

# Liquid nitrogen durian is approved for export to China driving market demand for durian puree

## Detail Introduction :

"Since the unshelled durians were allowed to be exported to China in May 2019, the export volume of durian from Malaysia has grown rapidly. In just one month, from July to August, our company exported 675,000 durians to China; it has nearly tripled year on year. Recently, Manager Luo, the head of KAMI FOODS SDN BHD in Malaysia, accepted an interview with FRESHPLAZA about Malaysia's frozen durian and domestic market.

"Malaysian durian industry follows the traditional model and must wait until the fruit is fully mature and ripens naturally before being put on the market. Although the natural ripe fruit has better quality and better taste, the disadvantage is that the product has a short shelf life, and the fruit will generally rot in about three days. Hence, it is not suitable for long-distance transportation. When the news that Malay frozen durian was approved to enter the Chinese market came out, many local growers began to look for new durian tree planting sites, planning to increase production further. From the point of view of consumer demand,

"Manager Luo said, "As Malay durians enter China in batches, the market is becoming more mixed. Some exporters use cheap varieties to pretend to be high-end varieties and sell them at prices several times higher than the actual price.

The product information is not listed on the customs declaration, so it is difficult for importers to distinguish the variety and grade of the product based on its appearance. Therefore, I think that the supervision of relevant departments must be attached great importance. "

Besides frozen durian, durian puree is also the company's main product. Manager Luo said, "Actually, before the frozen pulp and frozen shell durians were allowed to be exported to China, we exported frozen durian puree to the Chinese market for 6 consecutive years. The sales volume has been growing steadily at 20% per year. We purchase fresh fruits from Malay durian farms, crush them into a puree, and then use liquid nitrogen freezing technology to sell them in vacuum-packed form. Sales channels include chain restaurants, supermarkets, and e-commerce platforms. Most of the durians we use are D24, the second most popular variety in Malaysia, with a market share of 70%-80%. This variety of durian is cost-effective, and the pulp is more easily accepted by the taste. "