



Development Sea Buckthorn Benefit mankind

— — The Introduction of Huiyuan Sea Buckthorn Industry

Sea Buckthorn
of Huiyuan



HISTORY

SCALE

RESULT

PRODUCT

Huiyuan Group

- Huiyuan was founded in 1992, in order to solve the problem of fruit farmers selling fruit for the original intention, to "Nutrition the Public, Benefit Three Rural" as the mission, for many consecutive years, Huiyuan has been rated as "agricultural industrialization national key leading enterprises", and ranked the first brand in China's juice industry for many years.
- At present, Huiyuan has planned and built more than 20 new comprehensive industrial parks in the country with the high integration of agriculture, industry and business, and the mutual support of the primary, secondary and tertiary industries. Huiyuan is the dream builder and practitioner of "Greater China, Big Agriculture and Greater Promising".
- The sea buckthorn industry of Huiyuan is one of the many large agricultural projects of Huiyuan Group.



History of Huiyuan Sea Buckthorn Project

01



In 1998

Huiyuan and Sea buckthorn First Met

Huiyuan had field visit in Youyu, Shanxi, has been impressed with sea buckthorn, after the layout of sea buckthorn industry in Shanxi and Xinjiang. What's more, sea buckthorn raw materials exported to Japan at that time.

In 2010

Frontier Distribution

In 2011, Huiyuan began to layout sea buckthorn comprehensive project with a total investment of 1 billion yuan in Buerjin County, Altay Prefecture, Xinjiang.

In 2021

Green Company

For developed sea buckthorn and made some gains, Huiyuan received "Green Role Model of Corporate Social Responsibility Summit 2021".

In 2022

Leading Enterprise

Huiyuan has won the title of "Key leading enterprises in Altay Region in 2022".

In 2023

Host Conference

In 2023, Huiyuan has hosted sea buckthorn industry annual meeting of International Sea buckthorn Association (China).

In 2024

Consecutive Launch New Product

After many years of development, huiyuan has industry strength and continue to launch new products, they are sea buckthorn ginseng honey drink and sea buckthorn probiotic dietary fiber freeze-dried powder and so on.

It has unique natural conditions in Buerjin, Xinjiang.

- ✓ Buerjin is one of the most widely distributed counties of wild sea buckthorn in China.
- ✓ Buerjin has a suitable climate, good soil and plenty of sunshine.
- ✓ Buerjin has good cultivation conditions for sea buckthorn.

The Government of Buerjin strongly support.

- ✓ Buerjin county government's determination to build a "forest city".
- ✓ Adhere to the practice of "Lucid waters and lush mountains are invaluable assets."
- ✓ Sea buckthorn industry as the principal means to promote agricultural production and efficiency and farmers to increase income.



Scale of Huiyuan Sea Buckthorn Project

02



Continued Investment Long-term Deep Ploughing

14 years Huiyuan has deep plowing sea buckthorn industry for 14 years.

10 million acres Nowadays, Huiyuan has been planted 10 million acres of sea buckthorn forest.

10 million tons There are 10 million tons of sea buckthorn fruit comprehensive to recessing in Huiyuan Buerjin industrial park zone every year.

10 + species Huiyuan has more than 10 species sea buckthorn products until today.

15 billion yuan At present, Huiyuan has accumulate invested 1.5 billion yuan for development sea buckthorn project.

Focus and Scale

- ✓ Huiyuan is plan to building a complex zone in Buerjin sea buckthorn project where has a green ecological park with ecological development as its purpose, integrating planting, breeding, tourism and leisure, science popularization and regional culture .
- ✓ And relying on the natural conditions and regional resources of the Irtysh River, we will carry out innovative planning and design with the help of technology and related auxiliary facilities, and build an industry-wide processing and research and development system.





The Gobi has transformed into an oasis,
the industry continuously undergoing upgrades.

- ✓ Huiyuan's sea buckthorn plantations zone are constantly upgrade. Huiyuan has procured purchase of 39 sets of rotary irrigation, which total investment of 20 million yuan, and can increase the yield of sea buckthorn to 800 kilograms per mu.
- ✓ Huiyuan promote the development of high-standard sea buckthorn gardens. 20 kilometers of roads were paved, and more than 50 facilities such as landscape lakes, rest areas, internet sensation visit and take photos and animal breeding facilities were built.
- ✓ Nearly 100,000 mu of sea buckthorn forest has been built, and the focus is on sea buckthorn seed breeding and ecological demonstration plantation construction of standardized desertification grassland.



Integration of primary, secondary and tertiary industries,
complete sea buckthorn industry chain.

Crops

Farming Industry

Deep-processing

Cultural Tourism

Result of Sea Buckthorn in Huiyuan

03



7,000 tons of sea buckthorn can be picked every year in Huiyuan Buerjin sea buckthorn industrial park.

7000 tons / year



4000 tons of sea buckthorn pulp can be processed every year in Huiyuan Buerjin sea buckthorn industrial park.

4000 tons / year

- Today, Huiyuan's sea buckthorn plantation zone has bears fruit area of nearly **100 thousands mu**.
- Huiyuan development sea buckthorn has changed more than **700 poor local farmers** by transferring land which help them to raise revenue.



- Huiyuan development sea buckthorn to offer jobs and for the local labor force is transferred more than **80,000 person-times** every year.
- Huiyuan development sea buckthorn which helped local farmers increase their annual income by **7,500 yuan to 31,000 yuan** per capita.

Ecological Benefit

- Large swaths of Gobi and desert become oases and protect the ecology ,at the same time reduce the impact of dust storms.
- For giving back to nature, in the sea buckthorn plantation zone, huiyuan set up **37 animal drinking pools**, which area is **120 square meters each**, and the total area of **more than 4,000 square meters**.
- Every year, **10% of the fruits** are reserved for animals to eat, and **more than 10,000 sea buckthorn sheep, chickens, and rabbits** have been raised.
- Provide habitat for wildlife. At present, the number of yellow sheep is **about 2,000**, the hopping mouse is **about 4,000**, and there are **more than 10 kinds of birds** live in huiyuan sea buckthorn plantation zone.



- ❁ CSR Summit 2021 Green Role Models
- ❁ Key Leading Enterprises in Altay Region in 2022
- ❁ Vice President Unit of International Sea buckthorn Association (China)
- ❁ 2023 International Sea buckthorn Association Publicity Work Advanced Unit Title
- ❁ China International Advertising Festival 2023 Annual Integrated Marketing Gold Case
- ❁ China International Advertising Festival 2023 Annual Integrated Marketing Case
- ❁ The 13th Service Festival "2023 Charity Practices Award"

A large circular graphic with a dark orange center and a lighter orange outer ring. Inside the center, the words "Honor Wall" are written in a large, white, serif font. The background of the circle features a faint, stylized image of a building or structure.

Honor
Wall



The 2023 Annual Meeting of the International Sea buckthorn Association (China) Enterprise Committee and the National Sea buckthorn Academic Exchange Meeting took place at Buerjin Sea buckthorn Industrial Park, Altai Prefecture, Huiyuan, Xinjiang.

On September 14, 2023, the Annual Meeting of the Enterprise Committee of the International Sea Buckthorn Association (China) and the Sea Buckthorn Academic Exchange Conference commenced in Huiyuan, Xinjiang Altai Buerjin Sea Buckthorn Industrial Park. The event was organized by the Enterprise Committee of the International Sea Buckthorn Association (China) and co-hosted by the Forestry and Grassland Bureau of Xinjiang Altai Prefecture, the People's Government of Burjin County in Xinjiang Altai Prefecture, and Huiyuan Group.

Promote the upgrading of sea buckthorn industry in Huiyuan.



- Huiyuan Group unveiled five new sea buckthorn series during this gathering.
- Industry representatives convened at Huiyuan Burjin Industrial Park to showcase the prowess of sea buckthorn and enhance its influence within the industry.
- The conference also facilitated discussions on multi-dimensional sea buckthorn business cooperation.

Taking the conference as an opportunity, Huiyuan Sea buckthorn brand feature film "3000 Kilometers of Agreement" was broadcast on CCTV-1, and combined with the conference, Huiyuan Sea buckthorn industry was comprehensively disseminated and reported on authoritative media platforms such as Central Video, China News Network, Xinjiang TV Station and Buerjin County Financial Media.

Sea Buckthorn Products of Huiyuan

04

After more than 10 years of ploughing, with the advantages of the whole industrial chain from planting to deep processing, Huiyuan has developed **more than 10 sea buckthorn products** such as **sea buckthorn pulp**, **sea buckthorn compound juice**, **sea buckthorn juice**, **sea buckthorn tea**, **sea buckthorn oil**, **sea buckthorn freeze-dried powder** and so on.



Sea Buckthorn
Pulp



Sea Buckthorn
Fruit Oil



Sea Buckthorn Juice/
Compound juice



Sea Buckthorn
Tea



Sea Buckthorn Ginseng Honey Juice

- Size: 50ml*8 bottles /box
- Audiences: High net worth people, regimen population
- Product Introduction: the same origin of medicine and food, double effect tonic.



Sea Buckthorn Probiotic Dietary Fiber Freeze-dried Powder

- Size: 6g*18 bags /box
- Audiences: Urban white-collar, young population
- Product introduction: regulate intestines and stomach, supplement vitamin C.



(Portable bag) Sea Buckthorn's Fruit Oil Pectin Candy

- Size: 0.7g*28 granules/box
- Audiences: Delicate women, regimen population
- Product introduction: take two capsules a day and improve self-protection.



Win-win cooperation!
Thanks for your watching!

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