



# Haisheng Group

*An Evolving Global Provider*

JUN 18, 2019, Shanghai



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*An Evolving Global Provider*

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## Haisheng Introduction

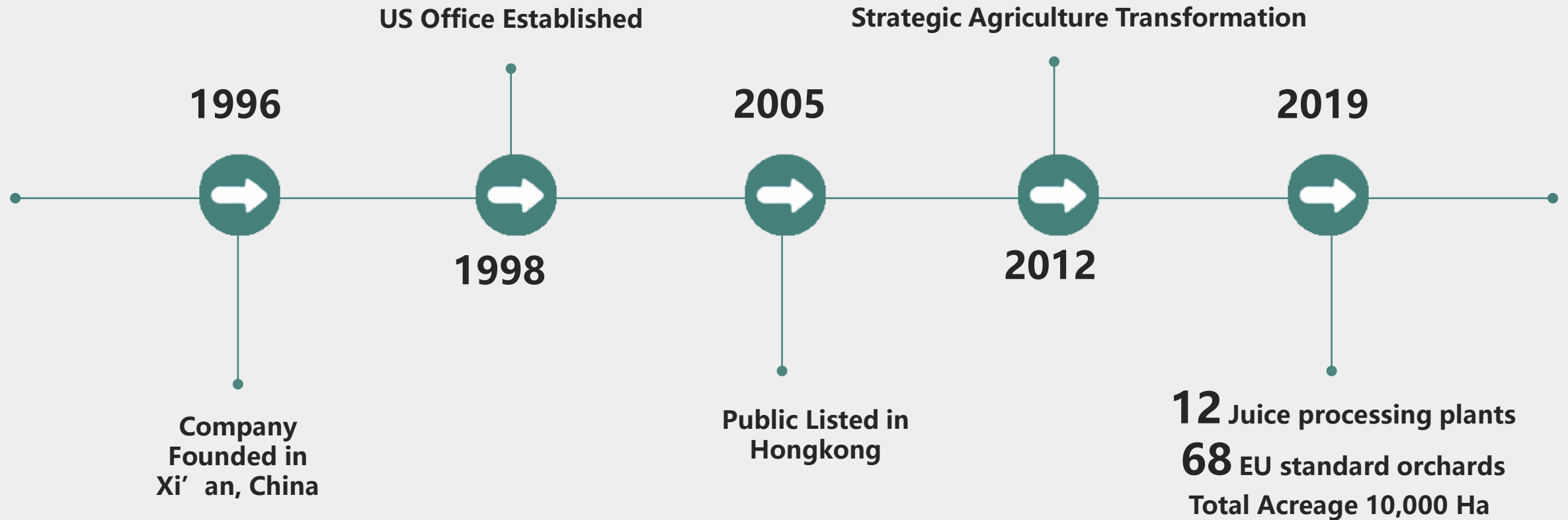


# Haisheng Mile Stones

Haisheng Introduction

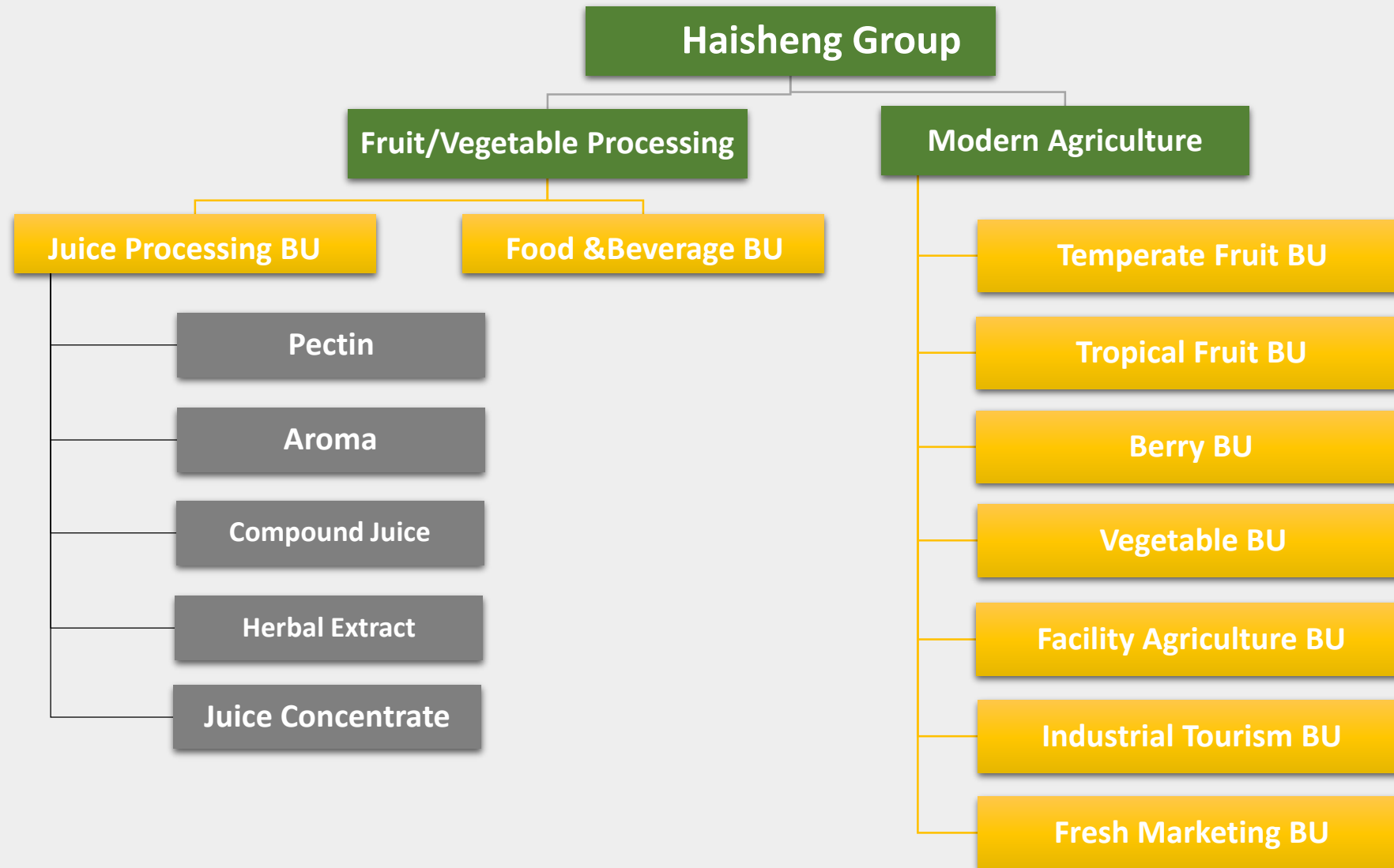


**22** Years Focus on Global Fruit and Vegetable Industry



# Business Units

Haisheng Introduction



2

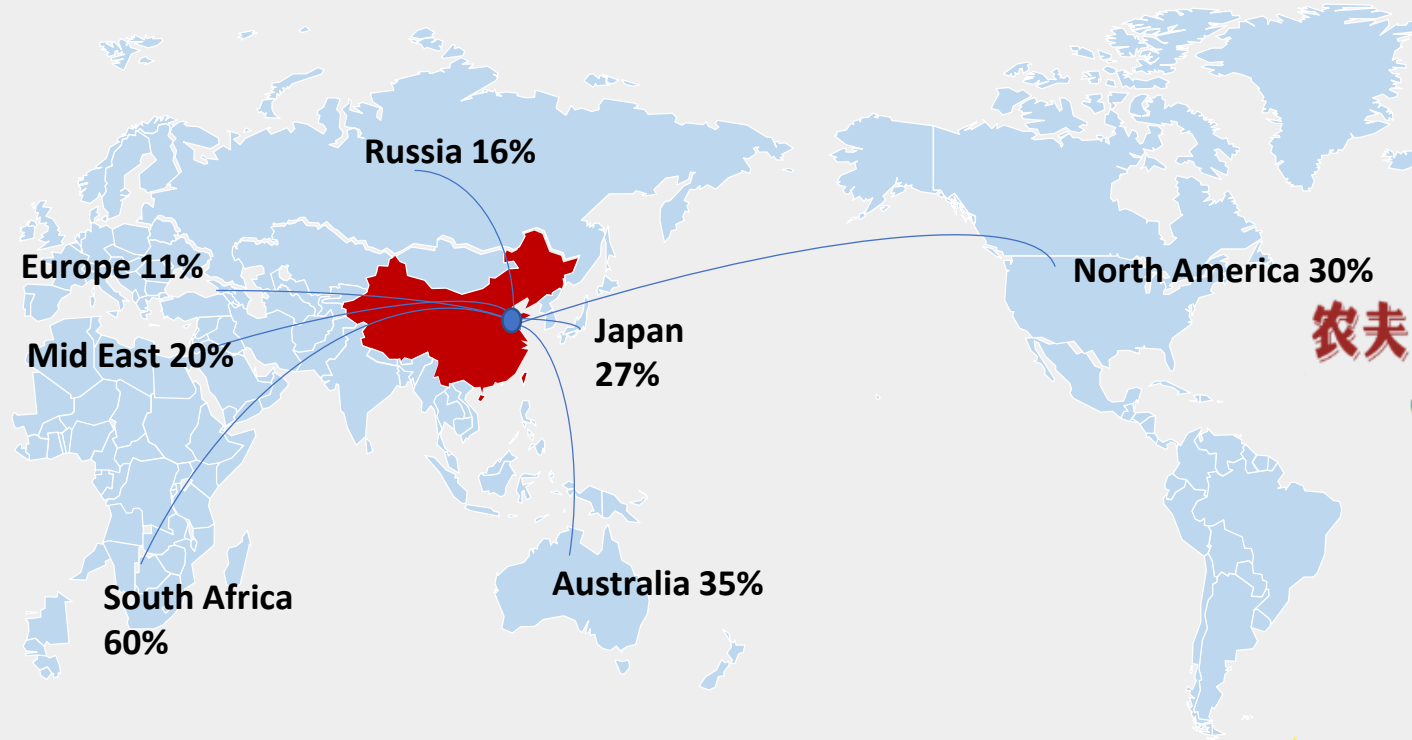
## Haisheng Processing and New Business





# 22 Years in Juice Processing

Haisheng Processing



- The global Leading Juice Concentrate Supplier
- 10 fruits processing factories across China

- 16% of global supplying volume
- International Certificates

- Corporation with famous brands all over the world

# Core BU - Processing (By Product)

New Business Diversification



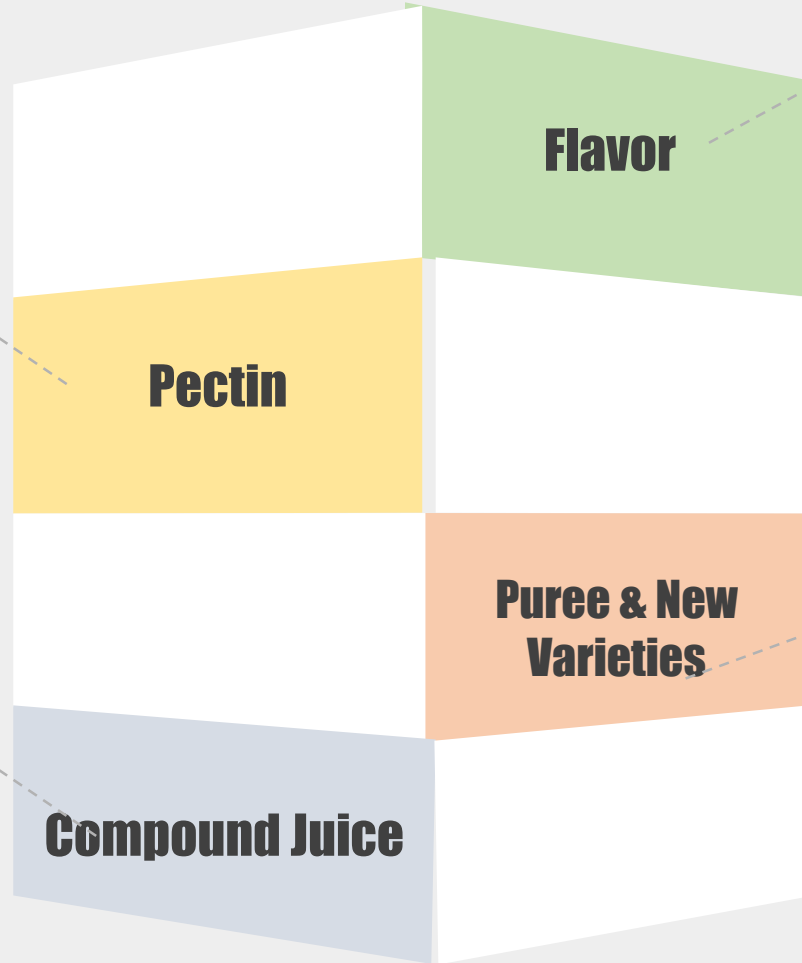
Focus on utilization of the raw material and capacity



- Apple Pectin & Citrus Pectin
- HM, LM and LMA
- Current Annual Capacity - 2,000MT
- Add on citrus pectin production



- We provide recipe solutions
- Raw Material Supply: Optimize resources
- Research: R&D + Sales
- Production: Capacity Utilization
- Formulation: Technical after sales support, guiding market trend



- Collection during juice processing
- Type: 600/1200/1600 fold Green/Red Apple Flavor/300-fold Strawberry Flavor
- Current Annual Capacity: 2000MT ( 200 Fold); 300MT (600/1200 Fold)
- Citrus Flavor will be developed in the future



- Puree & Concentrates
- Varieties: Apple, Pear, Peach, Apricot Sweet potato etc
- Customized variety
- Organic Juice
- Flavor add back AJC



# Diversification in Processing - Beverages, Foods

New Business Diversification



Lactobacillus Beverage (50% Juice Content)



Breakfast Fruits Cereals



Natural Fruits Jam (99%)



Fruits Crackers



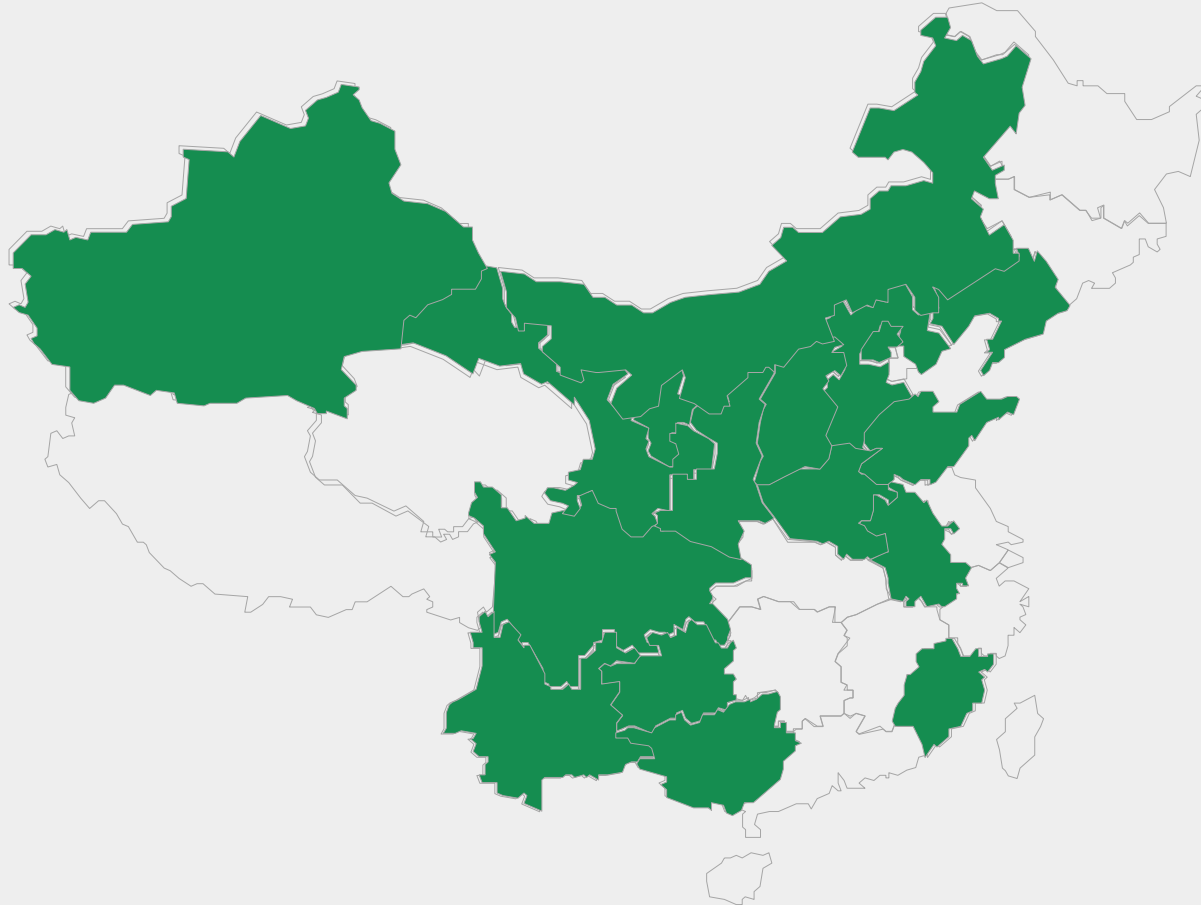
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## Modern Agriculture





# Modern Agriculture



Apple : 42 Orchards, Total 4857 Hectare

Citrus : 17 Orchards, Total 3266 Hectare

Berry : 11 Orchards, Total 820 Hectare

Baby Carrots : 5 Orchards, Total 687 Hectare

Greenhouse : 5 Hectare TongChuan, 12 Hectare Ping Liang

Others : Pear, Kiwi, Cherry, Candy Tomato

Total Growing Area 10,000 Hectare from 2012 - 2018

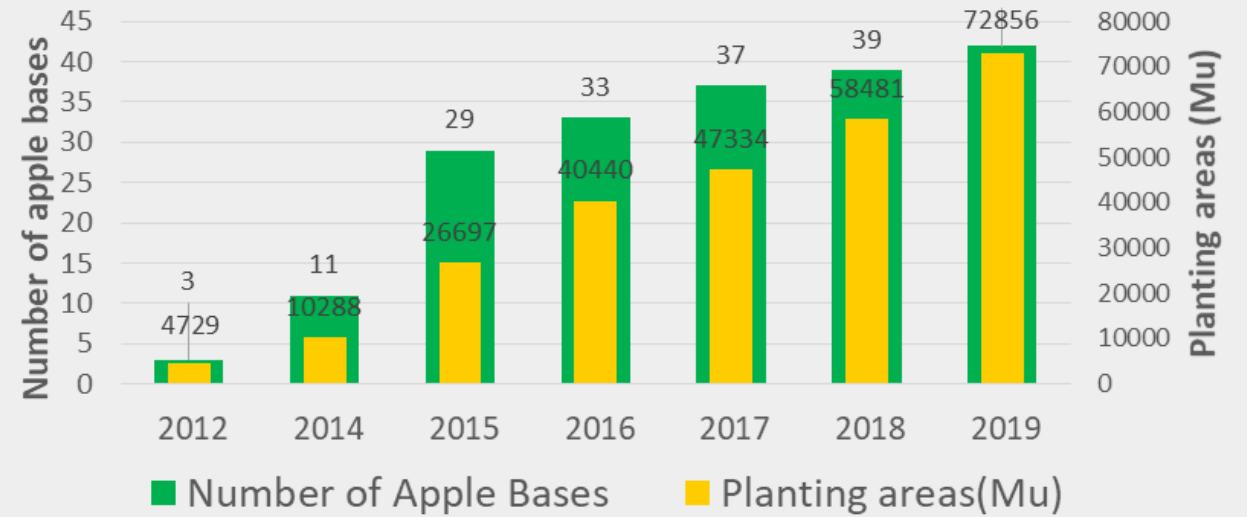


# Temperate Fruit BU

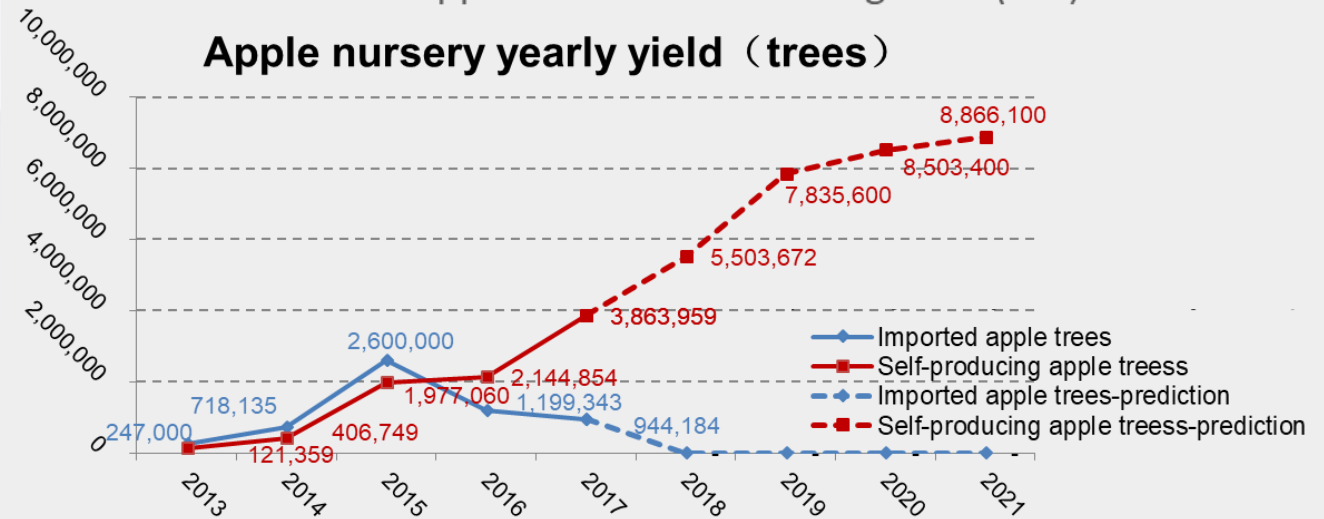
## Development of Haisheng Apple Planting Bases



The number and planting areas development of apple bases of Haisheng during 2012-2018 and estimation in 2019



Apple nursery yearly yield (trees)





# Tropical Fruit BU

17 Citrus Plantation Bases, 3266 Hectare

Gu Lin, Xu Yong, Pu Jiang, Yi Long, Fu Shun, Shun Qing, Ying Shan

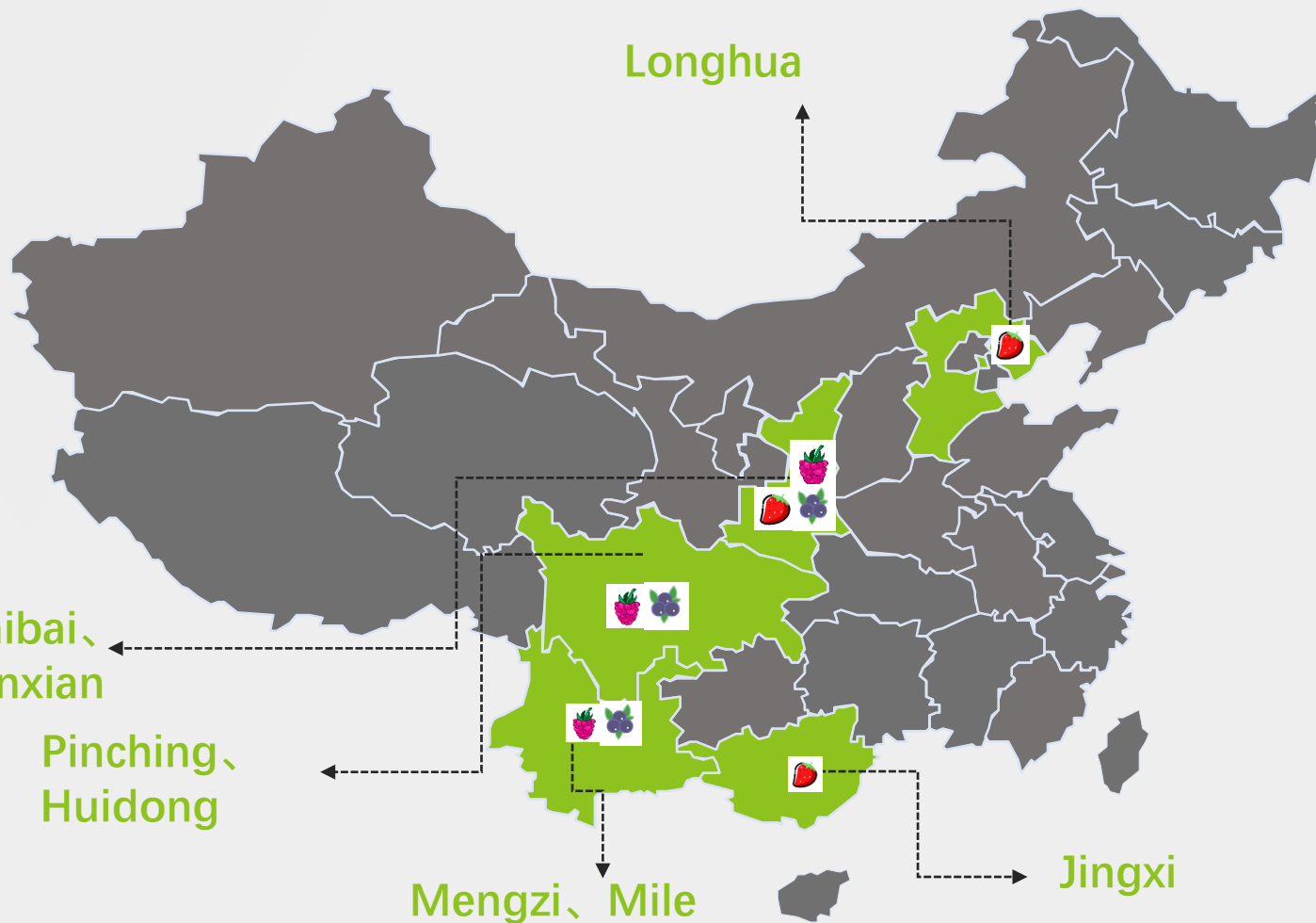
Luo Dian





Lai Bin, Jin Xi, De Bao, You Jiang



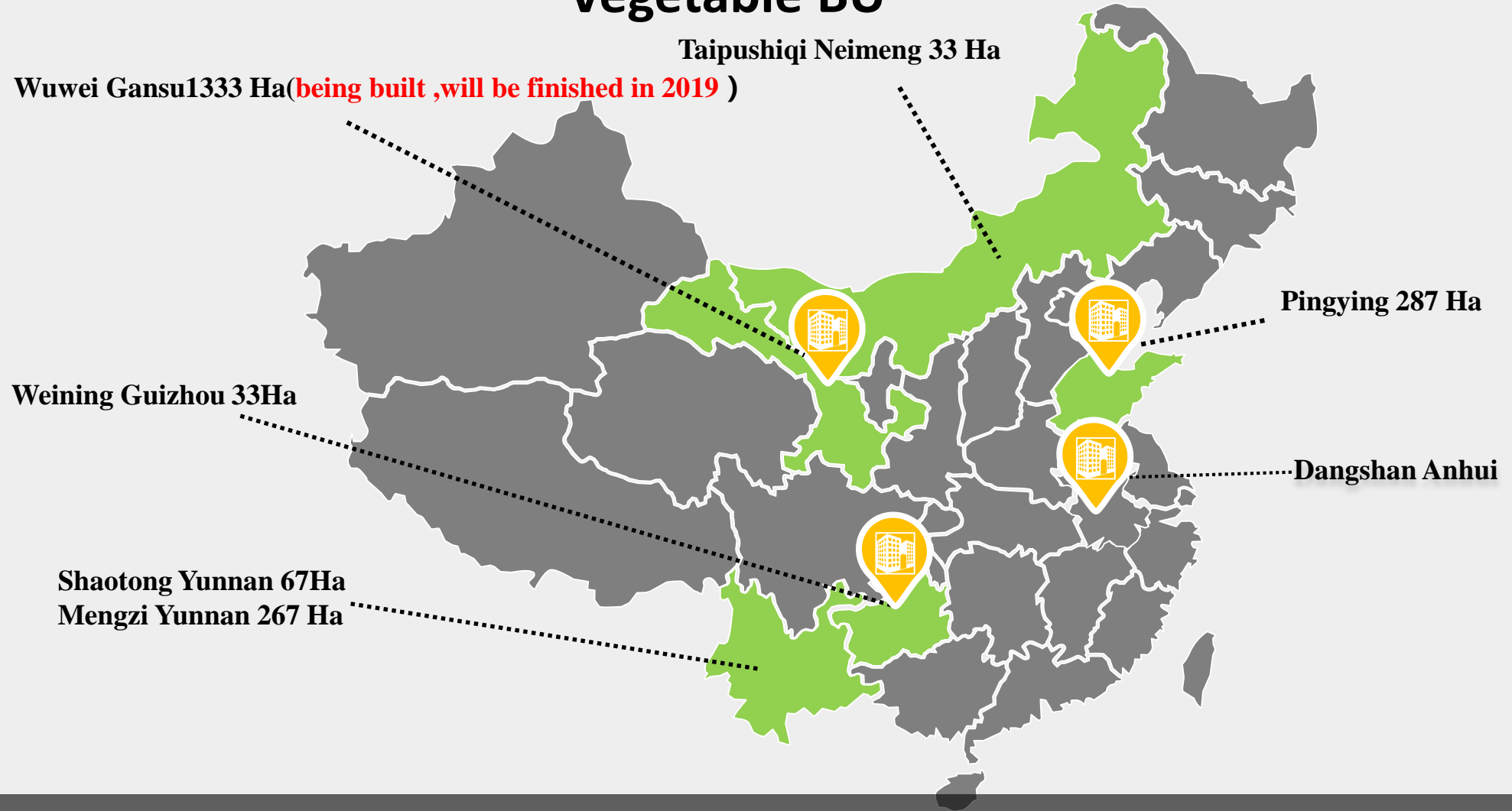
# Berry BU

Strategy layout total 11 Orchards  
820 Hectare.  
Distributed in 5 provinces of China



-  Blueberry base: 4 with total area of 533 Hectares
-  Strawberry base: 4 with total area 67 Hectares
-  Raspberry base : 3 with total area 20 Hectares
-  Pomegranate base: 1 with area 200 Hectares

# Vegetable BU



5 Orchards , 687 Ha , 3 Processing plants , Max daily capacity 70MT

# Vegetable BU

Fresh Food

With Sauce

Others



Fashionable



More choice of the flavor



Diversified Cooking Style



# Facility Agriculture BU



## Stable Running :

- Pin Liang : 12 Hectare Tomato Greenhouse ;
- Tong Chuan : 5 Hectare Strawberry Greenhouse ;

## In Construction :

- Zhang ye section I : 17 Hectare Tomato & Bell pepper Green House ;
- Yan Cheng : 10 Hectare Tomato Greenhouse ;

## Signed & In Schedule :

- Zhang Ye section II : 40 Hectare ;
- Wu Wei : 20 Hectare ;
- Bai Yin : 30 Hectare ;

**Total 135 Hectare growing area In 2020**



# Fresh Market and Branding





# Dangshan Haisheng Pectin





# Background Introduction

Haisheng Pectin



## Dangshan Plant



- Dangshan Haisheng Pectin Co. Ltd. is a subsidiary Corporation fully owned by Anhui Dangshan Haisheng Fresh Fruit Juice Co. Ltd.
- Capacity: Designed 4,000 MT Standardized Pectin Products on two phase approaches
- Phase 1: 2,000MT HM Apple Pectin, Production from Dec 2015
- Citrus pectin are produced since 2017
- Member of the International Pectin Producer Association (IPPA) since 2019



# Haisheng Pectin Project Timeline

Haisheng Pectin



May 2014 – Project launched



Aug 2014 – Workshop construction started



April 2015 – Workshop completed



May 2015 – Installation of supporting facilities



Oct 2015- Installation of facilities in workshop complete



March 2016 – Sales of HM pectin products

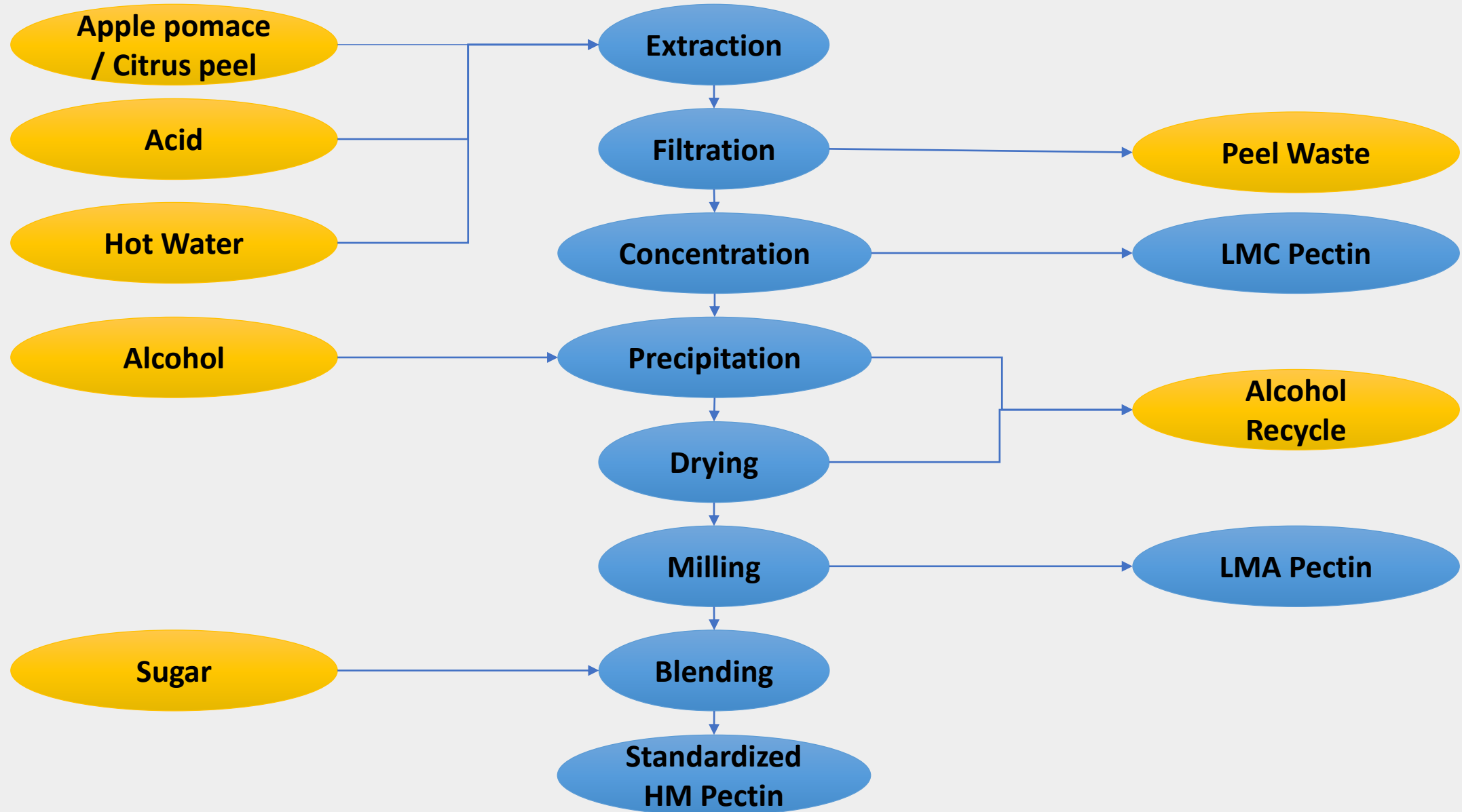
NATURAL  
PECTIN  
海升果胶



- Fast installation and plant operation
- Professional technical and management team
- Target on products quality and improvement
- Production and sales ratio: **92%**

# Haisheng Pectin Processing Flow

Haisheng Pectin





# Haisheng Pectin Production – Facilities

Haisheng Pectin



● CIP system



● Pectin Extraction



● Flottweg, GEA Decanter



● Unipektin Evaporator



● RO Water treatment UF 4, 20T/H



● GEA Centrifuge



# Haisheng Pectin Products

Haisheng Pectin

- Entire products supplying capability
- HM Apple and Citrus category
- LMC and LMA range
- 20+ Types current products
- Colour of Apple pectin is improved by varies of technical break through
- Used in applications as confectionary, jam, beverages, dairy, pharmaceutical, etc.



HAISHENG

NATURAL  
PECTIN  
海升果胶

## 果胶产品应用 Pectin Application



HAISHENG

# Pectin Product List

- HM APPLE PECTIN

Type of Pectin	DE°	Characteristics & Properties	Main Area of Application
HSA101	>70%	Apple Pectin Ultra rapid set SAG 150°±5	Jams, Juices
HSA102	68 - 70%	Apple Pectin Rapid set SAG 150°±5	Jams, Juices
HSA103	65 - 68%	Apple Pectin Medium rapid set SAG 150°±5	Different packing of Jams
HSA104	62 - 65%	Apple Pectin Slow set SAG 150°±5	Jams, Confectionery
HSA105	58 - 62%	Apple Pectin Extra slow set SAG 150°±5	Confectionery
HSA181	70 - 78%	Apple Pectin High pectin stable capacity	Yoghurt Drinks
HSA151B	58 - 62%	Apple Pectin Buffer salt extra slow set	Confectionery, Gums
HSA121	>70%	Apple Pectin 4% solution viscosity 400-500CP	Beverages

# Pectin Product List

- HM CITRUS PECTIN

Type of Pectin	DE°	Characteristics & Properties	Main Area of Application
HSC102	68 - 70%	Citrus Pectin Rapid set SAG 150°±5	Jams, Juices
HSC103	65 - 68%	Citrus Pectin Medium rapid set SAG 150°±5	Different packing of Jams
HSC104	62 - 65%	Citrus Pectin Slow set SAG 150°±5	Jams, Confectionery
HSC105	58 - 62%	Citrus Pectin Extra slow set SAG 150°±5	Confectionery
HSC181	70 - 74%	Citrus Pectin High pectin stable capacity	Yoghurt Drinks
HSC151B	58 - 62%	Citrus Pectin Buffer salt extra slow set	Confectionery, Gums
HSC121	>70%	Citrus Pectin 4% solution viscosity 400-500CP	Beverages
HSC123	>70%	Citrus Pectin 4% solution viscosity 500-600CP	Beverages

# Pectin Product List

- LMC APPLE PECTIN

Type of Pectin	DE°	Characteristics & Properties	Main Area of Application
HSA300	30 - 35%	<b>Apple Pectin</b> Very high calcium reactivity	Low sugar jam, fruit preparations
HSA310	36 - 40%	<b>Apple Pectin</b> Medium calcium reactivity	Low sugar jam, fruit preparations
HSA310FB	36 - 40%	Medium calcium reactivity High stability for bakery	Low sugar jam, fruit preparations, fruit filling

- LMA CITRUS PECTIN

Type of Pectin	DE°	DA°	Characteristics & Properties	Main Area of Application
HSC200	25 - 30%	20 – 25%	<b>Citrus Pectin</b> High calcium reactivity	Yogurt, low sugar jam, fruit preparation, glazing
HSC210	30 - 35%	15 - 20%	<b>Citrus Pectin</b> Medium calcium reactivity	Low sugar jam, Fruit preparations
HSC220	35 - 40%	10 – 15%	<b>Citrus Pectin</b> Low calcium reactivity	Low sugar jam, fruit filling

# Haisheng Pectin Further Steps

Haisheng Pectin



## Pectin Projects

Based on current supply of raw material and market, we will keep improving our production capability and products quality.

- ① Continuous work and focus on current HM pectin
- ② R&D and application development on more product varieties, provide quality service to customer
- ③ Strive to develop citrus pectin, LMA and LMC – Speed up products structural diversification and upgradation
- ④ Improve products competitiveness and after sale technical service



# HAISHENG

## THANKS

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