



## JANUARY 2023 NEWSLETTER



## THE HOME-GROWN BRAND THAT OUTGREW BORDERS

Against all odds, Newleaf has accomplished milestone after milestone, with a vision to create a self-sustainable agribusiness supply chain and brand from plantation to export. As an OEM (Original Equipment Manufacturer) brand supplier, Newleaf has been successfully delivering numerous containers of durian products for overseas market all this while according to the product specifications our B2B2C clients require.

However, as market demand shows no sign of slowing down and having track records of adhering to the highest quality control and food safety standards, Newleaf is greatly excited to finally launch its very own in-house brand!

With a fresh new design, Newleaf's in-house branded products not only showcase the quality and desirability of each item, but also convey a clear brand positioning: Newleaf products are the top choice for discerning durian lovers who appreciate both presentation and flavour.

We strongly believe this will benefit our foreign distribution partners with competitive edges in terms of branding and marketing, costing, delivery time, quality assurance and supply consistency. Enquiries can be addressed to [export@newleaf.com.my](mailto:export@newleaf.com.my) as our team is ready to provide professional guidance.



Introducing our new packaging for Frozen Durian Whole Fruit and Frozen Durian Pulp, now available for overseas export. Our durian varieties include the highly sought-after D197 Musang King, D24 Sultan King, D200 Black Thorn, and D168 IOI durians.

Our Frozen Durian Whole Fruit is harvested at its peak of ripeness and carefully packaged to ensure that you get the best quality and taste. Our Frozen Durian Pulp is made from the flesh of the fruit, allowing you to enjoy the unique and delicious taste of durian all year round.

Whether you're a fan of durian or simply curious about its flavor, our frozen durian products are sure to satisfy your taste buds. They're perfect for use in desserts, smoothies, or as a snack on their own.

If you're interested in learning more about our products or placing an order, please don't hesitate to contact us. We're excited to share our passion for durian with you and look forward to hearing from you soon!





# PREMIUM MUSANG KING DURIAN WHITE COFFEE AND MILK TEA WITH AUSTRALIAN SKIM MILK

While Malaysia's Musang King Durian is the most sought after and expensive durian variety worldwide due to its appealing texture and flavour, Malaysia's White Coffee is also world renowned and has been well loved, especially in China.

As for flavoured boba tea, it has led a few trend waves in recent years all across the globe, making drinking Ceylon Milk Tea synonymous with popular culture.

With massive demand, especially from China, we perfectly blend the best of Musang King Durian with Malaysian White Coffee and Milk Tea. We further incorporated imported skimmed milk from Australia into our final formulation to produce delightful, one-of-a-kind premium drinks for all occasions that are rich in aroma and extra creamy, with mass appeal worldwide.

Not only are they convenient, with a long shelf life and ability to be kept in ambient temperature, these instant drinks offer advantageous versatility in terms of transportation, storage, and display.

Each box comes with 8 travel-friendly sachets. Whether you prefer them hot or cold, with toppings or just paired with your favourite desserts, each drinking experience will leave you longing for more.

Get them now from [www.newleafdurian.com](http://www.newleafdurian.com) or partnered groceries and tourist hot spots!







## NEWLEAF GMP CERTIFIED MANUFACTURING PLANT

With an investment of RM2.5mil to expand the manufacturing facility with new machinery and space, the plant capacity doubled up to processing 1,000 tonnes of durians and durian products with a product range that is innovative, palatable and easily accessible to consumers.



But handling food, especially for the export market, requires more than just clean and modern facilities. We have ensured compliance with all the conditions to qualify the products to be acceptable worldwide, including the Good Manufacturing Practice (GMP), Hazard Analysis and Critical Control Points (HACCP), and Halal certifications, in line with requirements of the General Administration of Customs of China (G.A.C.C.) & U.S. Food and Drug Administration.





Given the boom in Malaysia's durian sector in the last five years, we foresee huge growth potential with what remains unexplored within the industry. We're convinced that the long-term viability of the industry is still intact.

According to official statistics, Malaysia's durian export comprising whole fruits, durian pulp and paste reached RM925mil in 2021, more than double from a year earlier and is expected to breach RM 1 billion in value by this year. The main export markets for durian, taking more than 80% of the export volume last year are China, Hong Kong and Singapore, with growth even in the last two years when Covid-19 disrupted worldwide trade.

The durian downstream business is one of the fastest growing segments in the durian agribusiness value chain as it has vast local appeal as well as increasing focus on the wider export markets. Expansion into the durian-related food business is the most effective way to sustain the business due to the seasonal nature of the durian industry.

As one of 14 local durian plantation firms that have been granted approval to sell fresh fruits directly to China since June 2019, we at Newleaf are never contented with our existing capabilities and aim to create new markets beyond with the best durians and durian-derived products.





## GMP

Being certified with The Good Manufacturing Practice (GMP), Newleaf products are assured to be consistently produced and controlled according to the highest quality standards to:

- Ensure 100% safe and clean surroundings, including premises, equipment, utensils, floors, walls, and ceilings.
- Use cleaning chemicals, pest control chemicals, and other machine lubricants around the food processing facility.
- Organise and manage storage of trash on the premises.
- Carefully inspect foreign matter within the finished product.



## HACCP

Newleaf Manufacturing Sdn Bhd is compliant with the strictest food processing requirements and best practices. We are certified with the Hazard Analysis and Critical Control Point (HACCP) from Malaysia's Ministry of Health.

The thorough auditing process ensures we look at every aspect of the manufacturing process to guard against potential risks, such as cross-contamination, mislabeling, and adulteration.



## U.S. FDA

The Food and Drug Administration is a regulatory, scientific and public health federal agency of the United States Department of Health and Human Services that oversees all manufacture, import, transport, storage, and sale of products.

As an FDA-registered brand, Newleaf's products are ensured:

- to have been tested for efficiency and safety
- as safe, wholesome, sanitary, and properly labeled
- manufacturing practices and quality control standards have been met.





## GROWING PRESENCE IN CHINA, HONG KONG, USA AND AUSTRALIA

We are grateful for the many opportunities to supply the best durians to the world. Besides the growing interest from regions like the Americas, the Middle East, and even Africa, our established markets in China, Hong Kong, and Australia have also seen steady growth in order quantity and frequency.

This is due in part to our improved online exposure, including organic searches for the Newleaf brand, increased traffic and views on our websites and social media profiles, as well as touchpoints on Alibaba, the largest B2B platform in China.

As global markets continue to reopen, we will work with relevant government agencies and foreign counterparts to further scale up our export volume. If you are interested in becoming a Newleaf distributor, please email [export@newleaf.com.my](mailto:export@newleaf.com.my) today!







## NEWLEAF PELANGAI 56 ACRES FARM PROGRESS UPDATE

(Newleaf Eco Development Sdn Bhd)

In just one year, we've transformed a barren 56-acre piece of land into a thriving durian plantation. We've planted 2,300 durian trees, with 75% as Musang King and 25% as Black Thorn.

We've paved roads throughout the plantation for easy access to all areas, and built a network of trenches and pipes to manage excess water during the monsoon season. We've erected sturdy fencing and multiple gates for easy access, and installed CCTV cameras throughout the plantation to ensure the safety and security of our workers and crops.

To showcase our commitment to sustainable agriculture, we've also erected a billboard that welcomes visitors and highlights our brand philosophy with the catchphrase – "We plant for the future".









## NEWLEAF LIPIS 10 ACRES FARM PROGRESS UPDATES (Newleaf Eco Development Sdn Bhd)

Our thriving Newleaf Lipis durian orchard is now in its third year of growth, with all 380 durian trees showing an impressive increase in height and girth. The orchard spans a total land area of 10 acres and features rain water harvesting ponds and a dedicated workers' quarters. It is surrounded by sturdy fencing and equipped with multiple gates for secure access, as well as round-the-clock closed circuit television surveillance.

By implementing innovative planting techniques and conducting extensive research on the nutritional needs of durian trees, we've developed a unique approach that enables our farms to start bearing fruits within four years.

Our top priority is ensuring the health and vitality of our durian trees. To achieve this, we've implemented a comprehensive program of regular fertilization and pruning to promote optimal tree health. By 2025, these trees will mature and produce their first harvest, marking a significant milestone in our journey towards producing high quality durian fruits.







## **NEWLEAF BENTONG 5 ACRES FARM PROGRESS UPDATES** (Durian Oasis Sdn Bhd)

For the past eight years, our Newleaf Bentong durian orchard has thrived, thanks to our unwavering commitment to meticulously care for all 244 durian trees to ensure their optimal growth. The orchard spans a total land area of 5.27 acres, with 238 Musang King trees, 4 Black Thorn trees, and 2 Kampung durian trees.

Our farm workers enjoy comprehensive training, comfortable accommodations, and modern living amenities to ensure their well-being and job satisfaction. We are delighted to see a steady increase in the yield of our durian trees, with each season surpassing the previous one. As we enter our third year of harvest, we expect to see exponential growth in the coming seasons.

The revenue generated from our durian sales has not only supported the continued success of our Bentong orchards, but also funded the development of new green field farms under Durian Oasis Sdn Bhd, further expanding our commitment to sustainable agriculture.







## NEWLEAF PELANGAI 15 ACRES FARM PROGRESS UPDATE (Durian Oasis Sdn Bhd)

We're thrilled to announce that our 15-acre freehold land in Pelangai, Pahang, has recently planted 630 trees with 70% Musang King trees and 30% Black Thorn trees.

We can hardly contain our excitement for the day when these trees will bear their first harvest, which we expect to happen by the year 2028. At Newleaf, we take great pride in our systematic approach and strict adherence to Standard Operating Procedures, which not only ensures efficient and timely land and tree cultivations, but also guarantees the safety and well-being of our highly trained farm workers. To that end, we've built dedicated quarters to house our workers, providing them with comfortable accommodations.

With this new development, we're excited to continue our commitment to sustainable agriculture and bring the best quality durians to our valued customers.







## NEWLEAF PELANGAI 9 ACRES FARM PROGRESS UPDATE (Newleaf Venture Sdn Bhd)

This 9-acre land is one of our newest durian plantations. After land clearing works, we plow up the soil to bring the soil back to its initial structure, and then proceed to rototilling, where clumps in the soil are further pulverised and broken up into a finer texture. Currently, palm to durian-oriented soil re-fertilisation is being carried out.

This will be the final stage of land preparation before the planting of durian saplings. This farm estimates a population of around 400 trees, with Musang King and Black Thorn trees equally sharing half of the planting capacity.

As with our consistent farm development, fences and gates are installed, man-made pond is constructed for sustainable water needs, and electricity supply will support our irrigation and surveillance systems. No living quarters are needed as it is near our 56-acre farm.







## **NEWLEAF PELANGAI 32 ACRES FARM LAND CLEARING IN PROGRESS** (Newleaf Venture Sdn Bhd)

As the latest acquired land, the total area size for development is 32 acres. After title transfer, Newleaf's land development specialist team will commence clearing works and development is set to be executed by mid-February, being mindful out of environmental considerations for maximum land utilisation, security and minimal impact on nature.

Being the next key development, only 1km (5 minutes drive) away from our 56-acre farm, it solidifies our focus on developing farms around the Pelangai area to optimise manpower, share resources, lower logistical cost and reduce our carbon footprint. 50% of the trees to be planted will be Musang King trees and the other 50% will consist of Black Thorn trees.

This mid-sized farm will also have allocated space for safe and comfortable worker's accommodation, equipped with necessary living amenities.







## FARM WORKER'S TRAINING BY MALAYSIAN DEPARTMENT OF AGRICULTURE

Newleaf has been blessed with very dedicated farm workers at our durian farms. Besides providing comfortable amenities, we also strongly believe in the need to consistently offer our farm workers a platform to learn and upskill, so that they can gain the most updated knowledge and apply themselves according to best practices.

We had the great opportunity to engage Encik Mohamad Ali, durian plantation advisor from the Department of Agriculture, Pahang, Malaysia to conduct trainings in theory as well as hands-on practical demonstrations. With encouraged participation by our farm workers, the trainings ensured a comprehensive and effective knowledge transfer.

As our durian plantations keep expanding, we will continue to improve the safety and quality of farm works to assure our trees and the environment receive the best care and attention.







## 2023 CHINESE NEW YEAR LUNCHEON AND STAFF RECOGNITION

As we welcome the Chinese New Year, we at Newleaf take a moment to celebrate our achievements and togetherness with a wonderful Annual Luncheon in conjunction with Chinese New Year 2023.

Our Executive Director, Kaeden Ho, started the event by thanking each and every staff member for their contributions. He encouraged everyone to make 2023 the best year yet for all of us at Newleaf.

Our founder Mr. Kenny expressed his deep appreciation for the collective hard work and dedication of every single member of the Newleaf family, regardless of rank or role. He acknowledged that our company has come a long way since its inception 5 years ago with only 3 people, and he thanked everyone for their part in making Newleaf what it is today.

The founders proceeded to recognize and reward two outstanding employees. The longest-serving employee, Ms. Jenny, was presented with a Longines watch inspired by the tagline of "The Pioneer Spirit Lives On". Jenny's growth and dedication to the company over the years have been exemplary, and the Newleaf family looks up to her as a role model.

The second employee acknowledged for outstanding performance, productivity, and responsibility was Ms. Kasturi from the manufacturing arm. In her short time with the company, she has already proven to be a valuable asset and has shown no signs of slowing down. She was recognized as Employee of the Year 2022.

Looking ahead, Newleaf will continue to strive for even bigger achievements. Stay tuned to our social media accounts for our latest news and updates!

