

# CHINA NUTS AND ROASTED SEEDS INDUSTRY

PHASE II 2022 TOTAL NINETY-FIST ISSUE

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# CHINA NUTS AND ROASTED SEEDS INDUSTRY

PHASE 3 2022 TOTAL NINETY-FIRST ISSUE  
www.csnc.cn



**TOMRA wishes all female compatriots in the national nuts and roasted seeds industry a happy women's Day!**

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

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

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

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

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

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

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

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

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

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Editorial Department of China Nuts And Roasted Seeds

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

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

I. Information Consulting Service Charge for Chinese Version

1. Consulting Service Price

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

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

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

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

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

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

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

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

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)

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# GREAT BEAUTY OF GENTLENESS

International Women's Day (March 8)



Lin Jianhong



Zhang Qian



Cai Hong



Connie Cheung

# Industrial “Happy Nuts”

——Ms. Lin Jianhong, Chief Representative of Wonderful Pistachio (Paramount Farms) in Asia Pacific

**W**hen I first met Lin Jianhong, I felt that she was full of sunshine and positive energy, just like California pistachios. On weekdays, you can always hear her hearty laughter.

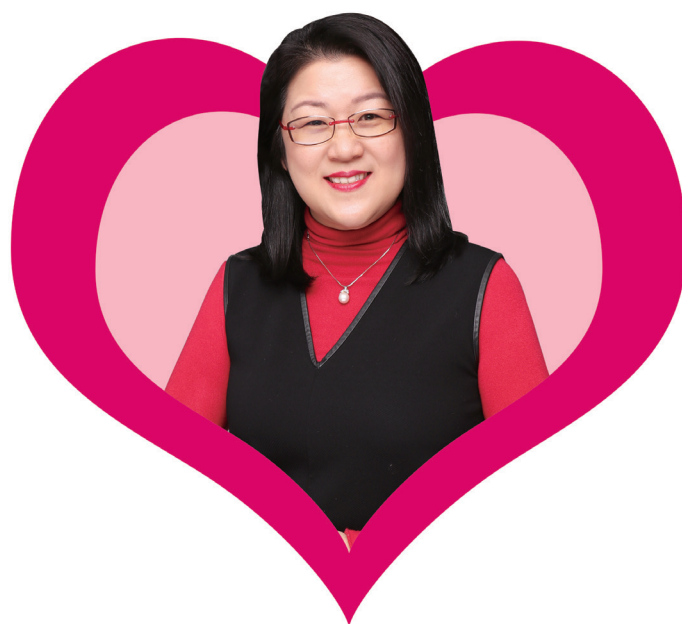
Wherever she is, she is full of laughter, so the industry affectionately calls her "Happy Nuts". In the workplace, she is gentle and optimistic, but she does not lose her strength and perseverance; She is a pioneer of active exploration, a visionary manager and an enterprising leader. In the face of opportunities, she made a decisive decision and had the courage to innovate; Facing her peers in the industry, she is willing to share and advocate win-win cooperation. She never forgets her original intention, puts the health of Chinese consumers in the first place, and constantly meets the needs of consumers. She is deeply engaged in the nuts and roasted seeds industry, contributing women's strength to the industry and injecting new vitality into the Chinese nuts and roasted seeds market.

## She showed her foresight when she first arrived

In 2007, Paramount Farm planned to expand into an international market in Asia, and Lin Jianhong was the best candidate for this pioneer. She has rich experience in global business operations and development, and is full of enthusiasm for the nuts and roasted seeds industry, she has been deeply engaged in the food industry for many years. With her rich experience in this industry, Lin Jianhong set her vision for the Chinese nuts Market-to help the pistachio category reach about 130000 tons in the Chinese market within five years.

## She has always been enterprising and has originality

In 2009, Lin Jianhong introduced this international nuts brand to



China. When exploring the Chinese market, Lin Jianhong visited more than 100 nuts processing factories across the country. On the one hand, she found long-term cooperative customers with the same vision and committed to producing and promoting high-quality California pistachios. On the other hand, under the overall management of Lin Jianhong, the Wonderful Company vigorously publicized the characteristics of California pistachios, "Non bleaching, Natural opening" and "yellow shell, purple clothes and green kernel", and strengthened the education and guidance for Chinese consumers.

After years of hard work and dedication, Lin Jianhong has always played her role, led Wonderful pistachios to take root in China and continuously won favor of the market. Lin Jianhong is more confident in the trade cooperation between China and the United States and looks forward to the vigorous development of China's nuts Market. She believed that China's nuts and roasted seeds industry would continue to exude charm, and she and Wonderful brands would also witness the industry's new peak. 展望未来



# *Bring You the Visible Natural and Delicious Food*

—— Zhang Qian, Asia R&D Director of BE-KIND of Arrow Candy (China) Co., Ltd



**B**E-KIND is an American snack brand of Mars, the world's leading candy and chocolate food company. It mainly produces snack products containing nuts, dried fruits, and grain particles.

Since Be-Kind entered China in 2018, Zhang Qian has taken over the R&D

management of the new brand, is fully responsible for the import of selected products, production localization, new product development, compliance and quality safety, and contributed to the growth of the brand and the further development of the Asian market.

To this day, Zhang Qian has worked on Mars for 18 years, from a product development specialist to an innovation director. BE-KIND's core product, the nuts category, is a relatively new field for Zhang Qian. Nut bars are also new snacks without consumption habits for Chinese consumers. Facing many difficulties, she led the team to build from the foundation step by step

from the aspects of regulations, raw materials, process and formula. They have been successfully listed in the Chinese mainland and extended to Taiwan and Hong Kong regions and gradually listed in Japan, Singapore and other markets.

Looking back over the past three years, Zhang Qian was fully responsible for the R&D of Be-Kind in Asia. At the same time, she also achieved great

improvement and growth in his career development. Based on focusing on product innovation to management across raw materials, products, processes, regulations and quality; From deeply cultivating the Chinese market to meeting the needs of consumers with cross-cultural background; From the guardian of complex and rigorous processes in large-scale enterprises to the breaker who constantly challenges the current situation and promotes flexible and rapid innovation, Zhang Qian has completed the cognitive role transformation from a department leader to a business leader step by step. She led a vigorous team to work seamlessly and closely with the demand and supply sides of marketing. In the increasingly competitive new consumer market, she focused on providing consumers with nutritious, delicious and reliable snack choices! Because be-kind firmly believes that if people are willing to treat each other well, the world will become a better place. Enterprises should not take profitability as the only goal, but also bring better goodwill progress to the community and the world. We believe in and encourage charity, from treating our own health and taste buds well to spreading goodwill, hoping to build a healthier and more humane society by embracing our common goodwill! 

# Five People Can Change the World

——Interview with Cai Hong, President of TOMRA (China)



## See the world and Re-see Yourself

Cai Hong is the global leader in sensing and sorting technology-the president of TOMRA (China). Her daily life can be described in two words: "Three More", that is, more communication, more meetings and more travel. Her high-intensity and continuous work adds tenacity and optimism to her gentle and friendly character.

At first, Cai Hong was attracted by TOMRA's advanced technology, ambitious vision and values of "Innovation, Passion and Responsibility". After joining TOMRA, the passion and challenge of this job made her feel a sense of belonging and achievement.

"The Chinese market has great potential and future, and every multinational company attaches great importance to it." Cai Hong said. Today, TOMRA's China strategy


led by Cai Hong is being implemented smoothly according to the plan. The brilliant achievements of the Chinese team last year are also the verification of TOMRA's China strategy. Cai Hong believes that this is only the beginning.

## Management upholding People-oriented

Cai Hong always believes that enterprises need to be Results-oriented, but managers should pay more attention to the value construction of "people". The real meaning of a management team is to "lead" the team. Stimulate employees' potential through good mechanisms and sincere concern for employees' needs. Using an internal drive to promote the realization of self-worth is the key to the healthy and long-term development of the company. Cai Hong has always believed that Five people can change the world. The team that gathers with heart will uphold the common vision and goal, which will produce infinite power.

## I'm sure to attend this exhibition

With the upgrading of consumption and the popularization of health knowledge, the Chinese nuts and roasted seeds industry is developing towards maturity, quality and branding. TOMRA has 50 years of

global sorting experience, and its technical advantages have been recognized by the global market. TOMRA has a set of mature and leading sorting solutions for the application of nuts and roasted seeds industry. For example, the effectiveness of aflatoxin detection of peanuts, internal defect detection of nuts with shells and the selection and elimination of foreign defective products have been widely verified by many customers at home and abroad. How to promote such a good technology to more domestic food manufacturers is the direction that TOMRA's Chinese team has been working hard on. With the joint efforts of the association and the industry, the China nuts and roasted seeds exhibition has reached international standards in terms of professionalism and scale, which is a good way to promote. This is why TOMRA has never been absent from the Nuts and Roasted Seeds Exhibition since his first exhibition in 2017. This exhibition is also an exhibition that Cai Hong will take time to participate in. 





# *In China, We See the Healthier Beauty*

——from Connie Cheung, China Advisor of Almond Board of California, USA

**C**onnie Cheung is the China consultant of The Almond Board of California, she is mainly responsible for the association's marketing and partner affairs in China. In 2016, the former senior vice president of global marketing of The Almond Board of California strongly invited her to become a consultant of the association in China.

## Healthier China

Ms Connie has paid close attention to China's nuts and seed consumption and dietary life since taking over in 2016. In 2018, the association also signed a Memorandum of Cooperation with the The Specialized Committee for Roasted Seeds and Nuts of China National Food Industry Association, and the two sides worked together to promote the concept of scientific diet. With the strong support of the committee, she firmly believes that The Almond Board of California is riding the wave of "Healthy Food" to enhance Chinese consumers' awareness of healthy diet and their pursuit of high-quality life. At present, in the Chinese market, "Traffic" products with California almond as raw materials have emerged in many fields, such as snacks, chocolate, baking,

beverages and other fields.


## Healthier skin

Ms Connie is not only an excellent marketing expert, but also an excellent female leader. She keenly observed that "Her Economy" and the rise of female power make Chinese women pay more attention to their own development, and "Beauty of health" is the direction that Chinese women pursue now and in the future. Connie hopes that through the balanced nutrition and rich vitamin E in almond, every female consumer can fully show their true self and have a more confident performance in life. Based on this, Connie has opened up a new track -Beauty of health for the promotion of The Almond Board of California in China.

## Look to the future and build a healthier life together

On the way of spreading "Healthy China 2030", Ms Connie firmly believes that when California almond is endowed with more "Healthy" connotation and becomes "Healthier almond", the promotion of The Almond Board of California in China will be further improved. China is the world's third largest market



for importing California almond. Ms Connie will assist the Almond Board of California in its continuous investment in China. Strengthen the publicity of the nutritional components of California almond, further promote the innovation and development of the industry, help the product R & D and promotion of friends, let more consumers across the country experience California almond products rich in nutritional value and innovation, and let female consumers across the country feel the "Beauty of health" advocated by California almond. 

# ChaCha

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# 8 KEY WORDS **FOR** GROUP COMMUNITY PURCHASE IN 2021

Summarize and view the 2021 Group Community Purchase industry with 8 keywords



## **1** Increase

The word "Increase" has four dimensions:

1. The overall scale of the industry has increased significantly compared with 2020.
2. The number of employees in the industry has increased significantly.
3. The number of brand layout

associations has increased significantly. 4. Moreover, the resource providers are still entering. Such as real estate developers, official media, state-owned enterprises, etc.

## **2** Strict Management

The word "Strict management" can be rated as the main theme of the Group

Community Purchase industry in 2021. It can be said that the whole 2021 Group Community Purchase industry is on the way to adjust its business under the relevant national laws and regulations.

## **3** Differentiation

The "Differentiation" has five



dimensions:

1. The Capital Group is differentiation. At present, the “Top 4 Battle” of community e-commerce should be a probability event.
2. The Suppliers are differentiation, and the product resources of the overall commodity category are gradually concentrated to the top 5 suppliers.
3. The head of the group is differentiation, and the head of the IP group and the head of the pick-up point go their separate ways.
4. Grid warehouses are differentiation, and some regional grid warehouses begin to move towards organization and collectivization.
5. The local group, group wholesale and capital group operate in dislocation.

## 4 Help Farmer

This word is the value of the whole track and the industry connotation advocated and affirmed by the state, which will affect the future trend and value boundary of Community group purchase.

## 5 Regression

The word "Regression" has three dimensions:

1. In the second half of 2020, the operation method of competitors has shifted from "Capital Subsidy Contest" to “Operation Contest”.
2. The "value judgment" of the same industry has changed from excessive pursuit of GMV and market share to pursuit of gross profit, profit and appropriate scale.
3. The focus of industry competitors has shifted from outside to inside, and the competitive environment tends to be stable.

## 6 Reason

1. Community group purchase gradually tends to be rational.
2. The national regulatory policy has also begun to combine hardness with softness.
3. After the cooling of capital, the commercial operation of competitors gradually tends to be stable.

4. After going through ups and downs, the working group gradually tends to be stable.

## 7 Transition

1. The capital group is in transition.
2. Local group are in transition.
3. The group wholesale is breaking current circle and is walking on the road of new supply to serve the traditional circulation dealers in the third and fourth tier market.
4. The grid warehouse is in transition.
5. The head of the group is in transition. At present, the competent head are moving towards professionalization and specialization.

## 8

1. The rise of new stores
2. The “Kuaituantuan” are coming
3. The Property group purchase is in the ascendant
4. Hot spread of private e-commerce of agricultural products 农产品



# HOW DOES THE NUTS AND ROASTED SEEDS BRAND BECOME MORE POPULAR?

## BE&CHEERY FIRST SETTLES IN XIAOHONGSHU FOR PROMOTION

**T**he market of the leisure food industry has a huge potential of development. In today's fast-paced modern life, in particular, the leisure food will form new points of growth in more refined categories. In the fierce market competition, finding a differentiated operating strategy and establishing the core competitiveness of the brand have already become the key issues faced by nut and roasted seed enterprises.

In October this year, with the aid of precise data insight and combined atmosphere marketing, Be&Cheery cooperated with Xiaohongshu to quickly attract consumers' attention, and many categories of hot products became more popular, among which the note release index of "Daily Nuts" increased by 100% and the search index increased by 170% + .

### 01 Have An Insight into Consumption Trends and Precisely Position the Products

Through the platform search data, it is found that in the snack notes under Xiaohongshu, Be&Cheery had a certain degree of awareness and attention, but still had a large room for improvement. Under such a circumstance, Be&Cheery chose to co-create with Xiaohongshu for co-creation, aiming at young and high-quality users thereUnder, and realizing brand awareness and promotion.

Through data insight, it is found by Xiaohongshu that while most other brands of the same type constantly follows the way of addition both in packaging and ingredients, the "Daily



Nuts" of Be&Cheery adopts the strategy of "Subtraction", and "All-nut Packages under the Daily Nuts" of Be&Cheery focuses on "zero added" preservatives and pigments, at the same time replacing dried fruits, reducing the sugar content and forming a brand differentiation.

In addition, Be&Cheery also cooperated with the "Super Delicious Supply Station" under Xiaohongshu's Marketing IP to create an official event, carry out various brand co-operations, and realize one-stop brand renewal for attraction.

### 02 Seize the Track through Multi-party Co-creation, and Promote the Brand through Word-of-mouth Marketing

In the marketing co-creation with Be&Cheery, Xiaohongshu helps the Brand to carry out the multi-dimensional marketing layout and create hot popular products for Be&Cheery.


Word of Mouth Shaped under the Public Domain

By means of the marketing mode of the B2K2C platform, Xiaohongshu helps the Brand communicate with users .

User Introduced from the Business Domain

Xiaohongshu disassemble the users' cognitive act links, and influenced the users' minds by short, adaptable and fast disclosure.

Flow Fixed under the Private Domain

After a combination marketing strategy, the target users of Be&Cheery will be awakened, and customized reach will enable consumers to establish a connection with the Brand. 





**姚生记** /Leading Brand of Pecans

**Industrial Initiative - Easily Peelable Hickory Nuts Products**

Seed-fried pecan - manually peeled pecan (manual shelling - machine shelling) - Easily peelable Pecan (smart cracking)

**Screening And Selection of Hickory Nuts Kernel by Kernel**

Automatic machine shelling and kernel picking, manual selection of complete 1/4 kernel, the product's rate of perfect kernel as high as over 95%, without any black spots and no oil sprouts.





**姚生记** /Leading Brand of Pecans

# 02

**Yaoshengji: Lili Hickory Nut**

Products Selected for 2016 G20 Summit



**姚生记** /Leading Brand of Pecans

**Appearance**

Intact and uniform kernels selected; the nut kernel is brownish red with luster.

**Taste**

Mellow and crisp, letting you feed endless aftertaste.

**Cleanliness**

Clean surface & intact kernel, with few crumbs.

**Material**

No food additives; Low sugar content, only 8%.



**姚生记** /Leading Brand of Hickory

**[Ingeniously Designed - competitive Domestic products]**

Adopt the classic collocation of red and yellow colors in Chinese traditional culture, symbolizing auspicious meaning and showing dignity.

**Exquisite Gift Box**

China

(5 Cans)

(2 Cans)

**姚生记**

金牌老字号 古法桶蒸  
匠心打造 国货精品

山核桃领导品牌姚生记

**Classic Inheritance**

for inheritance to express friendship and family happiness.

Discrimination and selection of quality, classic inheritance and orange interpretation, bearing Chinese fine customs. Good gifts

Strong ingenious spirit of conception, top-grade raw materials and super-grade quality are applicable for occasions such as business gifts, with solemn atmosphere and full sense of ceremony

**姚生记** /Leading Brand of Pecans

## The Rise of Domestic Products Revitalizes China



# NEW STIR-FRY MACHINE FOR TREE NUTS

LINYI FEILONG FOOD MACHINERY CO., LTD.



**A**fter cleaning, the screened nuts shall be heated at a high temperature for a short time to reach the temperature required by the process in a short time. Because of the precise space design of the box and the cloth layer, the nuts can fully and evenly absorb the hot air after the entering of the stir-fry machine. The multi-layer design may shorten the temperature raising time, and the discharge may be directly combined with the flavoring machine, thus reducing the heat waste in the transmission process, making full use of heat energy and reducing the unnecessary heat waste.


**Working Principle:** The hot air in the natural gas hot-blast stove will be sent into the box body of the stir-fry machine through the blower, and the nuts will then be uniformly

heated. Because of the fast temperature rise of natural gas combustion, the interval distance between each layer of the four-layer stir-fry machine is small, and the heat absorption is more uniform. Besides, the space in the box body is effectively utilized, and the external 30mm rock wool is used for heat preservation, thus reducing the excessive heat waste, shortening the time of high-temperature heating, improving the quality of materials for the next flavoring process, and further improving the product quality.

## *The equipment has The following four features:*

1. It may effectively save the existing plant space and improve the utilization rate of the plant space for enterprises, with a single unit occupying 6 open space.
2. It may shorten the time of high-temperature baking and save 30-50% of heat waste.
3. It may greatly improve the processing efficiency and reduce the cost of nut processing.
4. Because the discharge of the equipment may directly enter the flavoring machine, it doesn't need to be conveyed by a conveyor belt, thus reducing the heat loss in the conveying process, and making the product quality stable and the flavoring effect good.

## *Items for Improvement*

Because the requirements for temperature, air volume and heating time are particularly high during the stir-fry process, it is not possible to fully digitize and automatically control the whole stir-fry process flow of nuts. We still need to continue to work hard to fully and automatically control the whole process flow. 

# STRIVE TO IMPROVE THE PRODUCT QUALITY FOR NATIONAL ENTERPRISES FOR NUTS AND ROASTED SEEDS PROVIDING THE HIGH-QUALITY FLAVORS AND FRAGRANCES

An Exclusive Interview with Zhang Zhigang, General Manager of Nanjing Huayang Flavors and Fragrances Industry Co., Ltd.

**N**anjing Huayang Flavors and Fragrances Industry Co., Ltd. was established in 1994, and is one of the large-scale manufacturers specializing in food fragrances, food seasonings and daily fragrances in China. The Company has a modern system for the industrial production of fragrances, thus realizing the scientific control over the whole process of raw material procurement, production, quality assurance, packaging and transportation, and ensuring that the finished products not only satisfy the requirements of stable and reliable good quality, but also fully meet the requirements of food safety standards, so as to keep its competitiveness based on the fragrance market at home and abroad with high-quality and stable products. In the

meanwhile, it is praised and affirmed by many production and processing enterprises in the nuts and roasted seeds industry.

Today, with curiosity about the helmsman of this enterprise, I particularly interviewed Zhang Zhigang, general manager of Nanjing Huayang Flavors and Fragrances Industry Co., Ltd.

**Editor:** *Hello, Mr. Zhang! As we all know, in the past two years, affected by the epidemic, the performance of many enterprises in the industry has declined. So what is the development of Huayang during this period?*

**Zhang Zhigang:** Yes, the epidemic caused the national economic down swing, but we resumed our work and production soon after the epidemic was under control.





Besides, the Company has a comprehensive range of varieties, so our production and sales were basically unaffected by the epidemic.

**Editor:** *Speaking of products, please tell us about the Company's main product series, and what product series are developed for nuts and roasted seeds? How about their advantages?*

**Zhang Zhigang:** The Company's products mainly include nuts, essence products for nuts and roasted seeds, seasoning products for leisure foods, spices for daily chemical products and other new products. The Company has intensified its research and development efforts on products and achieved certain results in research and development. The quality of some products is even ahead of other domestic peers. Market share is far ahead. Especially in the research and development of nuts and roasted seeds and new products, it is unique and widely accepted and used by nuts and roasted seeds industry at home and abroad. At present, there are approximately 1,000 manufacturers co-operating with the Company. The Company has already obtained 10 utility patents such as the microcapsule essence.

**Editor:** *Flavors and fragrances are a key part of seasoning*

*in the processing of roasted nuts and nuts. How does Huayang ensure food safety and constantly develop the new fragrances?*

**Zhang Zhigang:** First of all, the Company strictly follows the provisions set forth in national standards, and during the process of research and development and product development, the added raw and auxiliary materials are handled in accordance with relevant regulations.

Secondly, as strictly provided for by the Company, when procuring raw and auxiliary materials, no products without production license and hygiene license may be procured uniformly.

Thirdly, the procured products need to be strictly inspected and accepted uniformly. Unqualified products shall not be put into storage for use to ensure the product quality and safety. In the meanwhile, we work both ways. On the one hand, we often communicate with nut and roasted seed manufacturers, such as Qiaqia, Wuhan Xudong and other domestic large-, medium- and small-sized manufacturers to help them develop the new products and tastes. On the other hand, together with Three Squirrels, Bestore, Baicaowei and other domestic large-scale sellers, the Company develops the products that they need to promote in the market. We also constantly launch new products into the market.

**Editor:** *The new year has started again, so what kind of strategic planning and development direction will Huayang have in 2022?*

**Zhang Zhigang:** At present, the epidemic in China is not over yet. In 2021, most domestic nut and roasted seed manufacturers are in a slump. Compared with 2020, the output and production value have declined to varying degrees. Firstly, the Company plans to cooperate with nut and roasted seed enterprises to produce stably, provide the high-quality and cheap products, and help production enterprises to increase output and sales. Then according to the market consumption, we will cooperate with production enterprises to develop some new tastes and products.

In the new year, we shall strive for development steadily and stabilize the existing market. In the meanwhile, we will also develop other food industries, such as the leisure foods. Besides, we will adhere to the philosophy of "constantly creating value for customers" and the entrepreneurial spirit of "constantly pursuing and constantly surpassing", and strive to provide the high-quality flavors and fragrances for national nut and roasted seed enterprises to improve the product quality. 🇨🇳

Committed to Becoming the  
Trusted Seed Supplier  
for Hundreds of Millions of Farmers



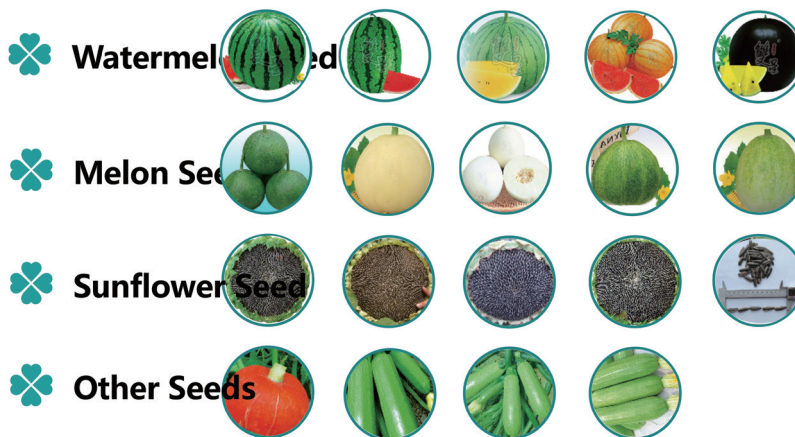




## 1 Corporate Highlights

- 01 High-tech Enterprise & Leader of the Watermelon, Melon And Sunflower Seed Industry
- 02 Focus on Seed Research And Development for Melon, Sunflower, Watermelon, Melon, etc.
- 03 National-level Xingchuang Tiandi and Provincial-level Agricultural Science and Technology Park
- 04 "Hebei Technology Innovation Center for Watermelon and Melon Breeding" Established

## Main Business of the Company





## Products of the Company



1980  
Watermelon



1990  
Melon



2000  
Sunflower



• Shuangxing  
No 6



• Shuangxing  
No 5



• Shuangxing  
No 12



# By Remembering Six Points *Peanuts* *Can Achieve High Yield*



I. Select excellent varieties. According to the local climate, soil, water and fertilizer management level, etc., it is the key to select suitable varieties for planting, so as to obtain high yield and high efficiency of peanuts.

II. Select and prepare the land. To obtain good quality and high yield, peanuts shall be planted in loam or sandy loam with loose tillage layer, deep active layer and good drainage and fertility characteristics.

III. Apply fertilizer in a scientific way. Apply the enough base fertilizer to the cultivated land and apply all the potassium, phosphorus and organic fertilizers to the soil.

IV. Sow at the right time the seeds to be plastically mulched and closely planted in a reliable way.

V. Strengthen the field management.

1. Check the seedlings for replanting, and harden the seedling.

2. Carry out the cultivation and banking and kill the weeds in time.

3. Carry out the foliar fertilizer which may promote the growth and prevent the premature aging.

4. Conduct proper irrigation. Peanuts dislike both drought and waterlogging.

5. Have the pest control.

VI. Harvest in time. The timely harvest/drying and safe storage may safeguard the high yield of peanuts, maintain the good quality of pods, and improve the utilization value and planting effect of peanuts. 因果妙法



### The EU Sunflower Seed Yield in 2021/22 Is Expected to Increase by Approximately 20% YOY

In its 12th Monthly report, the Strategic Grains (its a grain consulting agency) said the output of sunflower seeds in the EU 27 countries in 2021 / 22 will increase by nearly 20% over the previous year.

According to the report, the EU sunflower seed production in 2021 / 22 is expected to be 10.39 million tons, slightly higher than the earlier forecast of 10.16 million tons, an increase of 19.3% over the 8.7 million tons in 2020 / 21.

The sown area of EU sunflower seeds is expected to be 4.4 million hectares in 2021 / 22 , slightly higher than the earlier forecast of 4.39 million hectares, an increase of 0.9% over 4.36 million hectares in 2020 / 21.

The unit yield of EU sunflower seeds in 2021 / 22 is expected to be 2.36 tons / ha, slightly higher than the earlier forecast of 2.32 tons / ha, an increase of 18.3% over the 2 tons in 2020 / 21.



### The Production of Peanuts in Senegal Is Expected to Decrease by 7% in 2021-2022



According to the prediction of Senegal's Ministry of agriculture, due to climate reasons, the Senegal's peanut production will be reduced by 7% year-on-year from 2021 to 2022, and the output will drop to 1.6 million tons. Officials will purchase 35% - 50% of peanuts with shells, i.e. 0.6-0.8 million tons. The official reserve price is 250 FCFA per kilogram, which is significantly lower than the market price.

### Philippines Will Import More Corn

Usda-FAS Manila recently said that the Philippine corn import volume will increase to 1.2 million tons in the 2021-2022 market, double the previous year's figure. In this market year, the harvest area of Philippine corn will be reduced from 2.5 million hectares to 2.45 million hectares, the output will be reduced from 7.8 million tons to 7.5 million tons, and the consumption will be reduced from 8.9 million tons to 8.8 million tons.

## the Corn Yield in Ukraine Will Increase by 10 Million Tons YOY in 2021

SovEcon, one of the leading agriculture consultancies in Moscow, in the report said, raised its forecast for Ukraine's corn production by 500000 tons to 40.4 million tons higher than previously expected, because the unit yield of corn in western Ukraine was higher than previously expected.

SovEcon said that Ukraine's corn harvest in 2021 is coming to an end, and the output will increase by 10.1 million tons compared with 2020. Ukraine's corn production reached a record high of 35.9 million tons in 2019.

Ukraine is one of the world's top corn exporters and the main competitor of the United States in the Chinese market.

SovEcon said that China has actively ordered new season corn from Ukraine and has ordered 8 to 10 million tons of Ukrainian corn.



## Outlook for 2022: the Break-even Point of Corn and Soybean in America Will Be Close to the Historical Record

## The Export of Cashews in Vietnam May Exceed the Set Target of USD 3.6 Billion in 2021



According to the statistics from the General Administration of Customs of Vietnam, in November 2021, Vietnam exported 50700 tons of cashew, with an export volume of 329.86 million US dollars. The export volume decreased by 4.5% and 6.0% month on month; The export volume increased by 9.6% year-on-year and the export volume increased by 16.2% year-on-year. In the first 11 months of this year, the export volume of cashew in Vietnam reached about 531500 tons, with an export volume of US \$3.34 billion, a year-on-year increase of 14.4% and 14.7% respectively.

Although it is still low level, the average export price of cashew has picked up since the middle of 2021 compared with 2020. According to the statistics of the General Administration of Customs of Vietnam, the average export price of cashew nuts in Vietnam in November was US \$6505 / ton, a month on month decrease of 1.6%, but a year-on-year increase of 6.0%. In the first 11 months of this year, the average export price of cashew in Vietnam reached US \$6288 / ton, up 0.2% year-on-year.

An American agricultural economist said that American farmers face a disadvantage in 2022 is that Break-even Point of both corn and soybean will be close to the highest level in history, which means that only high crop prices can avoid losses. The culprit leading to the Break-even Point close to the highest point in history is chemical fertilizer, and the production cost next year will be twice that of this year.

At present, the USDA expects the price of corn to be \$4 / bushel and the price of soybean to be \$10 / bushel next year, but it is unlikely that the cost will be adjusted downward, which also brings more risks to farmers.



## **The Export of Sunflower Seeds and Sunflower Oil Is Temporarily Restricted in Kazakhstan**



According to the order signed by the Kazakhstan's minister of agriculture, Kazakhstan will impose export restrictions on sunflower seeds and sunflower oil for half a year.

According to the order, Kazakhstan will implement export quota management on some sunflower seeds and sunflower oil commodities from December 15, 2021. Among them, the export quota of crushed and uncracked seed sunflower seeds and other sunflower seeds is 125 KMT; The export quota of raw sunflower oil and non refined sunflower oil in primary packaging is 110 KMT; The export quota of sunflower oil and its by-products in other primary packaging is 110 KMT. The order is valid until July 1, 2022

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## **Total Exports of Fruit and Vegetable from Thailand to China Rank the First**

According to the Department of International Trade Promotion, Ministry of Commerce of Thailand, from January to October in 2021, in the market share of imported fruits and vegetables in China, Thailand ranked first in the world with 45% market share, Chile ranked second with 14% and Vietnam ranked third with 6.45%. In addition to the high quality of fruits and vegetables in Thailand, the ASEAN China Free Trade Area Agreement is also an important tool to expand trade opportunities. Since 2003, China has cancelled the tariff on importing fruits and vegetables from Thailand, which has greatly increased Thailand's export volume.



# Peanuts

## MAKING BLOOD VESSELS HEALTHIER



**M**any studies have revealed that consumption of peanuts is associated with reduced cardiovascular disease risk

Eating four or five peanuts a day can reduce the risk of cardiovascular and cerebrovascular diseases by 13%, especially for patients with ischemic stroke, which can reduce the incidence probability by one fifth, and the effect is very significant.

We can prevent cardiovascular and cerebrovascular diseases to a certain extent by adding some peanuts to our daily diet , but this effect is mainly closely related to dietary fiber and monounsaturated fatty acids, and these two substances are not exclusive to peanuts. Eating some nuts in an appropriate amount every day can also have a similar effect.,


What is the benefit of eating peanuts every day?

### Lower cholesterol

Peanuts are very rich in unsaturated fatty acids, especially linoleic acid, which can also promote the dissolution of fat in the blood, avoid the problem of hyperlipidemia, and reduce cholesterol to a certain extent.

In addition, choline, lecithin and other substances in peanuts are also very good for the body, especially for cardiovascular and cerebrovascular diseases. Eating some peanuts properly can improve the elasticity of blood vessels and prevent cardiovascular and cerebrovascular diseases.


### Memory enhancement

Choline in peanuts can react chemically with acetyl secreted by the human body and then form acetylcholine. This substance is mainly responsible for information transmission in the human body and can promote the development of brain cells, so as to strengthen memory. 



# Hazelnuts

*Have an abundance of Nutrition*

**M**odern research has found that the fat contained in hazelnuts is mainly unsaturated fatty acids that the human body cannot synthesize by itself. It can not only promote the metabolism of cholesterol, but also soften blood vessels, which play a positive role in the prevention of cardiovascular and cerebrovascular diseases such as hypertension and arteriosclerosis. The fat-soluble vitamins contained in hazelnuts are easy to absorb by the human body; The trace element phosphorus contained can promote growth and development and strengthen the body; The iron contained can resist fatigue and increase body resistance; Vitamin A is beneficial for maintaining normal visual function; The dietary fiber can help digestion and prevent constipation; The natural phytosterol contained in it has mild permeability to the skin, can maintain the moisture on the skin surface, promote skin metabolism, inhibit skin inflammation and aging, and prevent sunburn and erythema. The study also found that hazelnut contains paclitaxel, an anti-cancer component. 





## CORRECT WAY TO EAT MELON SEEDS WITH BOTH NUTRITION AND HEALTH

### ***Sunflower seeds***

Sunflower seeds contain a lot of vitamin E, which can improve blood circulation, resist oxidation, delay skin aging and reduce wrinkles.

### ***Watermelon seed***

Watermelon seeds are rich in oil, which can improve the intestines and stomach, moisten the intestines and strengthen

the stomach. In addition, watermelon seeds are also rich in trace elements and fat, so we can eat watermelon seeds to supplement energy, improve fatigue, benefit intelligence and the brain.

### ***Pumpkin seeds***

Pumpkin seeds are rich in carbohydrates, amino acids, and proteins, among which the content of potassium in trace

elements is very high. The existence of potassium can help the sodium in the human body to be smoothly eliminated from urine and control blood pressure. In addition, there are many components containing zinc. Zinc can increase appetite, and an adequate intake of zinc can also improve immunity. 医学 妙方





KOUSHUIWA

# Happy Snack!



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





## Happy time with Bailian

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

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

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

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



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

Customer Service

**4008898903**

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

Address: 26/F, Bailian Building, 2 Shuguang Branch Road, Aofeng Street, Taijiang District, Fuzhou Phone number: 0591-83315111 83315198



# Chen Lin Foods

## Focus on Roasted seeds and nuts for twenty years



Pecan Flavored seeds (5kg)



Caramel flavored seeds (5kg)



Beater seeds (5kg)



Xinjiang thin-shell Walnut (2.5kg)



Boiled Seeds (5kg)



Vanilla flavored seeds (5kg)



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



Pumpkin seeds (5kg)



The first grade Apricot Almond (5kg)

**Professional supplier: wholesalers, e-commerce,  
sub-packaging manufacturers**  
**Looking forward to your joining!**

Investment Hotline : 0575-87691788 18358557636 18758517771 13905858276

Website : <http://www.chenlinfood.com>





# BIG MELON SEEDS

san  
pang  
dan  
三胖蛋

SUNFLOWER SEEDS

原味瓜子就选三胖蛋



三胖蛋食品旗舰店



SERVICE HOTLINE

4000 181 333





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

# SHATU FOOD SHATU MELON SEEDS



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

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



## STIR FRIED NUTS

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







NANKO  
南科

迈 犇

# 坚果仁

Nut kernel

草本 奶味

Herbaceous Milk flavor

草本提取物是植物浓缩精华，与多种甜味剂科学组合，协同作用，拥有独特的香甜，坚果营养丰富，天然的保健品，三者巧妙融合，无法抗拒。源于自然，精于工夫，“养”取天然之坚果，“津”取天地之草本，南科草本系列产品，坚果高端品质的保证。

Herbal extraction is a concentrated essence of plant aromatic substances. It works in synergy with a variety of sweeteners and has a unique natural sweet taste. Nuts are rich in nutrients and are natural health products. The three of them are cleverly combined and irresistible. Originating from nature, improving from hard work. Nourishment from natural nuts while flavour from herbs. Nanko Herbal series of products, guaranteeing the high-end quality of nuts.

草本甜味剂系列

Herbal sweetener series

草本调味料系列

Herbal sauces series

抗氧化护色系列

Autoxidation and  
color-protection series



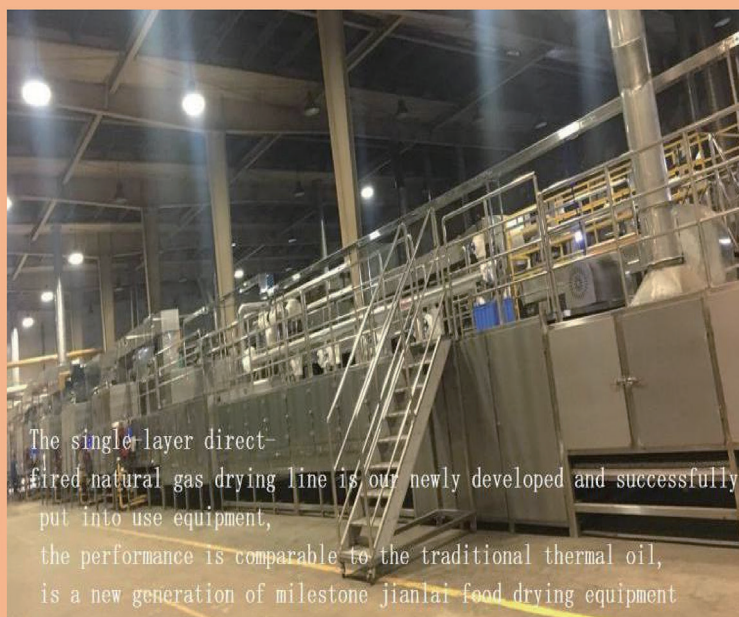
中国坚果炒货协会  
理事单位



技术支持 Technical support

中国农大功能食品与果蔬加工新技术研究室  
New Technology Research Office of functional food and  
fruit and vegetable processing, China Agricultural University  
南昌大学食品学院  
School of food science, Nanchang University





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

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

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

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





# NINGJINXIAN TIANHUA MESH BELT MACHINERY CO., LTD



Natural wind multi-layer air drying assembly line



Hot air multilayer drying line



Multilayer natural cooler



Multi layer fan cooler



Chain plate multilayer dryer



Flavor machine



Drawer chain conveyor



White PVC with skirt elevator

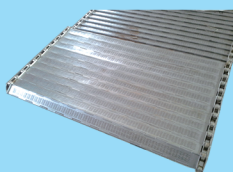


Stainless steel three-layer chain plate air drying cooling line

## ACCESSORIES AREA



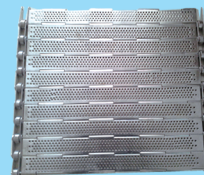
Dryer chain plate



Chain plate  
(HOLE 0.9x20)



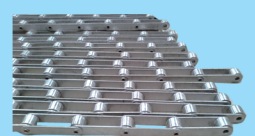
Sprocket wheel



Chain plate  
(HOLE 3mm)



Chain plate  
(HOLE 8mm)



Chain

ADD: Daqi Industry Zone, Changjiang Road West, Ningjin,  
Shandong, China  
Hunting Line: +86-534-5533388 Fax: +86-534-5533777  
China Free Service And Sales Line: 400-6703677  
Foreign Trade Department: +86-13465188444 (Mr. Cao)  
+86-18853431444 (Mr. Shi)  
Website: [www.tianhuagy.com](http://www.tianhuagy.com)  
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E-mail: [thgy@tianhuagy.com](mailto:thgy@tianhuagy.com)



To be a century old enterprise and  
build an international brand

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





# 安徽省恒康机械制造有限公司

ANHUI HENGKANG MACHINERY MANUFACTURE CO.,LTD

中国食品工业协会坚果炒货专业委员会常务理事单位

Executive director unit of the Specialized Committee for Nuts and Roasted Seeds of China National Food Industry Association

## DXDM型系列折边袋制袋包装机

DXDM TYPE AUTOMATIC VERTICAL PACKING MACHINE



## HKC型系列半自动称量机组

HKC-II SEMI-AUTOMATIC WEIGHING MACHINE



## HKD-II型水平给袋式自动包装机

HKD-II TYPE AUTOMATIC HORIZONTAL PACKING MACHINE



### CUSTOMERS:

QIAQIA FOOD CO.,LTD  
DAHAODA FOOD CO.,LTD  
HAOXIANGNI JUJUBE CO.,LTD.  
ANHUI YANZHIFANG FOOD CO.,LTD  
SHANDONG SHATU FOOD CO.,LTD  
JIANGSU ALISHAN FOOD CO.,LTD  
SUZHOU KOUSHUIWA FOOD CO.,LTD  
SHANDONG TAISHAN SUNRISE FOOD CO.,LTD  
SHANDONG XIANGSHAN FOOD CO.,LTD

... ..

ADDRESS: NEW AND HIGH TECHNOLOGY DEVELOPMENT  
ZONE, HEFEI, ANHUI, CHINA

E-MAIL: koyo@koyopack.com

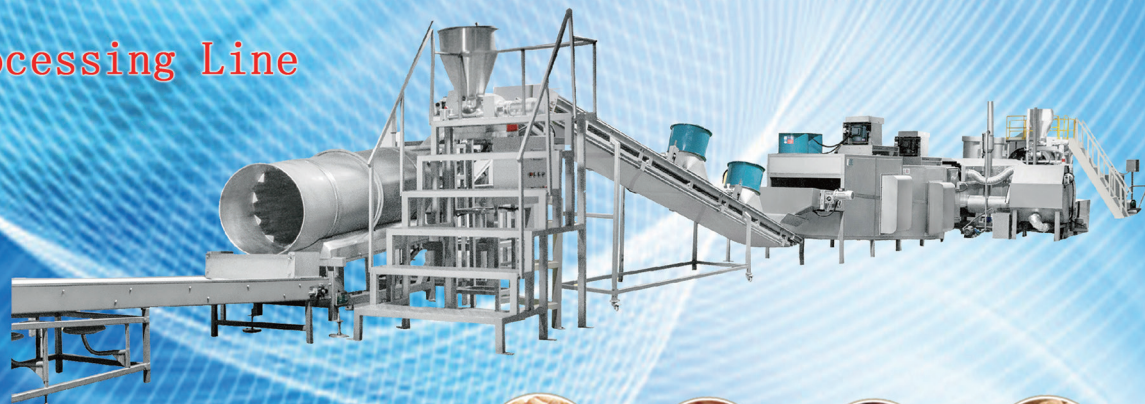
Website: <http://www.koyopack.com>

TEL: +86-551-65321111 65325555 65329999

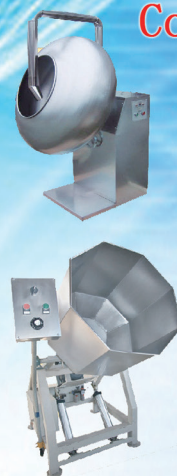
FAX: +86-551-65322158 65329999



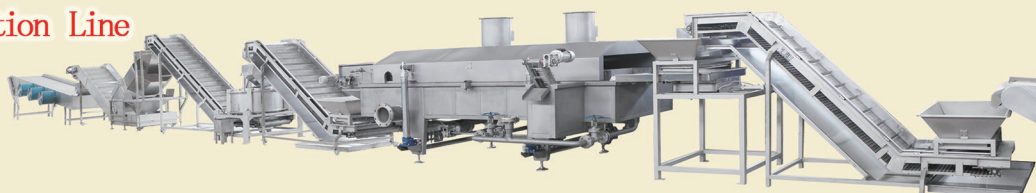
## Coated Nut Processing Line



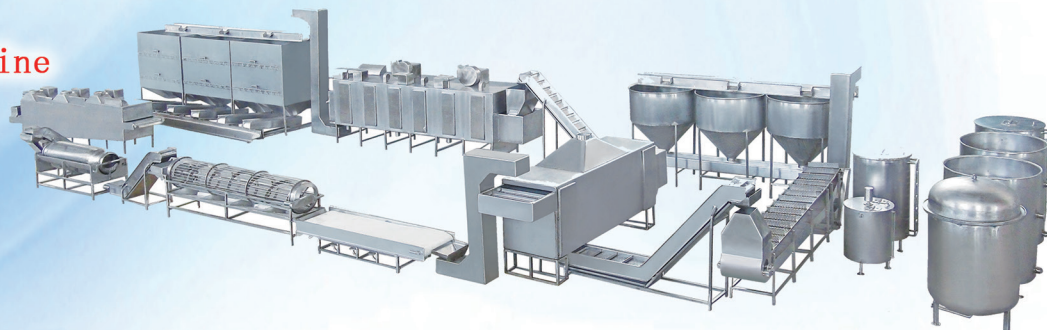
## Coated Nuts Roasting Line



## Net Belt Continuous Frying Production Line



## Nut Roasting Production Line





创新无止境 · 术业有专攻  
There is no limit to innovation



# 传统工艺的守护者

Guardian of traditional crafts

XINGTAI TIANYUANXING FOOD EQUIPMENT CO., LTD



## → WALNUT PRODUCTION LINE

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

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

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

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

### SERIES PRODUCTS CAN BE PROCESSED

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

#### PEELING SERIES COOKING SERIES

Truss  
Feeding of cooking chain plate

#### PEELING SERIES

Walnut production line  
R70-C type

#### DRYING SERIES

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

#### FRIED MACHINE SERIES

Fried machine 600  
Original peanut frying machine  
Tianyuanxing bean frying machine

Service hotline: 400-0319-806

Sales Hotline: 188-3343-6907 188-3343-9573 188-3343-2330

Address: 318 Niuweihe street, Renze Economic Development Zone, Xingtai City



TIANYUAN STAR



FOOD EQUIPMENT