Demand from foreigners has sent the price of the fruit soaring, with an expected 10pc increase in earnings this year from exports, writes FERNANDO FONG.

Eating durian is a luxury for most people. The fruit, it is feared, is too exotic for the average palate as its smell exudes a strong odour which may not be pleasant for some. But what can be described as a local delicacy for durian lovers, is a major gain for those who produce and sell the fruit.

Given the right investment in technology to boost production and support from trade missions abroad in market development, the “King of Fruits” can fetch millions for the grower.

Higher Returns

Durians are motivated to stringent evaluation based on pulp texture, creaminess, stickiness, aroma and sweetness. FILE PIC

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“In view of higher returns,” said Lim, a key speaker at the International Durian Conference in Kuala Lumpur recently, “the conditions for increasing production of durian crops were very much in our favour.”

For a start, Malaysia is blessed with ample land suitable for durian farming with favourable terrains for good durian cultivation, said Lim, an agriculture science graduate from Universiti Putra Malaysia, who spent more than 20 years sharing with farmers his insights on various durian species in the establishment of durian farms, crop husbandry, as well as the common mistakes that farmers make in the process.

“Higher Returns”

DECEMBER 3, 2017

FUTURE OF DURIAN

The fruit generated a sales volume of RM3.11 billion from the GES600s of land planted with the fruit, or 47 per cent of the total RM6.74 billion of land cultivated with premium fruits.

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