

Hi Dear,

We hope all is well. Presented below is our latest Durian Projects newsletter covering key news involving ourselves and durian.

The main headlines in this month's newsletter relate to the importance that governments are placing on the durian industry. Durian is becoming more and more economically important to Malaysia as the market grows internationally. In Malaysia, we saw the General Election period push prices of Musang King as high as 58 RM/KG as durian was a key focal point for many campaigns. Last week we also saw the government of Negeri Sembilan launch a durian training and tourism centre in Jelebu, in an effort to economically benefit from growing demand.

Another interesting development was talk of anti-fraud quick-response (QR) code stickers being implemented for durian fruit. With the government support this will help identify geographical origin, type of durian, and other key attributes, to gain the confidence of buyers and sellers primarily in international markets who are less familiar with durian. This will help fight fraud in China as well where we see many sellers pretending Thai durians are Malaysian Musang King, which are more valuable.

In other news, Far East Alchemy, an Australian fitness supplement brand has launched a unique limited time durian protein powder. Australia is one of the fastest growing international markets for durian and we are seeing more and more companies launch products there. The powder is pre-blended with black tea powder, allowing consumers who are new to durian to enjoy its flavors without being overwhelmed.

As we approach the end of the year, we would like to thank you all for your support and hope you enjoy the holidays with friends and loved ones. Next year will see us expand the availability of our plantation tours so we hope to meet many more of you soon.

In the meantime, we wish you a Merry Christmas and Happy New Year.

Best Regards,
Durian Projects



PLANTATION TOUR

For those of you interested in visiting us in Johor and taking a plantation tour, please let us know as soon as possible via email or contacting your representative. We look forward to meeting you all soon.



DECEMBER NEWSLETTER



Musang King Durian prices in Pahang spike to 58 RM/KG during GE

The General Election last month saw Musang King durian prices in Pahang spike to as high as 58 RM/KG due to an increase in demand. Durian sellers saw a rush of people visit the state such as campaigners, election workers and voters. Musang King has been a favorite with political parties ordering substantial amounts for their campaigns and workers.

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



New industry initiative - QR durian stickers to fight fraud

QR stickers on durian fruit is the latest industry initiative aimed at improving exports. To be implemented sometime in the near future, these stickers will identify geographic origin and other key attributes. This will improve quality as fruits can be traced to the plantation and gain the confidence of buyers and sellers who cannot distinguish between different durian types.

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



Negeri Sembilan Government creates durian training centre

The government in Negeri Sembilan announced it will be creating a durian training center in Titi, Jelebu. The center will help the state economically benefit from growing durian demand by being a tourist attraction and increasing supply and quality. The center will offer training on growing, fertilization and provide seeds.

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



Australian fitness company releases durian milk tea protein powder

Adventurous fitness enthusiasts can now add durian milk tea flavored protein powder to their post-workout routine. The limited time flavor is being sold by Far East Alchemy for 145 RM for a 1 KG bag, and contains 23.5g of protein and 6.8g of carbs. The powder is also made with lactase enzymes for those with a lactose intolerance.

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. To make a booking, click the button below.

[BOOK HERE](#)