



SouthernTM valley

PRODUCT OF
 farmbyte





OUR PINEAPPLE STORY



FARMBYTE.COM



At Southern Valley, we believe in making it simple and easy for you and your family to choose fresh and healthy produce. In a world where processed food has become the norm, we are committed to being a brand you can trust every time when it comes to fresh and healthy produce.

Our journey in exporting Golden Sweet MD2 Pineapples began in 2008, and we have since been recognised by the Malaysian Pineapple Industry Board (MPIB) as a supplier of high-quality pineapple seed. Our goal is to be an industry leader in producing and exporting fresh pineapples and other related products, and to compete internationally in terms of production, product efficiency, and quality.

Our Golden Sweet MD2 Pineapples are grown in the lush, tropical valleys of the southern region of Peninsular Malaysia, specifically in Johor, the largest producer of pineapples in Malaysia. Our pineapples are planted on 100% mineral-rich soil that contains high micronutrients, and the seeds are sourced from our own sucker, nurtured by good rainfall throughout the year and optimal sunlight that ensures the sweetest, healthiest, and highest-quality fruits.

We uphold the highest quality, trusted, and safety standards for all our customers worldwide. Taste the sweetness and quality in every bite and experience the difference that comes from our knowledge, expertise, and care.

OUR CERTIFICATIONS

Southern Valley is dedicated to providing products of the highest quality and safety, demonstrated by our certifications from trusted organizations like Malaysia Good Agricultural Practices (myGAP), Global Good Agricultural Practices (Global G.A.P), and Sijil Pengesahan Bahan Tanaman (SPBT). These certifications reflect our commitment to adhering to strict safety and quality standards, reassuring customers that they can rely on us for the best products.

Our OEM products are HALAL-certified by JAKIM. Additionally, Southern Valley has been awarded Malaysia's Best certifications by the Federal Agricultural Marketing Authority (FAMA), allowing us to use the Malaysia's Best seal on our products.



Our commitment to best practices in the food industry is recognized globally, meeting the Brand Reputation Compliance Global Standards (BRCGS). We also prioritize sustainability and are actively pursuing Rainforest Alliance certification for better business practices that benefit both people and nature.

We are committed to providing the highest quality and safest products, while adhering to best practices in the food industry and prioritizing sustainability in our business practices. Count on Southern Valley to deliver products that meet your needs, with a focus on excellence and sustainability.

OUR COMMITMENT: HOW WE ENSURE QUALITY



Careful Selection of Seeds

At Southern Valley, we take great care in selecting and classifying our pineapple seeds to ensure a uniform harvest and the most desirable taste. Our pineapples' sweetness and juiciness are a result of our rich soil and proper management of crops, creating the perfect environment for our pineapples to thrive year after year.



Adoption of Technology for Farm Management

As a digital-first company, we are committed to researching and developing modern cultivation techniques to better manage our farm. By utilizing technological tools such as drones and boom harvesters, we can optimize our picking operations to harvest more fruits in a shorter time while maintaining the quality of our produce.



Continuous Investment in R&D

Our dedication to producing high-quality Golden Sweet MD2 Pineapples drives our continuous investment in R&D initiatives. We invest in fruit scanning technology to ensure that only the best quality produce is distributed under our brand.



Packing and Shipping

We understand the importance of proper packaging to protect our pineapples during transit. That's why we carefully pack our pineapples in corrugated cardboard boxes with corners and divisions to ensure adequate protection. Our packing process adheres to our strict guidelines and standards, so you can trust that your pineapples will arrive fresh and ready to enjoy.

Southern Valley Golden Sweet MD2 Pineapple

Size of Fresh MD2 Pineapple

Source:
Standard Malaysia 2018



Maturity Indices of MD2 Pineapple



SOUTHERN VALLEY GOLDEN SWEET MD2 PINEAPPLE

Source:
Malaysian Pineapple
Industry Board

Vitamin C

Contributes to immune defence and beautiful healthy skin

Manganese

Supports energy metabolism

Bromelain

Help the digestive system, cures coughs controls swelling, infection & blood clotting

Beta Carotene

Maintaining eye health, preventing dryness & strengthening eye cells

Anti Oxidant

Inhibiting the process of cell damage that reduces the risk of cancer

Vitamin B1 & B3

Launching digestion

Vitamin B1 & B3

Launching digestion

Potassium

Reduce the risk of high blood pressure, balance water in the body and control guesswork for heart health



Cultivar/ types
MD2



Total Eyes
120-160 eyes



Group
Hybrid



Skin Color
Uniform bright green



Breeding
Sulur



Fruit Color
Golden Yellow



Fruit Shape
Cylinder



Fruit Weight
(Export)
1.3 - 2.5kg



Sugar Content
12 - 18 brix



OUR PRODUCTS

Discover the delicious range of pineapple-based products from Southern Valley, adding value to our high-quality Golden Sweet MD2 Pineapples. Savor the pure taste of our pineapple juices made from 100% MD2 Pineapple and the convenience of our perfectly cut fruits, reflecting our commitment to bringing you only the best.

MD2 Pineapple Juice - Never From Concentrate!

Uncover the pure flavour of our MD2 Pineapple Juice. Carefully crafted from the finest MD2 pineapples, renowned for their exquisite sweetness, each sip of our juice delivers a burst of natural goodness. With its refreshing allure and natural energy-boosting properties, our juice is the ultimate choice for those seeking the purest, most flavourful pineapple experience. It's the perfect companion for a vibrant and invigorating lifestyle.

Try it today and discover a burst of natural goodness!

Product information

Feature

- ✓ **Made from 100% MD2 Pineapple**
- ✓ **Never from concentrate**
- ✓ **No added sugar**
- ✓ **No artificial flavour**
- ✓ **Rich in vitamins and nutrition**

Packaging

- 300ml/ bottle
- 16 bottles/ carton (4X4 packs)



MADE FROM 1.2KG FRESH MD2 PINEAPPLE
1.2KG
300ML

Nutrition Facts		
Servings Per Pack: 1 • Serving Size: 300 ml		
	Per Serving	Per 100 ml
Energy	655 kJ	218 kJ
	156 kcal	52 kcal
Protein	0.9 g	0.3 g
Total Fat	0.0 g	0.0 g
-Saturated Fat	0.0 g	0.0 g
-Trans Fat	0.0 g	0.0 g
Cholesterol	0 mg	0 mg
Carbohydrate	38.1 g	12.7 g
-Total Sugar *	35.7 g	11.9 g
Dietary Fibre	1.8 g	0.6 g
Vitamin C	33 mg	11 mg
Iron	2.4 mg	0.8 mg
Calcium	124.8 mg	41.6 mg
Potassium	256.2 mg	85.4 mg
Sodium	3.3 mg	1.1 mg

*Natural from the fruit

MD2 Pineapple Chunks - Bite size goodness

Indulge in the natural sweetness and exquisite texture of our MD2 Pineapple - Bite size goodness. Picked at the perfect ripeness and carefully prepared into bite-sized pieces, each one delivers 100% natural sweetness and freshness. Savor the goodness of a fresh Malaysian harvest - the sweetest, healthiest, and highest-quality fruit, grown in lush tropical valleys. These perfectly portioned pieces provide the ultimate convenience for a quick and enjoyable snack, any time of the day.

100% natural sweetness
in every bite.

 100% natural
sweetness

 No added
sugar

Packaging

180g • 350g

Golden Sweet MD2 Pineapple

Experience the natural sweetness and exquisite texture of our Golden Sweet MD2 Pineapple, handpicked from our farm nestled in lush tropical valleys. Grown in nutrient-rich mineral soils and nurtured by the touch of tropical showers and warm sunshine, our MD2 Pineapples are renowned for their exceptional taste and juicy texture. Indulge in the goodness of a fresh Malaysian harvest, where the pineapples are cultivated in the tropical region, ensuring unparalleled freshness. Our Golden Sweet MD2 Pineapple is a true delight for your palate.

Our Golden Sweet MD2 Pineapple
is a true delight for your palate.

 Ready to eat

 100% natural
sweetness

Packaging

12kg carton box

Size Label	Grade	Average Weight (12Kg Carton)
6	AA	2.0kg
7	A	1.7kg
8	B	1.5kg
9	B	1.3kg
10	C	1.2kg

TRY US

discover the true taste of
Fresh Malaysian Harvest

Southern
valley™

Made from 100% MD2 Pineapple
Never from concentrate
No added sugar
No artificial flavor
Rich in vitamins and nutrition



Our MD2 Pineapples grown
in nutrient-rich mineral soils
on our own farms that
adhere to high standards



100% natural sweetness from
MD2 Pineapple
Bite size goodness

PRODUCT OF
 farmbyte

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