

# CHINA'S CHANGING SUPPLY ROLE

AFL Bangkok Meet Up  
25<sup>th</sup> June 2025

Vincent Yeh  
Xingyeyuan Thailand







**Xingyeyuan Supply Chain Thailand  
was established in 2024, invested by  
XYY group from China, one of the  
largest fruits company**

### **Vision**

- Most professional produce provider

### **Mission**

- Worry-free for govnor
- Comfort to farmer
- Safe for consumer
- Happy for trader





## ***XY GROUP: A Legacy in China***

- More than 40 years experience in fruit business
- Expertise in end-to-end fruit supply chain with a strong commitment to quality and customer satisfaction.







Cover **more than**

**>90%**

of agricultural area

**Serving over**

**2,000** stores

of major retailers across China



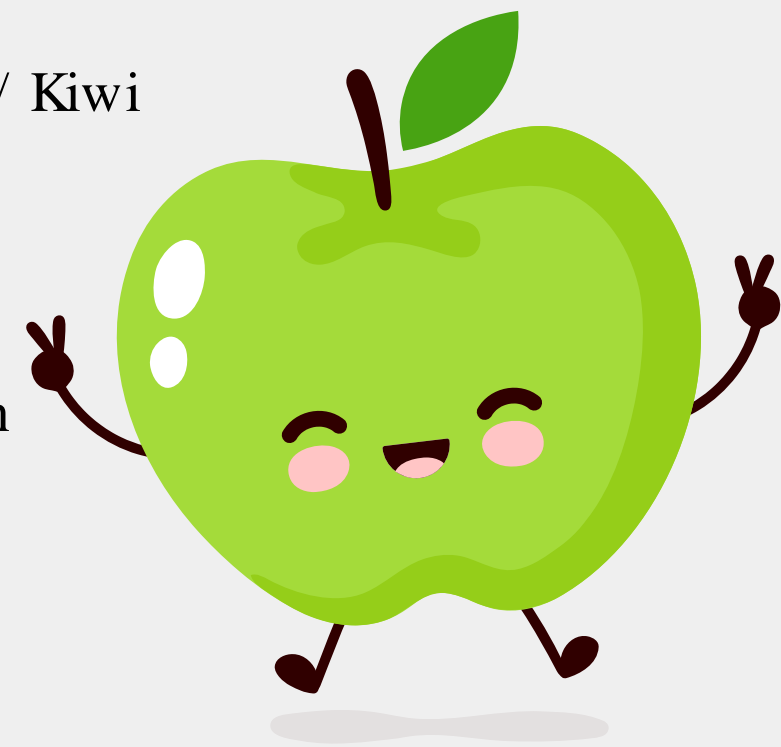


# *Sourcing Area*



**over 20 provinces across China**

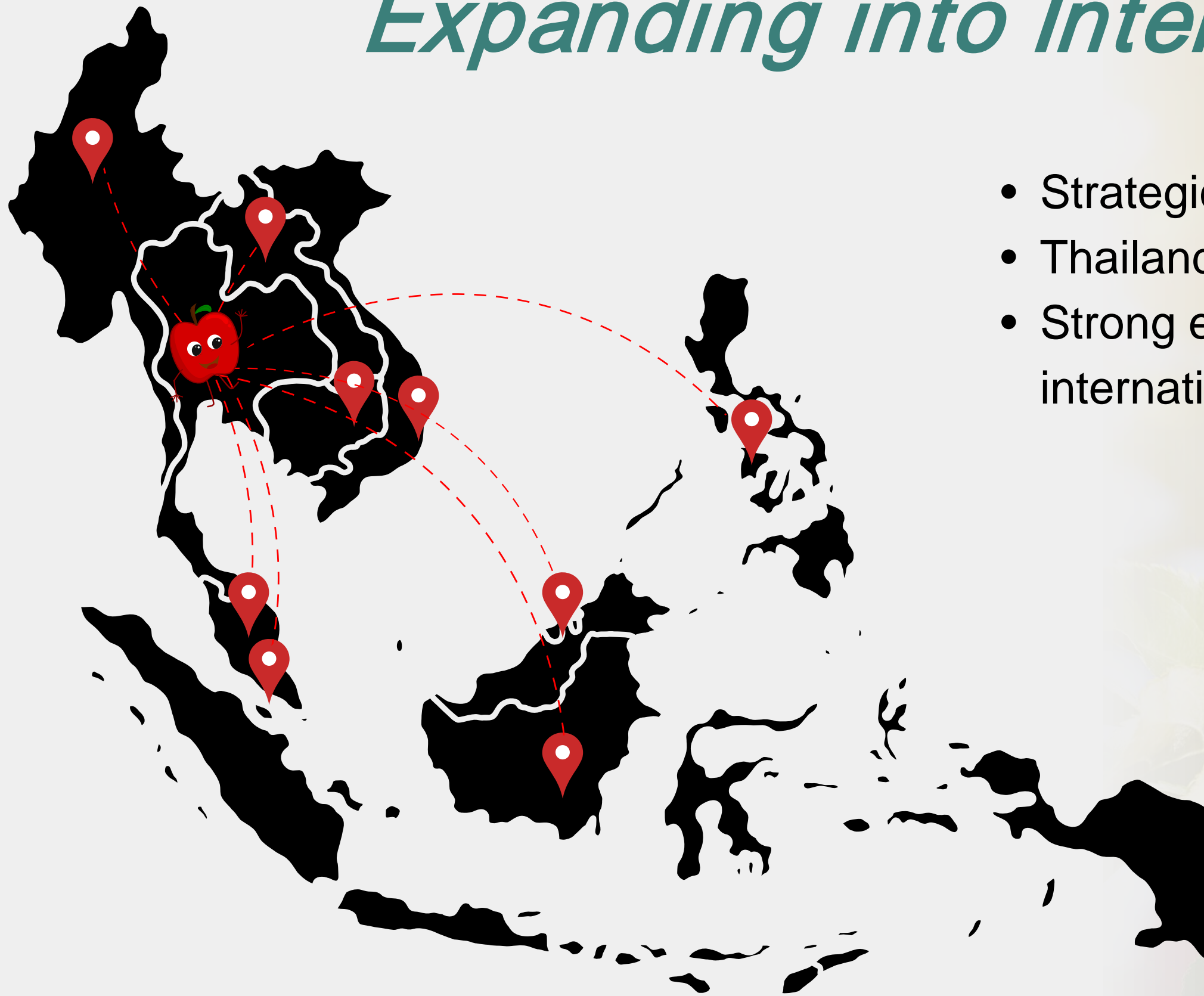
- 1、Liaoning : Peach/ Plum/ Cherry/ Strawberry/ Blueberry
- 2、Beijing : Peach
- 3、Hebei : Pear
- 4、Shandong : Apple/ Pear/ Cherry/Nectarine/ Melon/Grape/ Date
- 5、Jiangsu : Grape
- 6、Fujian : Orange/Pomelo/Grape
- 7、Guangdong : Orange/ Lychee
- 8、Guangxi : Orange
- 9、Hainan : Melon/ Lychee/ Mango/ Pineapple
- 10、Jiangxi:Orange/Tangerine
- 11、Hubei : Tangerine/Orange
- 12、Hunan : Tangerine/Orange
- 13、Shaanxi : Apple/ Plum/ Date/ Grape/ Kiwi
- 14、Gansu : Apple/Melon
- 15、Ningxia : Melon
- 16、Yunnan : Grape/ Orange/ Blueberry
- 17、Xinjiang : Grape/ Apple/ Pear/ Melon
- 18、Sichuan : Orange/ Lemon/ Apple
- 19、Chongqing : Tangerine/ Lemon
- 20、Anhui : Pear/ Nectarine/Plum







# *Expanding into International Market*



- Strategically focusing on export fruit business.
- Thailand chosen as a key hub for Southeast Asia.
- Strong emphasis on high-quality fruits for international customers





# *Our Valued Retailer Customers in Thailand*



**Lotus's**

**makro**



ท็อปส์ มาร์เก็ต  
**Tops**  
market

# China Fruit Export Trends (2018-2023)

- Overall Export Trends Data (2018-2023)
- Key Findings:
- Volume and Value Simultaneous Growth:
  - Export value growth (+55%) > export volume growth (+33%), demonstrating **value-added transformation**
- Price Gap Analysis:
  - **Still below global average fresh fruit price** (\$0.27/kg)
  - But the gap has narrowed (from 43% lower in 2018 → 33% lower in 2023)

Indicator	2018	2023	Growth Rate
Total Export Volume	3.6M tons	4.8M tons	+33%
Total Export Value	\$5.5B USD	\$8.5B USD	+55%
Average Unit Price	\$0.15/kg	\$0.18/kg	+20%



Ranking	Item	Sales (mUSD)	Major Market
1	Apple	1820	Vietnam, Thailand, Bangel, Philipine
2	Citrus	1580	Russia, Malaysia, Mid-Asia
3	Grape	950	Indonesia, Malaysia, Singapore, Thailand
4	Pear	730	Vietnam, Thailand, USA
5	Kiwi	460	Thailand, Mid-east, Russia
6	Peach	320	Russia, Mid-asia
7	Lychee	280	USA, Canada, Holland
8	Longan	210	USA, Singapore, Hongkong
9	Persimon	170	Thailand, Malaysia, Russia
10	Strawberry	130	Macau, Hongkong, Japan

Top 10  
Export  
China Fruits



# Upgrading Performance of Traditional Categories

## Apples (China's Top Export Fruit)



Xingyeyuan Apple Factory



Dimension	Traditional (2018)	Upgraded (2023)
Varieties	Red Star, Qingguang, Red Fuji	Ruixue, Aksu, Jingning, Ponglai
Specs	Mixed grades	Graded fruit (40% premium rate)
Size	Small size(65-80mm)	Full size(65-90mm)
Price	\$0.8/kg	\$1.5/kg
Technology	Manual sorting	AI color sorting + internal quality detection



# Upgrading Performance of Traditional Categories

## Citrus



17.5° Orange Factory



Aspect	Traditional Exports	Emerging Trends
Varieties	Ponkan, Nanfeng tangerine, Navel orange	Wogan, Papagan, Jelly Mandarin
Markets	SE Asia (70% share)	Russia (+200%), Middle East, India, USA
Price	\$0.6/kg	\$1.8/kg
Technology	Manual sorting	AI color sorting + internal quality detection



# Upgrading Performance of Traditional Categories

## Grape



Indicator	2018	2023
Main Varieties	Kyoho, Red Globe, Crimson	Shine Muscat (60% share), Queen Nina, Sweet Sapphire
Export Price	\$1.2/kg	\$3.5/kg
Technology	Ambient Handling	Cold chain + MAP(Modified Atmosphere Packaging) (<5% loss rate)





# Upgrading Performance of Traditional Categories

## Pear



Change Dimension	Upgrade Performance
Varieties	Shift from ya pears/honey pear/golden pear → Autumn Beauty pears
Packaging	Transition from bulk cartons → premium gift boxes (+30% price premium)
Markets	New additions: Canada, Chile (+150% growth)
Technology	Spectrophotometer defect internal brown/core rot & Brix.



Category	Representative Varieties	Export Growth Rate	Premium Pricing Case
Kiwifruit	Xuxiang(徐香), Cuixiang(翠香), Jinyan(金艳), Hongyang(红阳), Donghong(东红)	+85%	Zhouzhi Kiwifruit: <b>\$12/kg</b> (Netherlands)
Lychee	Baitangying(白糖婴), Feizixiao(妃子笑), Guiwei(桂味)	+70%	Dubai: <b>\$18/kg</b> (48h air freight)
Cherry	Tieton(美早), Summit(萨米脱), Russian No.8(俄罗斯 8号), Lapins(拉宾)	+120%	Hong Kong avg: <b>\$45/kg</b>
Blueberry	Eureka(优瑞卡), Legacy(莱格西), O’neal(欧尼尔), L25	+300%	Thailand: <b>\$10/125g</b>
Pitaya	Yellow Pitaya	+500%	UAE <b>\$28/Kg</b>

# Breakout Emerging Export Varieties





# Conclusions

- **1. Varietal Upgrading**
  - **Traditional Categories:**
    - Apples: Ruixue replacing Fuji
    - Pears: Autumn beauty replacing Yali
  - **Emerging Stars:**  
Shine Muscat Grapes, Blueberry, Donghong Kiwifruit, Yellow Pitaya.
- **2. Technology-Driven Premiums**
  - **AI Sorting:**  
Quality fruit identification ↑ from 30% to 85%
  - **Cold Chain:**  
Reduced post-harvest loss (e.g., lychee: 25%→8%)

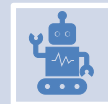


# Future Trends & Strategic Recommendations



## Premiumization Acceleration

Shine Muscat, Ponglai apples, Donghong kiwi



## Digital Transformation

AI adoption: Smart sorting improves premium fruit identification from 30% to 85%, Block Chain Traceability



## Cold Chain Breakthroughs

End-to end whole cold chain implementation



## Brand Synergies

GEO brands (e.g., "Aksu apple") + corporate brands (e.g., 17.5° orange)



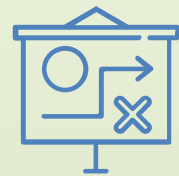
## Market Diversification

China-Europe Railway Express to Euro  
Penetrate MENA market





# What role XYY Thailand play change for China fruit



## **Trend Synchronization**

*Connect China retailer trend  
with oversea retailers.*



## **Diverse Supply**

*From traditional to premium  
from old to new varieties.*



## **Reliable Product**

*Technical driven processing*

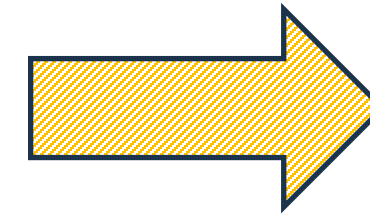
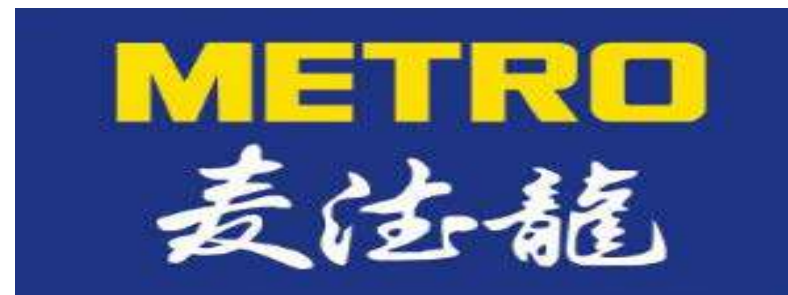


## **Synergy Platform**

*win-win platform with  
premium brand*



# 40 years experience service for major retailers in China







# Win-Win Platform with Premium Brand

***Our vision is to be the most professional produce provider.***

*We focus on being the best in our specialty products - delivering superior quality with outstanding value.*

*For products where others have greater expertise, we build strategic alliances to ensure customer always receive the market's finest offerings."*

## ***Our Dual Role in the Supply Chain***

### **1. As Producer-Distributor**

*"We cultivate and supply premium produce directly to buyers under our own operations."*

### **2. As Brand Partner**

*"We serve as authorized fulfillment partners for established brands, delivering their products through our optimized networks."*





# 17.5° Orange: No 1 brand orange in China



- ✓ Optimal Juiciness & **best sweet-acid ratio** for consistently taste.
- ✓ Come **from China's elite navel orange territory**- Ganzhou, Jiangxi.
- ✓ **Natural ripening** without artificial enhancers, only **60-days** seasonal harvest window.
- ✓ Only **3 out of 10** oranges meet our 17.5° quality standard.
- ✓ Agricultural Precision, **consistency in every box**.
- ✓ **Individually wrapped** for freshness and cleanliness.
- ✓ Full **Traceability**, unique QR code per orange verifies.





农夫山泉  
NONGFU SPRING

17.5° 橙  
Sweet & Sour



CENTRAL RETAIL



Xingyeyuan is committed  
promoting China's  
premium fruits and brands  
to the global market.

รสชาติกลมกล่อมสมบูรณ์แบบ

“A perfectly balanced and harmonious flavor”



NO.1

17.5 ° แรนด์ส้มชั้นนำอันดับหนึ่งในประเทศจีน



สุกคาต้น

ทำให้ส้มมีรสชาติที่ดี ผสมผสานความเปรี้ยวอมหวานที่ลงตัว



มาตรฐานสูง

จาก 10 ผล มีเพียง 3 ผล ที่ผ่านเกณฑ์มาเป็นส้ม 17.5 °



Tops Food Hall

Tops

