

INDUSTRY UPDATES

HD Huiyuan Juice eyes Australian farms

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China Huiyuan Juice **Group** Limited, the largest privately owned juice producer in **China**, plans to invest in the agricultural resources in Australia by acquiring one or two farms. The **company** is studying the acquisition details.

"Huiyuan has long planned to invest in Australian agriculture. We visited five farms in Australia this year, and we are going to **buy** one or two of them," said Zhu Xinli, chief executive of **China** Huiyuan Juice **Group** Limited. "The **company** is researching the potential product output of the Australian farms we will **buy**. We might foster cows, sheep, grains, or import finished products to **China**."

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The **Hong Kong**-listed juice producer's major products range from fruit juice, vegetable juice, to bottled water, tea drinks and **dairy** drinks. In addition to beverage producing, the **company** enlarged its layout at the agricultural sector this year, gearing at health preserving agriculture. Currently, the **company** is actively setting up its upstream industry by investing in 19 agricultural projects in 13 provinces nationwide.

Meanwhile, the Beijing-based juice manufacturer will expand its **business** in pasture investment. In October, the **company** imported **dairy** cows that worthy more than 50 **million** yuan (\$8.14 **million**) from New Zealand into a demonstration base in Heilongjiang province in Northeast **China**. Huiyuan is going to put in an additional 2 **billion** yuan in constructing production lines of juice and **dairy** products, as well as building agricultural ecological park in Heilongjiang province.

Zhu said the investment in farms and pastures will provide high quality organic fertilizers and guarantee the food safety of Huiyuan products. He said the **company** plans to build more agricultural bases in Europe, Africa and Oceania in the near future.

Analysts said the significance of the upstream value of juice products has not get enough awareness from the public compared to **dairy** products, and it will become increasingly prominent amid food safety concerns.

CO huijuc : China Huiyuan Juice Group Ltd | bhfjbg : Beijing Huiyuan Fruit Juice Beverage Group Co. General

IN ijuice : Fruit Juices | i0 : Agriculture | i41 : Food/Beverages/Tobacco | i428 : Soft Drinks | ibevrge : Beverages/Drinks | icnp : Consumer Goods | inonal : Non-alcoholic Beverages/Drinks

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