

Construction Project of Deep Processing of Natural Organic Oats

I. Background

i. Market analysis

Natural organic oats: it is a kind of food with low sugar and calorie and high nutrition and energy, especially rich in dietary fiber, which can promote intestinal peristalsis and facilitate defecation. It has the effect of benefiting the spleen and nourishing the heart, astringent sweat, etc., and has high nutritional value. Therefore, natural organic oats deep processing products have a broad market prospect as a high-grade tonic.

ii. Advantages of Xining

Industrial advantage: oats are mainly distributed in North China, northwest and southwest China, with annual planting area of about 1 million hectares and output of about 900,000 tons. The oats in Huangyuan County are widely planted and the raw materials are sufficient, so it is suitable for the deep development of the industrial chain of oats series. What's more, the variety of oats in Huangyuan County grow well with high yield, therefore, the county has good development and construction conditions and advantages in developing relevant products.

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 forms a natural watershed of agricultural and pastoralist cultures, the Loess Plateau and the Qinghai Tibet Plateau. It is an important node connecting the Tibetan area and the central Plains region. Therefore, it has formed a unique location advantage which is back to the ranch and facing the large market, which provides a broad development space for the development of the project.

II. Supply of main raw materials

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

III. Scale and content of project construction

Production workshops, office buildings and production line of oatmeal beverage, oatmeal biscuit, Oatmeal Bread, oatmeal, oatmeal yoghurt, oatmeal porridge, oatmeal sugar, oatmeal essence, oatmeal wine and other products.

IV. Construction conditions

Supporting facilities like water, electricity, roads, communications, etc. are complete in construction area, it can meet the needs of enterprise construction and production, and the transportation in the area is convenient, which is conducive to the construction and implementation of the project.

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 100 million with sole proprietorship. After the completion of the project, the annual sales revenue is expected to reach 1.5 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*.

Contacts: Tang Wanjun, Huangyuan County Bureau of Industry,
Commerce and Information Technology

Tel:+86-971-2437834

Fax:+86-971-2432027

Email: hyxswj@163.com