



Press release

IMPACT FARM enters into a strategic partnership with Samae San District Administrative Organization to bring the ocean's best to Ram Jai Seafood, Muang Thong Thani

IMPACT FARM, managed and operated by Bangkok Land Co., Ltd, enters into a partnership with Samae San District Administrative Organization to open “Rum Jai Seafood” where offers ocean fresh seafood products to customers in Muang Thong Thani and its metropolitan areas at Rum Jai market, encompassing a 500-square-meter seating area and prep and service kitchens onsite.

Bangkok Land Co., Ltd chief executive officer Paul Kanjanapas says, “Founded in 2022, IMPACT FARM acts as a fair trade buyer who selects and delivers the best products from local reliable sources to customers and helps farmers expand their distribution channels to generate additional income. We are reaching the three-year mark of our CSR’s efforts.”

“IMPACT FARM has started buying seafood products from Samaesarn since the beginning of 2024. The first order we placed is like a trial and error method that we use to get a ballpark figure and find out how much seafood we should buy for our chefs to innovate tasty seafood dishes. To deliver on our commitments to improve the well-being of the Thai farmers and fishermen as well as promote local businesses to create job opportunities and sustainable income, we reach out to Samae San District Administrative Organization to discuss more business opportunities for the fisherman community in Samaesarn to grow their business and expand customer base. In July 2024, Bangkok Land Co., Ltd debuted Rum Jai seafood, a brand new seafood section in Rum Jai market where carries fresh seafood and fishery products from Ranong, Surat Thani, and Prachuap Khiri Khan,” said Paul.

Rum Jai Seafood serves as a one-stop seafood destination with onsite cooking. Patrons can buy and bring seafood home or have our chefs do all the work for them starting from as little as 20 baht per kilogram for grilling, boiling, and baking and 50 baht for every 500 grams for sautéing, frying, and spicy and sour salad. Seating area can easily accommodate 400 customers and opens from 11 a.m. to 9 p.m.

Paul continues, “IMPACT FARM strives to rejuvenate its product lines and expands into a new local and international market including IMPACT Catering, IMPACT FARM Salad Bar, 3rd floor of The Portal Lifestyle Complex, major delivery service carriers namely LINE MAN and Grab Food, and Rum Jai Seafood. We also deliver our products worldwide.”

How comes IMPACT FARM does not own any farm as its name suggests? “IMPACT FARM is our CSR initiative that helps enable the vitality and resilience of the communities and acts as a fair trade buyer who carefully selects and delivers high-quality fruits and vegetables and seafood products from local sources to customers. By doing so, famers can consistently make a good living,” Paul explained.

Adul Raksakunsongsay President of Samae San Subdistrict Admintrative Organization says, “IMPACT FARM aligns its objectives with our goals. Simply put, IMPACT FARM and Samae San District Administrative Organization both focus on delivering the ocean’s best straight to your door.



All foodies know seafood is in the DNA of Samaesarn, a true seafood paradise. Our strategic partnership will significantly ignite economic growth momentum in the Thai seafood industry while wildly promoting the best of Samaesarn on the national and global stage and opening a new location in the heart of Muang Thong Thani that will bring high-quality seafood closer to customers within reach.”
