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Malaysia bets on durian as China goes bananas for world's smelliest fruit

马来西亚"押宝"榴莲,因为中国人为世界上最臭的水果疯狂

The stinky, spiky durian is set to become Malaysia's next major export as the Southeast Asian nation rushes to develop thousands of acres to cash in on unprecedented demand for the fruit from China.

奇臭无比、浑身长刺的榴莲有可能成为马来西亚的下一个主要出口产品,因为这个东南亚国家 急于开发数千英亩的土地,以在中国对榴莲的空前需求中牟利。

Once planted in family orchards and small-scale farms, the durian, described by some as smelling like an open sewer or turpentine when ripe, is attracting investments like never before. Even property tycoons and companies in palm oil, Malaysia's biggest agricultural export, are making forays into the durian business.

榴莲,曾经种植在家庭果园和小型农场中,被一些人描述为"成熟的时候闻起来就像露天的臭水沟或松节油",但它正吸引着前所未有的投资。就连地产大亨和棕榈油(马来西亚最主要的出口农产品)公司也在进军榴莲行业。

The Malaysian government is encouraging large-scale farming of durian, counting on a 50 percent jump in exports by 2030.

马来西亚政府正鼓励大规模种植榴莲,预计到 2030 年,榴莲出口量将增长 50%。

Chinese pay top dollar for Malaysia's 'Musang King' variety of durian because of its creamy texture and bitter-sweet taste. Prices of the variety, now planted all over the country, have nearly quadrupled in the last five years.

中国人愿意花高价购买马来西亚"猫山王"品种的榴莲,因为这类榴莲拥有奶油般的质感和甜中带苦的口感。猫山王目前已在马来西亚全国各地种植,在最近五年里,这一品种的价格几乎翻了两番。

China's durian imports rose 15 percent last year to nearly 350,000 tonnes worth \$510 million, according to the United Nations' trade database. Nearly 40 percent was from Thailand, the world's top producer and exporter.

根据联合国贸易数据库的信息,去年中国的榴莲进口量增长了 15%, 达到近 35 万公吨,价值 5.1 亿美元。其中近 40% 的进口量来自泰国,泰国是世界上最大的榴莲生产国和出口国。

Malaysia accounted for less than 1 percent, but expects sales to China to jump to 22,061 tonnes by 2030 from this year's likely 14,600 tonnes, as trade is widened to include whole fruit from the current restriction to durian pulp and paste.

来自马来西亚的榴莲占比不到 1%,但预计到 2030 年,马来西亚对华出口的榴莲销售量将从 今年的大约 14,600 公吨猛增至 22,061 公吨,因为贸易范围将扩大到整只榴莲,而不仅限于 目前的榴莲果肉和榴莲酱。

M7 Plantation Bhd, a private company established last year, is developing a 10,000-acre durian estate in Gua Musang, home to the Musang King in the eastern state of Kelantan, and is selling durian trees for 5,000 ringgit (\$1,200) each.

马来西亚 M7 种植公司是一家去年成立的私人企业,它正在话望生开发一座占地 1 万英亩的榴莲庄园,地点设在吉兰丹州东部的"猫山王"原产地,除此之外,它还以每棵 5,000 林吉特(1,200 美元)的价格出售榴莲树。

"We founded the company because we see potential in the industry, the primary target being China," Chief Executive Ng Lee Chin said, adding that most of her buyers were from China.

"我们之所以创立这个公司,是因为我们看到了榴莲行业的潜力,我们的主要目标是中国。"首席执行官 Ng Lee Chin 这样说道,她还补充称,她的大部分买家都来自中国。

_______文章来源 / 路透社

重点词汇

durian/ˈdʊriən/

• n. 榴莲

go bananas

发疯

stinky/'stɪŋki/

- adj. 有臭味的;十分难闻的 e.g.
- a pair of sweaty, stinky socks

spiky/'spaIki/

- adj. 有尖刺的
 - e.g.
- a spiky cactus

cash in

- 利用;从中牟利;从…中捞好处 e.g.
- Small businesses cash in on holiday shoppers.

sewer/'sjuIa(r), 'suIar/

• n. 污水管;下水道;阴沟

turpentine/'t3IrpantaIn/

• n. 松节油

make forays into

• 初次尝试;出击;进军

jump/d3^mp/

- n. 突升,猛涨,激增 e.g.
- a jump in pre-tax profits

quadruple/kwax'druxpl/

• v. 是…的四倍;翻两番_

pulp/pnlp/

• n. 果肉

paste/peist/

• n. 面团;酱;糊糊

e.g.

• tomato / curry paste

ringgit/'rɪŋgɪt/

• n. 令吉,林吉特(马来西亚货币单位)