

**SRISANGDAO RICEMILL CO.,LTD**



# Company Profile

SRISANGDAO RICEMILL CO.,LTD

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# Company founder

## Mr. Panom Srisaenpang

- Received The Red Cross Awards Medal (Third Class) from Thai Red Cross Society in 2007
- Received the certificate from building the office of Suwannaphum Thai Red Cross in 2006
- Awarded a certificate of recognition as a best practice enterprise in drug prevention
- Appointed by Roi-et Educational Service Area office 2 as a chairman of the Basic Education Commission for Muangmai Suwannaphum School since March 17th, 2008 to present.

## Mrs. Warinthorn Srisaenpang

- Received The Red Cross Awards Medal (First Class) from Thai Red Cross Society in 2007
- Received the certificate from the Office of the Prime Minister to be the committee member in the Council of Roi Et Rajabhat University in 2016
- Was the President-elect in Roi-et Rotary Club (2015-2016)
- Was the President in Roi-et Rotary Club (2017-2018)
- Awarded the honor shield as The National Outstanding Thai Women in 2017
- Awarded the honor shield as the outstanding mother who contribute to society in 2018





# ความเป็นมาของบริษัท (Company timeline)



Srisangdao Shop

In 1993, we registered as Srisangdao (Suwannaphum) Part., Ltd.  
-The ready mixed concrete factory  
-The block bricks factory



In 1994, we were promoted by the Department of Internal Trade to be the first private rice and field crop market in Roi Et Province. We were the first Partnership Limited to buy rice in a modern way at fair price.



In 1997, we registered Srisangdao Ricemill Part., Ltd.



In 2007, we registered Srisangdao Biopower Co., Ltd.



In 2009, Srisangdao (Suwannaphum) Part., Ltd. and Srisangdao Ricemill Part., Ltd. were registered as the Company Limited.



In 2014, we registered Srisangdao Rice Intertrade Co.,Ltd



In 2019, Srisangdao NaYord Village Project, Geographical Indication (GI), Khao Hom Mali Thung Kula Rong-Hai, Srisangdao Brand



Srisangdao (Suwannaphum) CO.,LTD

Srisangdao Ricemill CO.,LTD

Srisangdao Bio Power CO.,LTD

Srisangdao Rice Intertrade CO.,LTD





# SRISANGDAO Group

- About 300 employees for Srisangdao Group
- Milling capacity about 600 ton for paddle rice within a day
- Selling about 40,000 – 50,000 ton all the year to OEM for the famous brand in Thailand and other countries





# Awards





# Our purpose

Currently, we have supported the Geographical Indication of rice (GI Thai, GI EU), Khao Hom Mali Thung Kula Rong Hai, through the project “SRISANGDAO and its dry direct seeding in rows village project”. Our goals are to help the farmers to earn more income from their farming and to produce the finest kind of Thai Hom Mali Rice from the best cultivated region for people around the world.



# Khao Hom Mali Thung Kula Rong-Hai

Thai Hom Mali Rice is a native rice which also known as wild rice. It was first found in Chachoengsao Province, and later bred and cultivated throughout the country. It appears that later, the Thai Hom Mali Rice became famous in the Northeast of Thailand, especially the Thai Hom Mali Rice that is grown in the Thung Kula Rong Hai area due to its aromatic smell and soft texture compared to other areas. This unique identity of the Khao Hom Mali Thung Kula Rong-Hai made it the first Thai product registered in the European Union for Protected Geographical Indication (PGI), and is considered as a proud product of Thailand.



# Benefits of The GI Product

- Encourage Local economics by increase farmers income.
- Enhancing of local farmers organization strengthen to Develop active roles.
- Producer & Consumer Protection In term of Product Quality.
- Assure product quality to comply standard.
- Encourage Local Economics : Small and Medium Enterprises.
- Value adding to Product by showing Local culture & traditional in geographical area.





SRISANGDAO and its dry direct seeding in rows village project.



ศรีสะเกษดาวหมู่บ้านนาหนอง

# SRISANGDAO and its dry direct seeding in rows village project

We helped farmers register their rights to farm under the protected Geographical Indication by converting from broadcasting rice cultivation method to the dry direct seeding in rows method. The goal is to reduce production costs, while increasing productivity per area of production with applications of soil analysis, laser land leveling, weather forecast for planting day, aircraft drones, etc. All fields of science and technology in rice cultivation are adopted, including accounting for cost estimation. As a result, the project was successfully implemented. With more income earned, it inspires other farmers in their own villages and the neighboring villages to overcome fear from traditional farming to a more technological farming method at the end of the day.







## Our Goal

“We help farmers to earn more income from their farming.”













## SRISANGDAO and its dry direct seeding in rows village project

- The aim is “the farmers' courage” to change their farming method from the traditional way to be the direct seeding in rows or the modern way.
- Using fewer seeds from 35 kg/rai to 1 kg/rai can save the cost about 1,000 THB/rai.

# SRISANGDAO and its dry direct seeding in rows village project

- The yield increases from 320 kg/rai to 600 kg/rai. With the direct seeding in rows method, the farmers get double produce from farming in a year.
- There are 200 households with the fields 3,000 rai joining our project this year. With the success of the farmer's leader who encourages his friends to change the farming method in order to increase the income, we think that there will be more members joining us next year. And, the farming area in the project will be more than 5,000 rai.







*ศรีสะเกษสวนผู้ทำนาขนาด*

“Thai Hom Mali Rice from the best cultivated region (Khao Hom Mali Thung Kula Rong Hai) with the best cultivation method (the dry direct seeding in rows method).”





Our product



# สินค้า (Our product)

Thai Hom Mali Rice from the best cultivated region for the premium present.

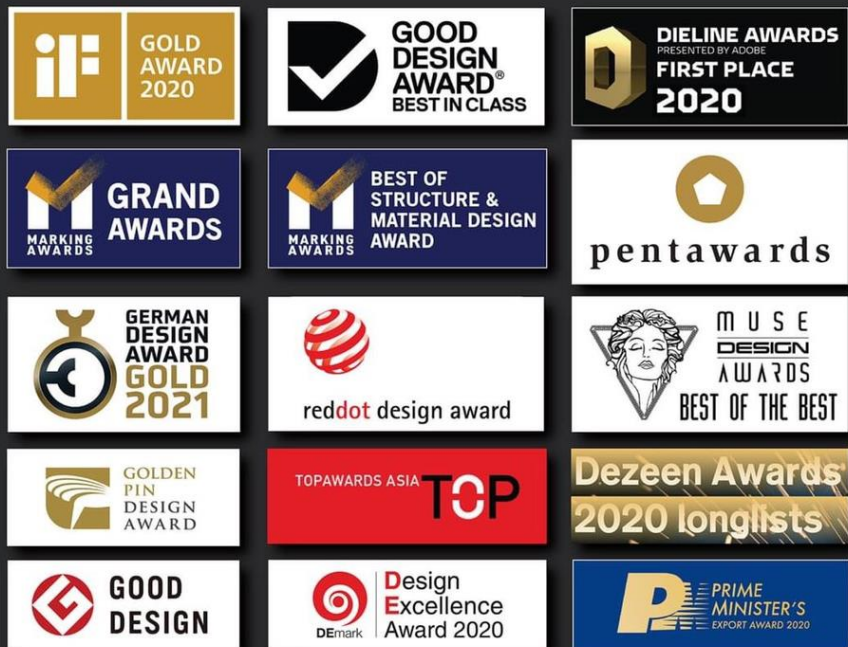
This packaging recycled from rice chaff.







# 15 INTERNATIONAL DESIGN AWARDS



# SRISANGDAO 's Awards





# Lasted Award

## Best Design PM Award 2020





Srisangdao  
Khao Hom Mali Thung Kula Rong-Hai  
with Recycled box  
Limited Edition Hand Made



# สินค้า (Our product)

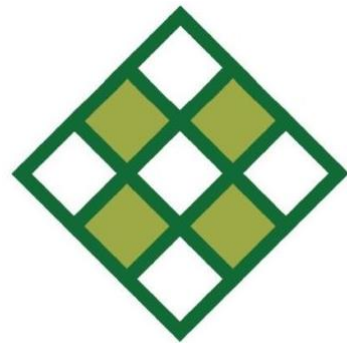
## Khao Hom Mali Thung Kula Rong-Hai (GI Thai, GI EU)

- 1 Kgs (vacuum bag with recycled box)
- 2 Kgs (vacuum bag with handle)
- 5 Kgs (vacuum bag with handle)
- 15 Kgs (Gravure PP bag)
- 25 Kgs (Gravure PP bag)





# Standard of Srisangdao Rice



รับรองโดย  
กรมการข้าว



bioagri<sup>✓</sup>cert





## Acknowledgement

Thank you everyone for collaboratively raising the quality of the Khao Hom Mali Thung Kula Rong Hai through SRISANGDAO brand. Not only that it helps farmers to earn more income from their farming, but it also serves as the pride of farmers and Thailand for producing the finest kind of the Thai Hom Mali Rice from the best cultivated region for people around the world.