

ECONOMIC POTENTIAL OF SABAH DURIAN MERAH (*DURIO GRAVEOLENS*)

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ABSTRACT

Durio graveolens is one of the edible *Durio* species endemic to the island of Borneo. It is found either in the wild or in semi-cultivated areas in Sabah. *Durio graveolens* can be divided into two subgroups, namely 'Dalit' and 'Durian Merah'. 'Dalit' is also known as 'Durian Kuning' in Sarawak and Brunei. It has a sweet taste with a wide array of aril colours ranging from yellow and orange to red, which is commonly found in the interior regions of Sabah. 'Durian Merah' on the other hand, is concentrated in the Sandakan area. It has an attractive crimson red coloured aril, and because of its bland taste, it is often processed into a popular local delicacy called *tempoyak*. *Tempoyak* can fetch a good price which can reach as high as RM 100/kg. The Department of Agriculture Sabah had introduced 'Durian Merah' cultivation in 2012 as it has an excellent prospect in the downstream processing industry. It is also introduced as one of the crops in the agricultural development program to improve the socio-economic status of farmers in rural areas. This paper discusses the distributions and the market potential of 'Durian Merah' in Sabah.

Keywords: 'Durian Merah', *Durio graveolens*, Sabah, Borneo