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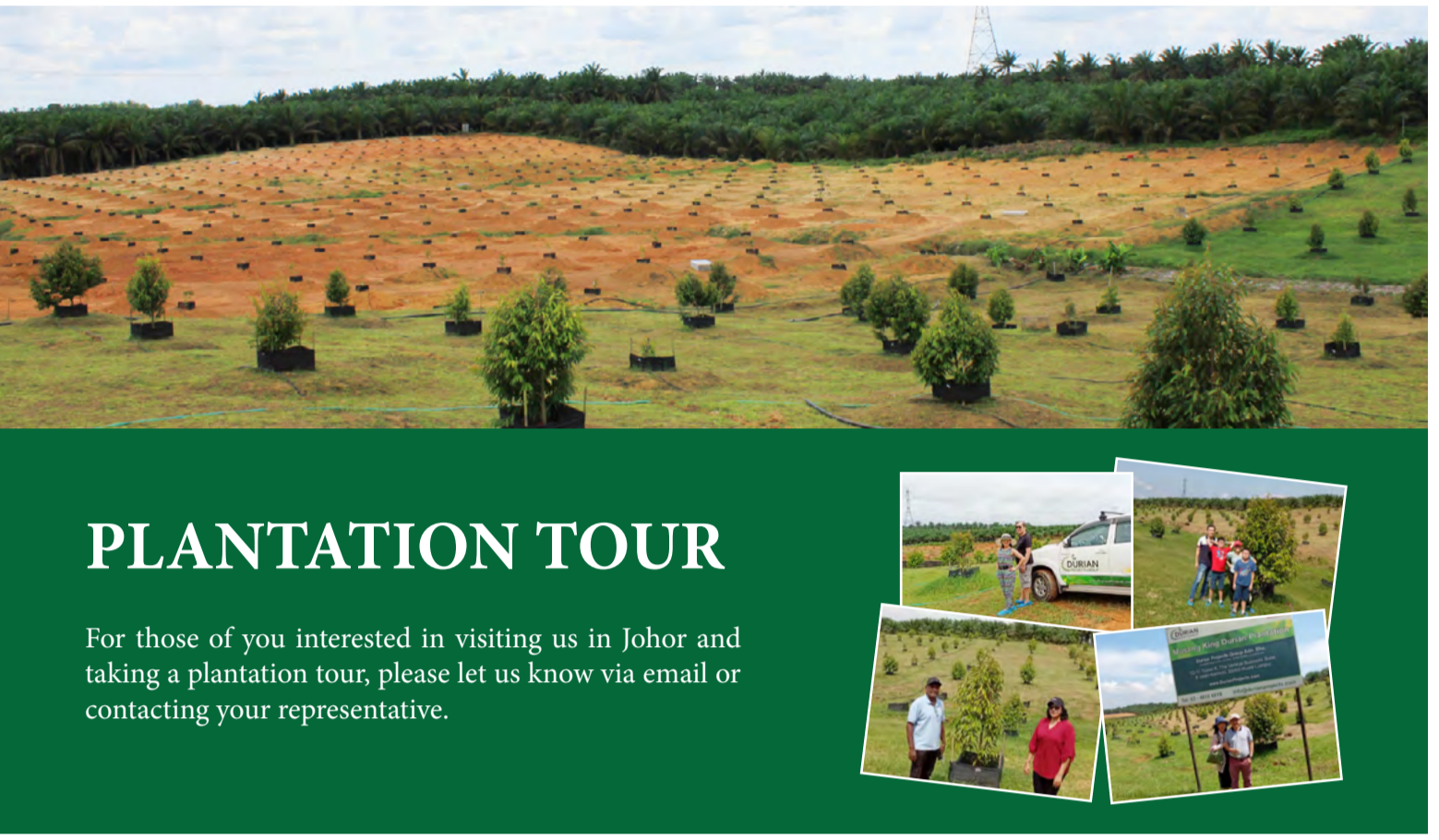
We hope all is well. Presented below is our latest July Durian Projects Newsletter covering key news involving Durian and relevant Malaysian news.

Durian season is finally upon us and has started off stronger than originally anticipated. The season which usually takes place from June to early October is a period when supply peaks with Durians readily available. The lockdown in Malaysia has made it hard to buy the fruit directly from stalls or by the roadside but demand overseas has more than made up for it.

Demand from Singapore and China has continued to break records as consumption rates increase. In Singapore prices for Musang King have reached up to 70 RM/KG during this year's peak period. While in China, imports continue to rise with no end in sight on how high prices can reach. Limits in supplies have made Musang King a rare find resulting in it being labelled a "Designer Durian" by consumers.

Locally within Malaysia sellers have kept on creating new fascinating Durian products. This month saw the introduction of new Durian branded ice creams as well as a new Pizza made with Musang King which has captivated consumers.

Best Regards,  
**Durian Projects Group**



**PLANTATION TOUR**

For those of you interested in visiting us in Johor and taking a plantation tour, please let us know via email or contacting your representative.

## JULY 2021 NEWSLETTER



### Durian consumers in SG facing rising MSW prices of 65 RM/KG +

Musang King prices within Singapore have reached between 65-70 RM/KG based on supply constraints. The price spike has been attributed to the "high" price of Durian to Malaysia suppliers looking to export durians to China, where appetite for the fruit has skyrocketed in recent years.

[To read the full article, please CLICK HERE](#)



### Chinese appetite is growing more & more for Malaysia's Musang King

Musang King's reputation for quality and taste has made them highly sought after by aficionados in China who view them as "designer durians", compared to cheaper Thai varieties. It has been reported that less than 10% of China's population has ever tasted Malaysian durians.

[To read the full article, please CLICK HERE](#)



### Terengganu trader makes a killing selling King of Fruits online

A Terengganu trader has made a killing selling the King of Fruits online during MCO as demand has boomed. Daily sales are around 500 KG with Musang King sold for around 130 RM/KG!

[To read the full article, please CLICK HERE](#)



### Malaysian Siblings offer special pizza with Musang King topping

Wood stove fired Musang King Pizza anyone? Checkout Mystreet Pizza Kitchen in Banggol Peradong, Manir whose selling freshly made pizzas with Musang King for 30 RM.

[To read the full article, please CLICK HERE](#)

## SCHEDULE A CALL TODAY

Book a no obligation appointment or Zoom videocall to learn more about our durian project, our company and the durian market. A member of our staff will walk you through our project and answer all your questions.

[BOOK NOW](#)

