

Murrah Farm Thailand

- First dairy buffalo Farm in Thailand



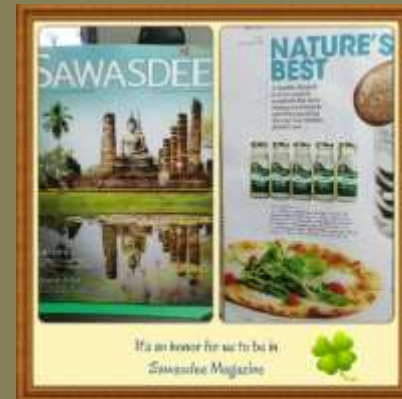
History – Murrah Farm “Murrah Dairy Co., Ltd.”

- Established in year 2003 by Runchuan Hengtrakulsin
- With the help of Prof. Maneewan Kamolpattana, Chulalongkorn University



Challenge – in the beginning

- Buffalo – negative image
- Goal – educate the market
 - TV / press / newspaper



สูงเร็ว โตไว แคลเซียมครบ

นมมูร่าห์มีแคลเซียมจากธรรมชาติสูงเป็น 2 เท่า
ร่างกายสามารถดูดซึมได้ **100%**

แค่ดื่มนมมูร่าห์
2 ขวด ทุกวัน



2) Murrah House Murrah Sales and Marketing Co., Ltd.

- Established in 2007
- First buffalo farm outlet
- Challenge
 - Marketing
 - Distribution



3) Mini murrah Farm “Simple Creation Co., Ltd.”

- Established in 2013
- Model
 - Restaurant
 - Farm Tour
- Objective
 - Educate
 - Outlet



Activities at Mini Murrah Farm



Activities at Mini Murrah Farm





Mini Murrah Farm

- A great success by customer review and word of mouth
- Key success factor:
 - Located not far from Bangkok
 - Edutainment
 - Provide hands on experience
 - Combination of nature, farm animals and farm workshops



Murrah Farm “production”



Murrah House

- PR & Marketing
- Distribution
- Retail and wholesale

Mini Murrah Farm

- Educate
- Outlet
- Farm Activities

Future 2018: Farm Contract

Murrah Farm

- provide breed
- Provide knowhow
- Support farmer
- Provide market



- Good quality milk
- Focus on processing and marketing

Farmers

- Good farming practice
- Milking and sell raw milk
- Grow animal feeds



- guarantee revenue from milk
- Live buffaloes, manure



Future : Challenge and Opportunity

“ how can we create market for buffalo meat?”

Thank you

