

Construction Project of Production Line with Annual Output of 5000 Tons of Concentrated Carrot Juice

I. Background

i. Market analysis

Carrot juice is a kind of squeezed vegetable juice with fresh carrot as main raw material. Carrots are rich in carotene and other nutrients, and have a variety of effects such as eye care and beauty, so carrot juice is widely used in all walks of life, and the market prospects are very broad.

ii. Advantages of Xining

Industrial advantage: Huangyuan County has wide carrot planting area and sufficient raw materials; it's suitable for the deep development of the industrial chain of concentrated carrot juice.

Location advantage: Huangyuan County is located in the east end of the Qinghai Tibet Plateau, under the Sun and Moon Mountain and in the upstream of Huangshui River. Xining-Golmud railway, 109 national highways, Qinghai-Xinjiang highway and 315 national highways run through the county. Huangyuan county enjoys continental monsoon climate, which is dry and windy in spring and cool in summer. The annual average temperature is about 3 °C, the annual sunshine hours are about 2710 hours, the annual precipitation is about 452mm, and the annual evaporation is about 1452mm. The arid climate and the special soil of the plateau are suitable for carrot cultivation.

II. Supply of main raw materials

The main raw materials are carrots which are widely planted in Huangyuan and surrounding areas, so the supply of raw materials is guaranteed.

III. Scale and content of project construction

The project introduces a complete set of domestic advanced equipment of processing line for cleaning, juice extraction, vacuum concentration,

aseptic packaging and automatic control, etc., forming an annual production scale of 5,000 tons.

IV. Construction conditions

At present, the road network of the industrial park has been formed, and the infrastructure condition like water, electricity and roads is improving day by day to create a sound environment for project entry and enterprise development. The park will spare no effort to implement various preferential policies to provide more favorable support for the introduction of enterprises and project construction.

V. Project progress at present

The project is attracting investment.

VI. Investment budget, cooperation mode and economic benefits

The total investment of the project is RMB 12 million with sole proprietorship. After the completion of the project, the sales revenue is expected to reach 2 million yuan.

VII. Preferential policies

The project enjoys the preferential policies for the western development and of the provincial governments on strengthening the introduction of investment. Enjoying *the Preferential Policies for Investment Promotion in Dahua Industrial Park of Huangyuan County*.

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