



DurianBB

Research Study

榴莲宝宝榴莲研学

3 Modules | Duration : 60mins



Module 1 : Farmer's Perspective

■ Choice of location

- Sloped / Flatland / Highland

■ Soil

■ Fertilizer

- Organic
- Non Organic

■ How to tie durians on tree?

- Why do we tie durians?

■ Growth cycle

- Crab Eye
- Blooming
- Lollipop
- Baby Durian
- Matchstick
- Full Grown

■ Insecticide

■ Common disease of durian trees

■ Insect/animal threats

■ Daily routine of farmer

- Season
- Off Season





Module 2 : Consumer's Perspective

■ How to choose durians

- 3s

■ Why are there thorns on durians?

■ Why is there such strong smell?

■ What is the D registered number?

■ Musang King

- 4/5/6 pointed star?
- Color of shell
- Small seed?

■ Thai vs Malaysian durian

- Size
- Harvest
- Varieties
- Transportation

■ NUS professors' findings

- Common ancestors 65 millions years ago
- Current plant with closest DNA
- No. of genes Durian Vs Human

■ Myths

- Washing hands with running water from shell will remove smell?
- Drinking water from shell will reduce heatiness?
- Durian and alcohol can/cannot mix





Module 3 : Entrepreneur/Chef's Perspective

■ Profitability of durian farms

- Revenue
- Cost
- Profit

■ Current market insight

• Demand

- China
- Western countries

• Supply

- | | |
|------------|---------------|
| ○ Malaysia | ○ Philippines |
| ○ Thailand | ○ Indonesia |
| ○ Vietnam | ○ China |

■ SWOT Analysis

- Strength
- Weakness
- Opportunity
- Threat

■ Downstream product trend

■ Durian Recipe (by Chef)

- Cooking Class (if venue allows)

