



NEWLEAF DURIAN FARM PELANGAI, PAHANG

SUSTAINABLE DEVELOPMENT

Newleaf's latest MyGAP-compliant durian plantation development in Pelangai, Pahang has been undergoing for the past 2 months at Pelangai, Pahang over 56 acres of freehold land. It is divided into 5 sections by category including a sapling nursery and workers' quarters. We aim to plant up to 2,300 trees with 75% as Musang King trees and 25% as Black Thorn trees respectively.

In addition to good soil quality, the terrain has a good elevation with ideal flow of water, perfect for durian plantation. Adjacent lands have lush greenery to keep wind, rain and humidity at optimal levels. Located right beside the main road also serves as a logistical advantage.

With Newleaf's land development specialist team, development is executed with environmental mindfulness for maximum land utilisation, security and minimal impact on nature.

Roads are planned and built for the most convenient workers' access for plant cultivation, maintenance works and harvesting. With a systematic approach and a strict adherence of SOPs, our well trained farm workers ensure land and tree cultivations are carried out in a safely, efficiently and timely manner.





MYGAP CERTIFIED FARM MANAGEMENT

As the start of our high-valued and comprehensive agribusiness value chain, all Newleaf durian orchard is in compliance with the Malaysian Department of Agriculture's Good Agricultural Practices (MyGAP).

We, at Newleaf Plantation, are serious about protecting the environment, so we do not use any pesticides, herbicides, fungicides and insecticides.

Newleaf utilises highly efficient cultivation techniques and management methods, from seed selection to sapling plantation, and then to nurturing the durian trees. These rigorous processes are carried out in order to ensure healthy growth of the trees, as well as their eventual bountiful and high quality yields.

As a data-driven company, the health of each tree is monitored daily, recorded and reported. Besides preventive measures on foreseeable challenges, early detection of issues ensure that immediate resolution is taken to protect durian trees.



Irrigation System

Thanks to our specially designed irrigation system, we are able to rely solely on rain, river and pond water to hydrate all of our durian plants.

With strategically positioned rain water catchment ponds, water is distributed with higher efficiency. As this is naturally a sustainable measure that is good for the environment, it also removes any conventional cost for water supply.

An elaborate network of customised piping is also implemented according to respective areas of the farm with differing water pressures.

Weather changes create varied needs for water, our team is always attentive and constantly adjust to changes. For normal days, a timer-controlled sprinkler system is used.

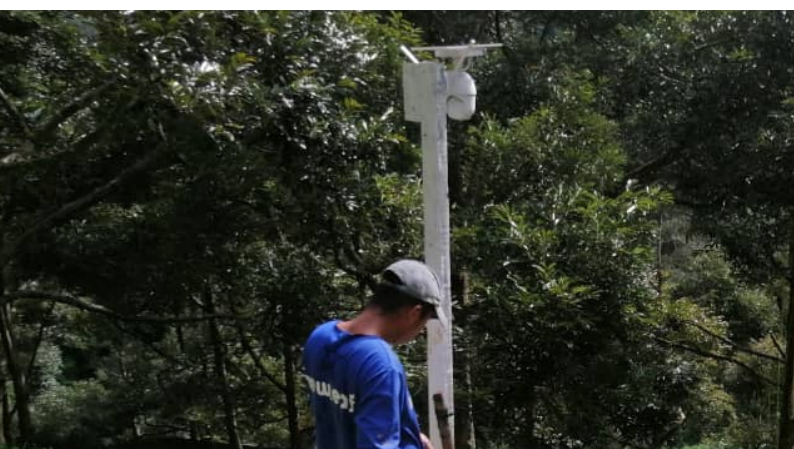




Worker's Quarters

As part of our ESG practice, Newleaf provides clean and comfortable accommodations, with all the necessary amenities for our farm workers.

It is also important to us to ensure they maintain good physical, social and mental health, especially post-Covid 19 pandemic.



Surveillance System

24-hours Closed Circuit Television (CCTV) is installed throughout the farm to ensure the safety of workers and as, and to monitor the smooth progress of farm development.



Security Perimeter

With a mixture of undulating terrain and obstructed line of sight across the entire farm, further measures are taken to minimise external risks, such as wild life and trespassers, that will affect the security and management of our plantation.

To a high extend, fencing and gating of our perimeter will mitigate risks of theft or robbery, asset vandalism, soil and water source tempering, harming of trees and sapling, etc.



NEWLEAF LIPIS

Coming on to its second year, the Newleaf Lipis durian orchard has been seeing healthy growth in all 380 durian trees, consisting of 344 Musang King trees and 36 Black Thorn trees.

By the year 2025, these trees will mature and will be expected to produce their first harvest.

The total land area is 10 acres with rain water harvesting ponds and dedicated to workers' quarters.





NEWLEAF BENTONG

Coming on to its seventh year, The Newleaf Bentong durian orchard has been nurturing all 244 durian trees to grow in good health. They consist of 218 Musang King trees, 5 Black Thorn trees and 1 Kampung durian tree over the total land area of 5.27 acres.

In its second year of harvest, we see limited yield but expect exponential growth in the coming seasons. Current revenue is helping to cover the costs in other green field plantations under the Newleaf group.

Accommodations and living amenities are also provided to our farm workers.





MANUFACTURING FACILITY IS CERTIFIED AND OPERATIONAL

Newleaf Manufacturing Sdn Bhd, the processing arm of Newleaf group of companies, is located at the same address as our Head Office in Sunway Damansara Technology Park, Selangor.

With HACCP and GMP-compliant infrastructure, machineries and a well trained processing workforce, we have maximised the per square footage production value of the facility.

Another important focus for us is to maintain the lowest carbon footprint by optimising energy consumptions and practicing the most efficient process flow.

Our factory is fully equipped for proper de-husking, de-seeding, freezing, packing, storing and waste management. This allows us to greatly increase our competitiveness in the export arena.

To date, we are proud to have fulfilled orders to Singapore, Taiwan, Hong Kong, China, Australia, Japan and the Middle East. We foresee increased workload with the ever increasing demand internationally.



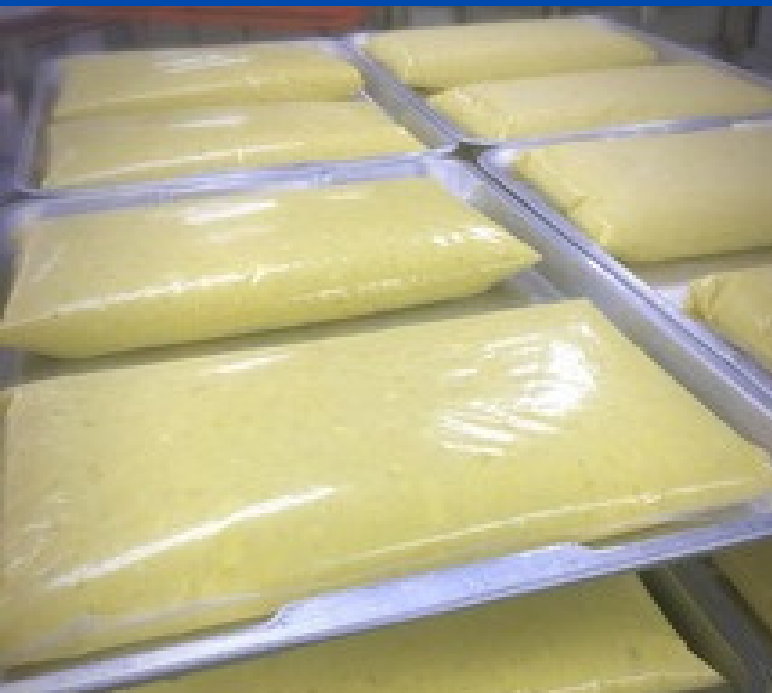


Frozen Whole Fruit

With Nitrogen treatment technology and proper cold storage, Newleaf's GMP certified Manufacturing is equipped to produce liquid Nitrogen Frozen Whole Fruits for exporting.

Frozen Durian Pulp

We have seen rising overseas demands for ready-to-eat durians. With stringent quality control, the best pulps are sealed into individual trays for convenient transportation, storage display, and consumption.



Frozen Durian Paste

The increasing love for everything durian has resulted in pastes being used in downstream products, such as mooncakes, chocolates, ice creams or pastries. Revenue from growing demands have been increasing steadily.

Newleaf Durian Truck and Doorstep delivery

From 11am to 9pm of every Monday to Saturday, come satisfy your durian cravings by finding us beside Maybank, Kota Damansara and RHB Bank, Uptown Damansara. Durians are delivered daily, fresh from farm!

Or join our Celebrity fans and happy customers by ordering from our e-Shop to enjoy deliveries right to your door step.

www.newleafdurian.com



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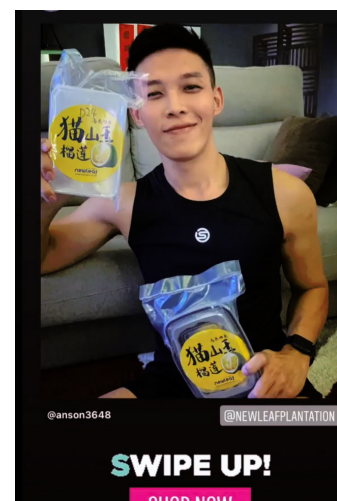
Liked by juisan777 and 43 others
njun_takeshi 已经来到八月份，宅在家已经差不多两个月



102 likes
julianaramle Heavenly taste! Yummy, musang king dh pon



139 likes





NEWLEAF-DHL DURIAN EXPRESS

Newleaf's collaboration with DHL has been the talk of the town amongst logistics and fruit exporting circles. Prior to this, deliveries of perishables like fresh durians have never been done before.

Now that Newleaf has taken the lead, we are happy to say that our premium fresh durians can be delivered directly to our dear customers' doorsteps in Hong Kong and Singapore.

On 8-9 January 2022, this groundbreaking collaboration has also been featured in the Future FoodTech Festival, held in Publika, setting a new yardstick in the industry.





ASTRO GO SHOP

Television shopping has been an extremely effective channel to market and sell products to mass consumers directly in their homes.

Astro GO Shop has proven to be highly engaging with their audiences and Newleaf has been showcased as one of the brands that were very popular and well-received amongst television shoppers.

FIND US ON GRAB

Leveraging on various online channels, one of the most popular online platform that Newleaf has been onboarded is Grab.

Now users of Grab can easily enjoy premium ready-to-eat durian from Newleaf, delivered right to their doorsteps.

FOLLOW US on Newleaf's social media accounts to keep up with the latest news and offerings!

FACEBOOK:
newleafmalaysia

INSTAGRAM:
newleafdurian

YOUTUBE:
Newleaf Plantation
Berhad

WEBSITE:
www.newleaf.com.my