Plateau Characteristic Berries Beverage Development Project

I. Background of the project

i. Market analysis:

According to the research and analysis results of experts from the Northwest Plateau Biology Institute of the Chinese Academy of Sciences, black fruit wolfberry is rich in nutrients, and the content of coarse protein, coarse fats, coarse fiber and ash is similar to that of wolfberry fruit, where the crude fat content is slightly higher than that of wolfberry. Its most prominent effect is that it has super antioxidant function, 10 to 30 times that of blueberries. With a small amount, it can play its clear antioxidant and free radical removal function, and maintain the health of human cells, tissues and organs. It has the functions of preventing diseases and promoting physical and mental health.

ii. The advantages of our city

Industrial advantages: Qinghai is located in the cold temperate zone, with rich plant species, in which, the nutritional value of berries such as seabuckthorns, wolfberries, white thorns and other berries is high. At the same time, after years of development, the Park has become an industrial park with complete infrastructure, distinctive industrial characteristics and a perfect service system, and a high-depth processing base for plateau characteristic animal and plant resources with the largest scale and the highest scientific and technological level in the province. It has a processing capacity of 50,000 tons of seabuckthorn, 80,000 tons of wolfberry, 50,000 tons of Inulin, 30,000 tons of highland barley, 100 tons of caterpillar fungus powder and 200,000 tons of fresh milk.

Location advantage: the Biotechnology Industrial Park is located in the center of the five districts and two counties in Xining, connecting Beichuan Industrial Park in the north and Nanchuan Industrial Park and Ganhe Industrial Park in the south, reaching Dongchuan Industrial Park and Haidong Industrial Parks in the east through Beijing-Tibet Expressway. It’s 6 kilometers from the city center, 20 kilometers from Xining Airport and 4 kilometers from Xining Railway North Station. Ningzhang Highway (227) and Haihu Avenue pass through the east and west sides of the park, which is very convenient to traffic.

II. Supply of major raw materials

Plateau characteristic berries required for project production are widely

distributed in Qinghai Province, with sufficient output and guaranteed raw material supply.

III. Scale and content of the project

The project is scheduled to cover an area of 20 mu. The main construction contents include raw material warehouse, packaging warehouse, raw material pretreatment workshop, anthocyanin extraction workshop, solid beverage filling room, finished product warehouse, etc. The acquisition of equipment includes raw material treatment equipment, 1 anthocyanin extraction equipment, 1 granulation filling line equipment, packaging workshop sterilization equipment and testing equipment, for a total of 43 sets.

IV. Construction Conditions

The Park has now completed four vertical and three horizontal roads and infrastructure facilities such as water supply and drainage, sewage discharge, power supply, natural gas and communications within the planned scope, which can meet the construction and production needs of enterprises. The transportation within the park is convenient and conducive to the construction and implementation of the project.

V. Project progress at this stage

Project proposals have been prepared.

VI. Investment estimate, cooperation mode and economic benefits

The total investment of the project is about 150 million yuan; project cooperation adopts investment cooperation, joint ventures, cooperative development and other means, and the annual sales revenue is expected to be 50 million yuan.

VII. Preferential policies

The project enjoys preferential policies for the development of the western region, and relevant preferential policies of the provincial government on strengthening investment promotion.

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