 12 times higher, selenium, known as the king of cancer prevention, is 5 to 6 times higher, and B vitamins are 5 to 24 times higher. In European and American countries, apricot kernels are favored for their high protein, high fiber, and low energy content, and their applications in pastry baking, chocolate making, and daily cold dishes are increasing. Over the past decade, more than 5,000 apricot kernel-related foods have been developed,

demonstrating the vast potential for developing products from apricot kernels. Current Situation and Bottlenecks of the Apricot Kernel Industry in China

Despite the large cultivated area of the apricot kernel industry in China, it still faces issues such as low yield per unit area, poor yield stability, limited product diversity, and a short industrial chain. According to statistics from the National Forestry and Grassland Administration, in 2022, the cultivated area of wild apricot trees nationwide reached 27.63 million mu (approximately 1.84 million hectares), with a production of 580,000 tons of apricot kernels. Among them, Inner Mongolia had the largest cultivated area of 12.89 million mu (approximately 0.86 million hectares) and a production of 200,000 tons, ranking first nationwide and accounting for 34% of the total national production. Currently, the processed products of apricot kernels are mainly dried fruits and apricot kernel milk, with apricot kernel milk accounting for only about 3% of the domestic plant-based protein beverage market. 🇨🇳





Brazil nut tree 巴西果树

Brazil nut trees are found throughout the Amazon Rainforest.

A tree can live for up to 1,000 years and is the tallest and most dominant species in the Amazon basin.

It can reach 50m in height.

巴西果树生长在亚马逊雨林里

一棵树的寿命可达1000年，是亚马逊河流域最高、最具优势的树种

高度可达50m



Brazil nut pod 巴西果果壳

The fruit of the Brazil nut tree is a large round capsule which contains 10 – 25 seeds.

Each seed has a hard triangular shape which measures 3.5 to 5cm long and 2cm wide.

Each year during the rainy season from November to March collectors enter the forest to gather the pods from the floor.

Brazil nuts are then transported by river or dirt roads to the factories for cracking

巴西果树的果实是一个大的圆形果壳，内含 10 – 25 粒种子。

每粒种子呈坚硬的三角形，长 3.5 至 5 厘米，宽 2 厘米。

每年十一月至三月的雨季期间，采集者都会进入森林从地面收集果壳。

然后通过河流或泥泞的土路运输到工厂进行开壳。



Brazil nuts processing 巴西果加工

Brazil nuts are cracked by machine in most factories.
A small number of factories use both machine and hand cracking.
The largest factory is 100% hand cracked.
After cracking and sorting, nuts are oven dried before vacuum packing for export

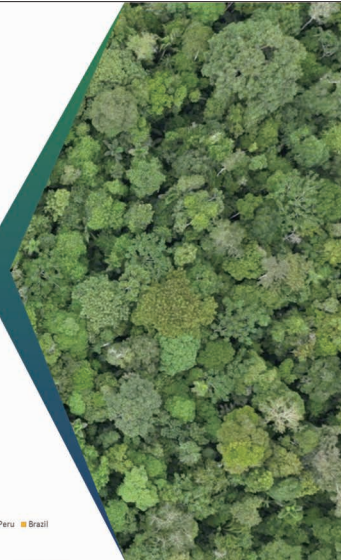
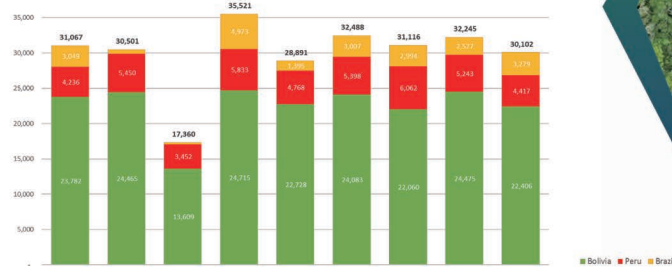
大多数工厂都用机器开壳。
少数工厂同时使用机器和手工开壳。
最大的一家工厂100%手工开壳。
坚果经过开壳和分选后，进行烘干，然后真空包装出口



Brazil nuts overview 关于巴西果

Up to 75% of supply is exported by Bolivia. The remaining supply is exported by Peru and Brazil. Total exports are normally around 32,000 MT

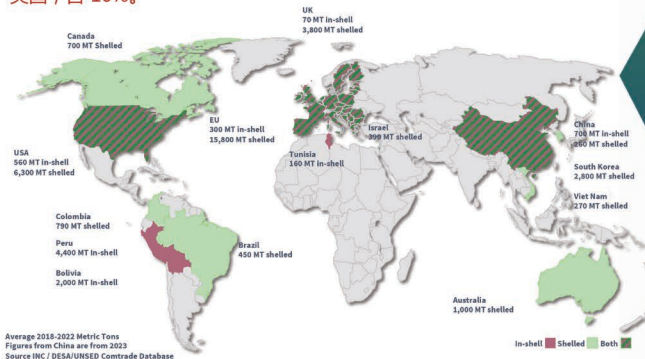
玻利维亚在全球出口量的占比高达 75%。其次是秘鲁和巴西。
出口总量通常约 32,000 吨



Brazil nuts overview 关于巴西果

EU is the top importer with around 50% of the crop. The US is second with 20% followed by the United Kingdom with 10%.

欧盟是最大的进口国，约占50%。美国位居第二，约占 20%，其次是英国，占 10%。



INDUSTRY CHAIN PLANT

Brazil nuts overview 关于巴西果

Because Brazil nuts are a wild crop annual yields can be variable. However, the biggest impact on production are economic factors.

The average price for the last 18 years is **\$3.65/lbs FOB**

The highest price was **\$9.50/lbs** and the lowest was **\$1.83/lbs**

A sustainable price for Brazil nuts is between **\$3.20 to \$4.00/lbs**

巴西果是一种野生作物，年产量可能会变化。但是，对生产影响最大的是经济因素

过去18年的平均价格\$3.65/磅

最高价\$9.50/磅，最低价\$1.83/磅

可持续的价格在\$3.20 to \$4.00/磅



Brazil nuts uniqueness 巴西果的独特性

Sustainable Harvesting

Brazil nuts help to protect the ecosystem of the Amazon and supports the livelihoods of indigenous communities who rely on Brazil nut gathering.

Nutritional Profile

Brazil nuts are an excellent source of selenium and are one of the richest food sources of selenium, containing significantly higher levels than other nuts. They are packed with antioxidants, including vitamin E.

可持续收获

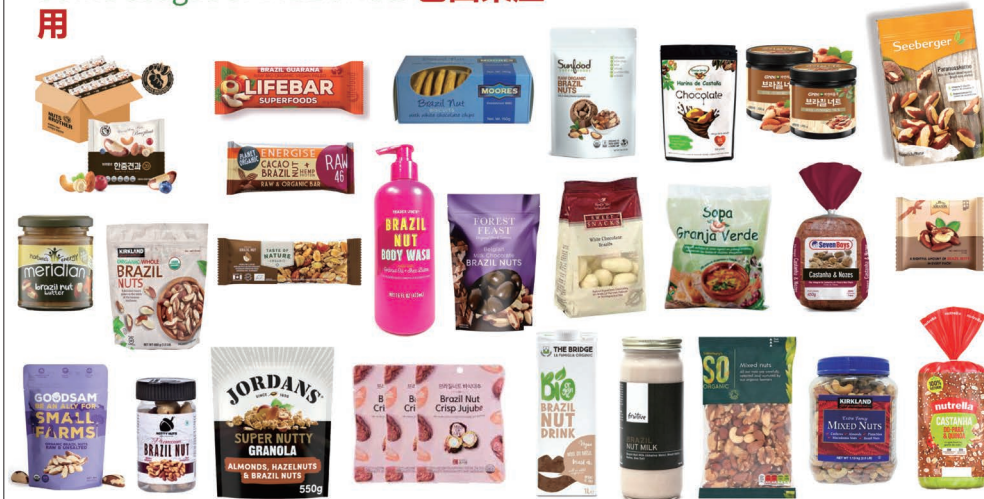
巴西果有助于保护亚马逊生态系统，并支持依赖巴西坚果采集的土著社区的生计。

营养成分

巴西果是硒的极好来源，也是硒最丰富的食物来源之一。其含量明显高于其他坚果。它们富含抗氧化剂，包括维生素 E。



Some usages of Brazil Nuts 巴西果应用





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Ninety percent of South African pecan are exported to China, leading to reduced production or higher prices in the Northern Hemisphere.

According to Mundus Agri, the pecan harvest season in the Southern Hemisphere is nearing its conclusion, with Chinese buyers having already secured 90% of South Africa's pecan supply in anticipation of the peak consumption period during the Chinese New Year. Forecasts suggest that pecan production in North America will be lower than last year due to high temperatures and drought conditions. While pecan prices may remain stable in the short term, there is potential for prices to increase amid strong demand and possible supply reductions.

Experts from Chelmer Foods, referencing information from Mexico's Pecaninis company, have reported that the pecan harvest in the Southern Hemisphere is nearing completion, with over 90% of the total production already collected. South Africa contributes approximately 70% of this harvest, amounting to 30,000 tons. China is the primary buyer of South African pecans, having purchased 90% of the total production at an average price of \$5 per kilogram. The final shipment is expected to arrive in China in early October. As one of the largest consumers of pecans globally, China's demand for these nuts continues to grow, particularly during the Chinese New Year, which in 2025 falls on January 29th, coinciding with the peak demand period.



Peru Faces Tight Blueberry Supply as Exports to China Decline by 42% Year-on-Year

According to the latest report from the Peruvian Blueberry Growers Association (Proarándanos), the blueberry industry in Peru has experienced slow progress during the 2024/2025 harvest season, significantly lagging behind previous seasons.



As of week 33, a total of 15,384 tons of blueberries have been shipped to the global market, representing a 35% decrease compared to the 2023/2024 season. Of this total, the shipment of conventional blueberries amounted to 14,855 tons, which is 30% lower than the previous season and 2% below the most recent forecast. In contrast, the shipment of organic blueberries reached 529 tons, reflecting a significant decline of 79% from the previous season and 32% less than anticipated.

From the perspective of production areas, the fluctuations in the performance of each major production region differ significantly. La Libertad leads with an export volume of 6,355 tons, representing 41% of the total export volume, although this is only 50% of the volume from the previous season. Following La Libertad is Lambayeque, with an export volume of 3,416 tons, which accounts for 22% of the total export volume and reflects a 28% increase compared to the previous quarter.

From the perspective of export destinations, 6,597 tons of blueberries were shipped to the United States, representing 43% of the total export volume, which reflects a decrease of 28% compared to the previous quarter. Additionally, 3,184 tons were shipped to China, accounting for 21% of the total export volume, marking a decrease of 42% from the previous quarter. Europe received 2,643 tons, which constituted 17% of the total, showing a year-on-year decrease of 47%. Lastly, 739 tons were shipped to the United Kingdom, representing 5% of the total export volume, with a significant year-on-year decrease of 63%.

From the perspective of exporters, Camposol leads with 2,273 tons, accounting for 15% of the total shipment volume. Following closely is Blueberry Perú Sociedad Anónima, with a shipment volume of 1,272 tons, representing 8% of the total. Next are Hortifrut Perú and Agrícola Santa Azul, with shipments of 1,137 tons and 1,052 tons, respectively, each accounting for 7% of the total shipments.

Russian pine nut exports have tightened further, potentially limiting the procurement and processing capabilities of Chinese enterprises.



According to Forbes Russia, the Russian government has introduced new measures to further regulate the harvesting and export of pine nuts. On July 25, representatives of the Russian State Duma initially approved a bill that authorizes local administrative authorities to restrict the locations and quantities of pine nut harvesting by residents for personal use. Previously, the Russian government had implemented several measures to tighten controls on pine nut exports. To combat illegal exports, pine nuts from Siberian pine have been designated as strategic goods since August 1, 2023. Starting August 1, 2024, the export tariff for in-shell pine nuts will increase to 25%, with a minimum charge of 80 euros per ton. Furthermore, from August 1, 2025, the export tariff for in-shell pine nuts will rise to 50% for one year, with a minimum charge of 160 euros per ton.

According to previous estimates by the International Nut and Dried Fruit Council (INC), global production of in-shell pine nuts for the 2024/25 season is projected to reach 136,820 tons, representing a 75% increase compared to the previous season. When accounting for last year's inventory, the total supply is anticipated to be 171,990 tons. Major producing countries are expected to experience substantial increases in production, including China, which is projected to rise by 138.8% to 80,000 tons; North Korea, with an increase of 33.3% to 20,000 tons; and Russia, which is expected to see a remarkable increase of 207.7% to 20,000 tons. In contrast, Turkey's production is forecasted to decline by 1.9% to 5,300 tons, while Mongolia's production is expected to drop significantly by 20% to 4,000 tons.

California Walnut Production Forecasted to Decline Significantly by 19%

After months of speculation, the National Agricultural Statistics Service (NASS) of the United States Department of Agriculture released the long-awaited "2024 California Walnut Objective Measurement Report" on Wednesday, revealing a projected 19% decline in production.

For California, the NASS objective measurement report has a significant impact. For months, reports regarding the duration of low temperatures have circulated, predicting a production decrease of approximately 10%. However, the latest estimates for September indicate that, compared to last year's record production, output is expected to decline by 19%, reaching 670,000 tons. This figure represents the lowest level in five years, with production in 2019 recorded at only 657,000 tons. Additionally, the cultivated area has decreased by 4% compared to 2023.

The duration of low temperatures is not the only contributing factor. Heavy spring rains caused blight in some walnut orchards, while summer droughts and elevated temperatures required growers to increase irrigation, further impacting the quality of the walnuts. Samples suggest that this year's walnuts will be of inferior quality compared to those from last year.

Meanwhile, this situation is changing market dynamics. As a major exporter of walnuts, Chinese suppliers have already started shipping high-quality walnuts, and the projected data for California walnuts may further invigorate activity in the Chinese market.



Turkiye's hazelnut exports to China soared by nearly double, while the U.S. share fell sharply.



According to Turkish Agri News, Dursun Oguz Gürsoy, the chairman of the Black Sea Hazelnut and Hazelnut Products Exporters' Association (K F M I B) , announced that the 2023/24 production season for Turkish hazelnuts, which ran from September 1, 2023, to August 31, 2024, has concluded.

During this period, Turkish hazelnuts were exported to 130 countries worldwide, achieving a

total export volume of approximately 303,000 tons and generating export earnings of \$2.035 billion. This represents a 30.86% increase compared to the 2022/23 season. The 2024/25 season commenced on September 1, and the association's export target for this season is to exceed 300,000 tons of hazelnuts.

The primary suppliers of hazelnuts to China are Turkey and the United States. Turkey mainly provides shelled hazelnuts, while the United States supplies unshelled varieties. Over the past three years, the market shares of these two countries have experienced significant changes, with China's hazelnut imports increasingly favoring Turkey.

From January to August 2023, China imported 1,276.5 tons of shelled hazelnuts from Turkey, valued at RMB 66.65 million, and 4,414 tons of unshelled hazelnuts from the United States, valued at RMB 52.11 million. However, the import data for hazelnuts during the first eight months of this year revealed significant changes. During this period, China imported 3,321 tons of shelled hazelnuts from Turkey, valued at RMB 193 million, and also imported 106 kilograms of unshelled hazelnuts from Turkey, valued at RMB 7,497. In the same timeframe, China imported only 574.5 tons of unshelled hazelnuts from the United States, valued at RMB 8.59 million. Compared to the same period last year, China's imports of shelled hazelnuts from Turkey increased by 160% in volume and surged by 190% in value. In contrast, the export volume of U.S. hazelnuts to China plummeted by 87%, with the export value also declining by 83.5%.

Myanmar white sesame prices fall

According to reports from Burmese media, the Magui Goods Trading Station has indicated that the price of white sesame in the Magui sesame market has decreased, resulting in sluggish trading activity.

Wu Juetun, Vice Chairman of the Magui City Goods Trading Station, reported that, despite a significant influx of rainy season sesame seeds in the Magui City area, market activity for sesame trading remains sluggish. Currently, only Yangon is purchasing sesame seeds domestically.

In the sesame market of Magui City, during the third week of August, when the rainy season began, one basket of high-quality white sesame seeds sold for over 150,000 kyats. However, by early September, the price for one basket of white sesame seeds had dropped to 135,000 kyats, indicating a decline in value.

During this year's rainy season planting period, a limited quantity of Simeng black sesame seeds commanded a price exceeding 200,000 kyats per basket, resulting in a vibrant trading market.





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These nuts have the most beneficial effect on regulating blood lipids.



According to the "Chinese Blood Lipid Management Guidelines (2023)", the overall prevalence of dyslipidemia among adults in China is as high as 35.6%. Given this significant incidence rate, how should individuals with abnormal blood lipid levels respond?

Recently, a notable study has revealed that moderate consumption of nuts can improve blood lipid profiles, with specific nut selections being optimal for different types of lipid abnormalities.

In December 2023, a pivotal research achievement was published in the prestigious journal "Food Science and Nutrition Review," a leading publication in the field of food nutrition. This study underscores the crucial role of nuts in regulating blood lipids, highlighting that

different types of nuts exhibit distinct effects on improving various blood lipid parameters.

To further assess the impact of various nuts on blood lipids, a research team from the Health and Social Research Center at the University of Castilla-La Mancha in Spain conducted an in-depth analysis of data from 76 randomized controlled trials. The findings of this analysis indicate that:

In reducing total cholesterol, pistachios, almonds, and walnuts rank among the top three nuts.


Cashews, walnuts, and almonds are highly effective in lowering "bad" cholesterol, specifically low-density lipoprotein (LDL) cholesterol.

Hazelnuts have the most significant effect

in reducing triglycerides, followed closely by walnuts.

Peanuts are particularly effective in increasing levels of "good" cholesterol, namely high-density lipoprotein (HDL) cholesterol.

Researchers emphasize that while all nuts positively influence the reduction of blood lipid levels, certain types offer more pronounced benefits for specific blood lipid parameters.

This research further validates the feasibility of preventing and managing dyslipidemia through personalized nutrition strategies. As a result, consumers can choose the most appropriate type of nuts based on their blood lipid test results to more effectively regulate their lipid levels. 



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南科

迈 赫

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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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Xinjiang thin-shell Walnut
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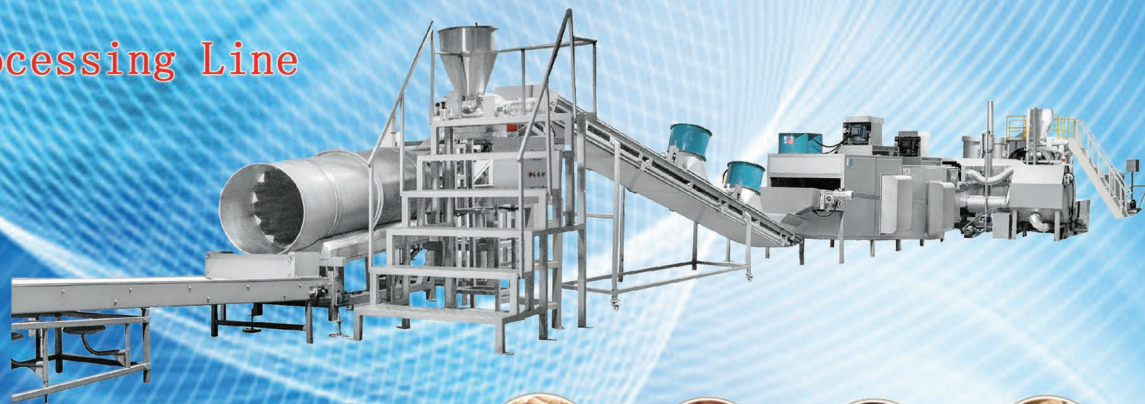
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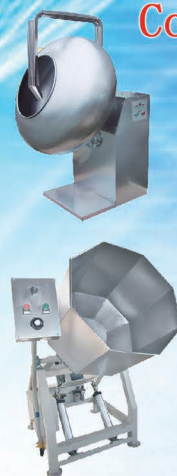


Yantai Maoyuan Food Machinery Manufacturing Co., Ltd. established in 1995, is a professional food machinery manufacturer, we are specialized in the machinery of peanut, other nuts, roasted seed.

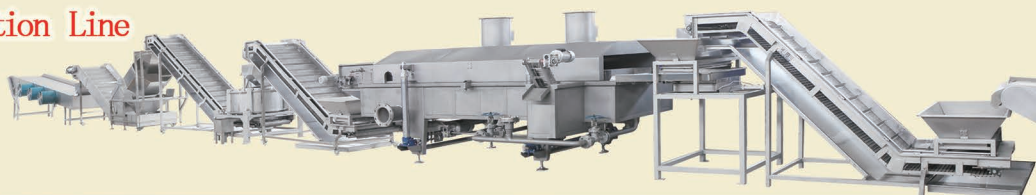
Coated Nut Processing Line



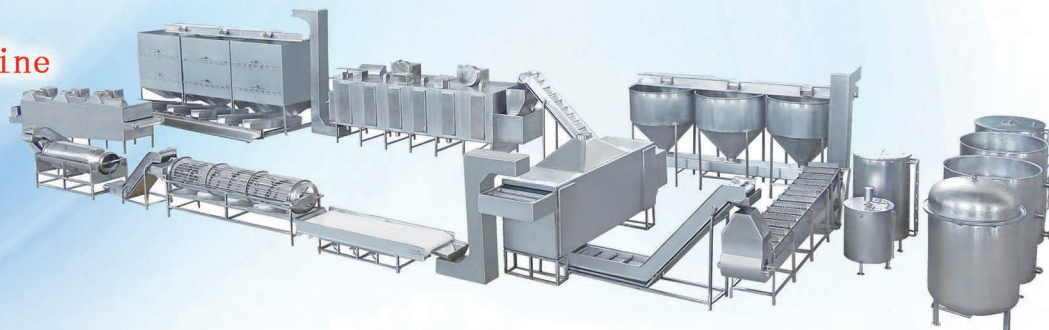
Coated Nuts Roasting Line



Net Belt Continuous Frying Production Line



Nut Roasting Production Line



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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

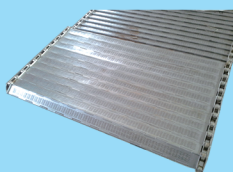


Stainless steel three-layer chain plate air drying cooling line

ACCESSORIES AREA



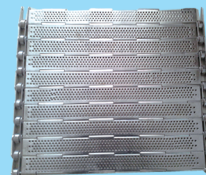
Dryer chain plate



Chain plate
(HOLE 0.9x20)



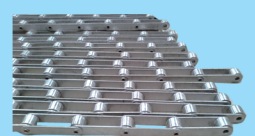
Sprocket wheel



Chain plate
(HOLE 3mm)



Chain plate
(HOLE 8mm)



Chain

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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

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