

**FIRST NATURAL FOODS HOLDINGS LTD :  
THE SUCCESS STORY OF MR YEUNG CHUNG LUNG**

Hotshot wiz-kids come and go, but eating goes on forever.

In this high-technology, information era, one tends to overlook the fact that, no matter how fast one may be able to transmit information over tens of thousands of miles, people, still, will indulge in the very enjoyable habit of eating.

And the more money that people have at their disposal, the bigger will be the budget for food, eaten either in the home or in restaurants.

Management of First Natural Foods Holdings Ltd (Code: 1076, Main Board, The Stock Exchange of Hongkong Ltd), while everybody and his cat were *'playing'* stock markets, around the world, trying to catch a ride on the hi-tech *'bus'*, disregarded the fad and determined that its future lay in feeding the millions of people in Japan, the United States of America, and the People's Republic of China (PRC), principally.

To this end, Mr Yeung Chung Lung, in December 1995, founded Fuqing Longyu Food Development Company Ltd, a wholly, foreign-owned enterprise of the PRC.

By March 1996, Fuqing Longyu Food Development had started the construction of its first meat and poultry processing production lines, capable of processing 5,000 kilogrammes of poultry meat per hour.

Research and development, conducted by Mr Yeung's marketing team, determined that Management should engage in frozen-food production.

Thereafter, there was no looking back.

The Placing Prospectus of First Natural Foods, published on January 30, 2002, describes the Company as being *'a processor of frozen nutritional and natural foods that focuses on addressing the nutrition, health and wellness needs of consumers in the PRC and international markets including the U.S. and Japan ... the Group concentrates on the functional food and the natural food segments whilst emphasising that all the products are natural and healthy ...'* (Page 54 of the Prospectus)

The Company differentiates *'functional foods'* from *'natural foods'*, the former, being able to provide health benefits beyond basic nutrition, while the latter are food products that are minimally processed, largely or completely free of artificial ingredients, preservatives and other chemicals.

First Natural Foods, today, processes some 54 different kinds of food products, ranging from frozen marine products to hotdogs.

For the 6-month period, ended June 30, 2001, the Company processed 4,000 tons of clams, squid, octopuses, shrimps, Manila clams, surf clams, abalone and fishes, 3,000 tons of roasted eel fillets, whole roasted eels, eel belly, Muscovy duck strips, breasts, legs and whole Muscovy ducks, and 1,000 tons of lean sausages, hamburger fillets, luncheon meat, Frankfurter sausages, hotdog sausages, beef, chicken and pork ham. (Page 60)

The largest customers of the Company, for the first half of the 2001 Financial Year, were Japan, which accounted for about 79 percent of all sales, followed by the US, which accounted for about 19 percent of sales, while the

PRC accounted for about 2.10 percent of sales.

Considering the short history of First Natural Foods, it would appear that the Company ... [CLICK TO ORDER FULL ARTICLE](#)

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