

# Malaysia launches the first 'traceable' frozen durian product.

## Detail Introduction :

Malaysia's first "traceable" frozen durian launch ceremony was held in Kuala Lumpur on April 6. According to Xinhua News Agency, the traceability system was developed by China Inspection and Certification Group. Musang King durians are famous all over the world. Therefore, all parties unanimously decided to launch frozen Musang King durian as the first product of "traceability" to the world. He also hopes that more companies can join the traceability platform to create high-quality Malaysian products.

According to reports, Malaysia's food safety standards are very high. This time, in cooperation with China Inspection and Certification Group, the launch of "traceable" frozen durian products can better improve the quality of Malaysia's exported durian products.

Malaysian frozen durian is the first agricultural product included in the Malaysian quality traceability system. It is the first agricultural product to be exported to the Mainland and Hong Kong, and there is a huge potential for growth in demand in these markets. Therefore, the whole process of tracking and tracing the product quality has become the primary task of protecting the healthy development of frozen durian exports. In this way, it is possible to curb the use of the name of Malaysian durian and unscrupulous sales of counterfeit products and prevent consumers from being deceived.

Since 2011, Malaysia has exported frozen durians to China. In 2016, the market share of Malaysian frozen durians in China reached 100 million ringgits (about 140 million yuan). At the Malaysian Durian Festival in Nanning, China, in November 2017, Malaysian durians, especially the main variety Musang King, were very popular among Chinese consumers.