



**BANGKOK LAND**  
PUBLIC COMPANY LIMITED

Press release

## **Bangkok Land pushes IMPACT FARM forward as it looks to go beyond local commodity**

With the launch of IMPACT FARM in 2022, a corporate social initiative by Bangkok Land Co., Ltd, the company was able to support Thai organic producers and farmers, as well as the agricultural sector in Thailand. Bangkok Land continues to strive to create long term sustainability by implementing IMPACT FARM Phase 2, with the focus on new leafy greens and market expansion – especially delivery business – to draw more income to farmers.

**Paul Kanjanapas, chief executive officer of Bangkok Land Co., Ltd**, Bland for short, says “We announced the launch of IMPACT FARM in May 2022 to support local farmers and let them make more incomes through supplying high-quality locally grown organic vegetables to our restaurants. Initially, IMPACT FARM had approximately 69 members, and as time went by, our community grew by leaps and bounds. I’m happy that IMPACT FARM can be a part of the whole organic industry in the country where provides locally-grown, sustainable produce to customers year-round.”

“From the start IMPACT FARM had ramifications of how to transport produce as freshly as possible from farms to our table. The rising demand for in-season food goes up at an exponential rate since many consumers believe organically-grown vegetables are better, fresher, and more nutritious than conventional vegetables. Extreme weather and sudden temperature changes can cause reductions in agricultural productivity, and when those happened, we had to go back to the drawing board to find the best possible solution. We want to keep customers happy and make sure we can fulfill all the orders,” added Paul.

IMPACT FARM has bigger expansion plans this year and reinvigorates collaborations through buying organically-grown produce, vegetables, fruits, rice, and ocean fresh seafood directly from the source throughout Thailand to create lavish recipes as well as use them for onsite and offsite catering and at IMPACT chain restaurants, with a total of 28 stores and 17 local and international brands.

Debuting this year includes IMPACT FARM Salad Bar, which is located on the 3rd floor of The Portal Lifestyle Complex, one of the 5 main buildings, where offers products like freshly-prepared sandwiches, salad with a variety of dressings, fresh salad rolls, and wraps as well as premium cold-pressed juices. Braised chicken Caesar salad, spicy tuna salad, and Japanese salad with tofu and coconut stem juice recently join the healthy menu and can be ordered via major food delivery apps such as Grab, LINEMAN, and Robinhood. You can now enjoy high-quality meals, prepared locally and hand-delivered to your doorstep at your convenience.

On average, about 15 million visitors, exhibitors, and attendees alike walk through the IMPACT Exhibition and Convention Center doors every year. Most of them have revisited our restaurants and eventually become our regulars. Our customer-centric philosophy helps us create a compelling customer experience and allows us to treat them like family. Our experienced chefs can skillfully execute dishes using top tier ingredients and fresh, in-season vegetables, onsite and offsite restaurants.

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