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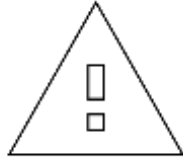
# Laos Buffalo Dairy

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## VISION

To operate a socially responsible buffalo dairy that puts the local community at the centre of the business model. Providing delicious products to restaurants and hotels in Luang Prabang, Laos and South East Asia whilst simultaneously offering an educational and fun tourist destination in Luang Prabang.



# THE OPPORTUNITY



- Burgeoning demand from hotels, restaurants & retailers for good quality dairy products
- Unreliable and expensive supply of dairy products all need to be imported
- Need for more sustainable tourist destinations for visitors to Luang Prabang, Laos
- Average visitor stays only 2 days in Luang Prabang





# BUSINESS OVERVIEW



- In conjunction with buffalo owners in villages around Luang Prabang, Laos Buffalo Dairy has built a facility for the milking of local buffalo and production of gourmet cheese and other associated products.
- Buffalo rented directly from farmers for a period of approximately 6 months at a time.
- A core number of female Murrah buffalo from Thailand to increase milk yield.
- The buffalo milked daily and then returned to farmer until they are ready to calve and the process will start anew. The villagers retain ownership of these buffalo and their calves.
- Various gourmet products such as yogurt, mozzarella, ricotta, ice-cream, and cheese-cake produced and packaged on site and then delivered or sold in the on-site café.





# ANYONE HUNGRY?





# BUSINESS OVERVIEW

- An interactive buffalo & animal nursery, information centre, extensive kitchen garden and café to accommodate tours to the Dairy. The production facility has been purpose built with one wall of glass so visitors can watch the cheese making process.
- This additional attraction on the way to Kuang Si Waterfall can help extend the traditional half-day trip to a full-day trip with the possible result that **tourists extend their time in Luang Prabang** with the flow on impact of additional nights accommodation, meals, shopping etc
- Training Centre for local farmers & agriculture students on animal feed, buffalo care and bio-gas

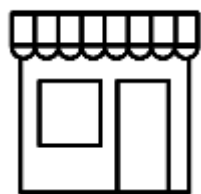




# THE PLAN TAKES SHAPE!







# MARKET



- Facts about Luang Prabang & Laos
- UNESCO World Heritage Listing 1995. Main tourist destination in Laos
- Average economic growth since 1995 of 8.2%
- Tourists have increased from less than 200,000 in 2007 to 600,000 in 2016.
- In 2015, 61 hotels, 238 guesthouses and 289 restaurants.
- More direct flights with entry of LCC Air Asia in March 2016, Silk Air in October 2016
- Member of ASEAN
- Supplier of quality buffalo dairy products
- Farm Door / Cafe sales on site
- Distribution to local restaurants, hotels and supermarkets in Luang Prabang, Vientiane & Laos
- As production increases opportunity to export to ASEAN countries and China



- Tourism Destination
- Dairy located on road between Luang Prabang and most popular attraction Kuang Si Waterfall. Estimated average 1200 visitors per day.
- Appeal to multiple market segments
  - Families
  - Food lovers
  - Eco tourists
  - Tourists looking for a unique experience
- Demand from local and overseas travel agents to provide a longer, more interesting and diverse itinerary for their customers when visiting Luang Prabang.



# TOURS & FUN IN THE KITCHEN!







# COMMUNITY IMPACT



- Approximately 400 buffalo per year will be rented from local farmers providing approximately USD 45,000 per annum directly to farmers. This is an entirely new source of income from an underutilised resource.
- The Dairy provides all vaccinations, medical care and feed plus raises the calf of each buffalo until 6 months old. The **buffalo and calf remain the property of the farmer.**
- Approximately **30 full time positions** for the operation of the dairy, production facility and tourist centre. Local community and agricultural college graduates have been offered available positions.
- In conjunction with a local NGO intern positions on regular rotation to help with training and future employment opportunities







# COMMUNITY IMPACT



- A joint initiative with the Northern Agriculture College will provide workshops for teachers and students to improve their practical knowledge of commercial farming.
- NAFRI and the Guangxi Institute moved their trial programme to cross breed Swamp Buffalo with Murrah Buffalo to our Dairy. This will improve the genetic diversity of the local buffalo
- English lessons for all team and interns 4 times per week
- Provide training to local farmers on animal husbandry from local and overseas experts and training on how villages can start cooperatives across Laos



# AROUND THE FARM!





# Time Line

December 2015, clearing land for feed



Mini farm - small scale production and training of farmers/employees early 2016



Initial customers Jan 2017

Discussion begin re cross breeding programme of Swamp & Murrah Buffalo December 2016 with NAFRI & Guangxi Institute in China

Visits Singapore Media, Silk Air, Laos ex-President Sayasone, and Laos government



March 2017

Quarantine area, milking shed, 2 buffalo sheds for 100 buffalo, Production facility and office



Opening Café & Tourist Centre October 2017



Cross Breeds start producing. Exports commence 2020

February 2016, Information session set up for local farmers in 4 villages



Company Founded 2015



Proof of Concept April 2015



# CHALLENGES



Cultural Shift - "Yogurt comes from fruit"



Bureaucracy - "paper paper everywhere"



Funding & Support - are we private or public?

Infrastructure - "not a drop to drink"

