

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

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.

stinky 恶臭的

spiky 尖刻的

durian 榴莲

smelly 难闻的; 有臭味的

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.

orchard 果园

sewer 下水道

property 性质; 性能; 财产; 地产

tycoon 大亨; 巨头

palm oil 棕榈油

foray into 进军; 涉足

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

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.

creamy 奶油的; 乳脂的

quadruple 四倍的

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

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

pulp 果肉

paste 糊状物; 浆糊

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.

"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.