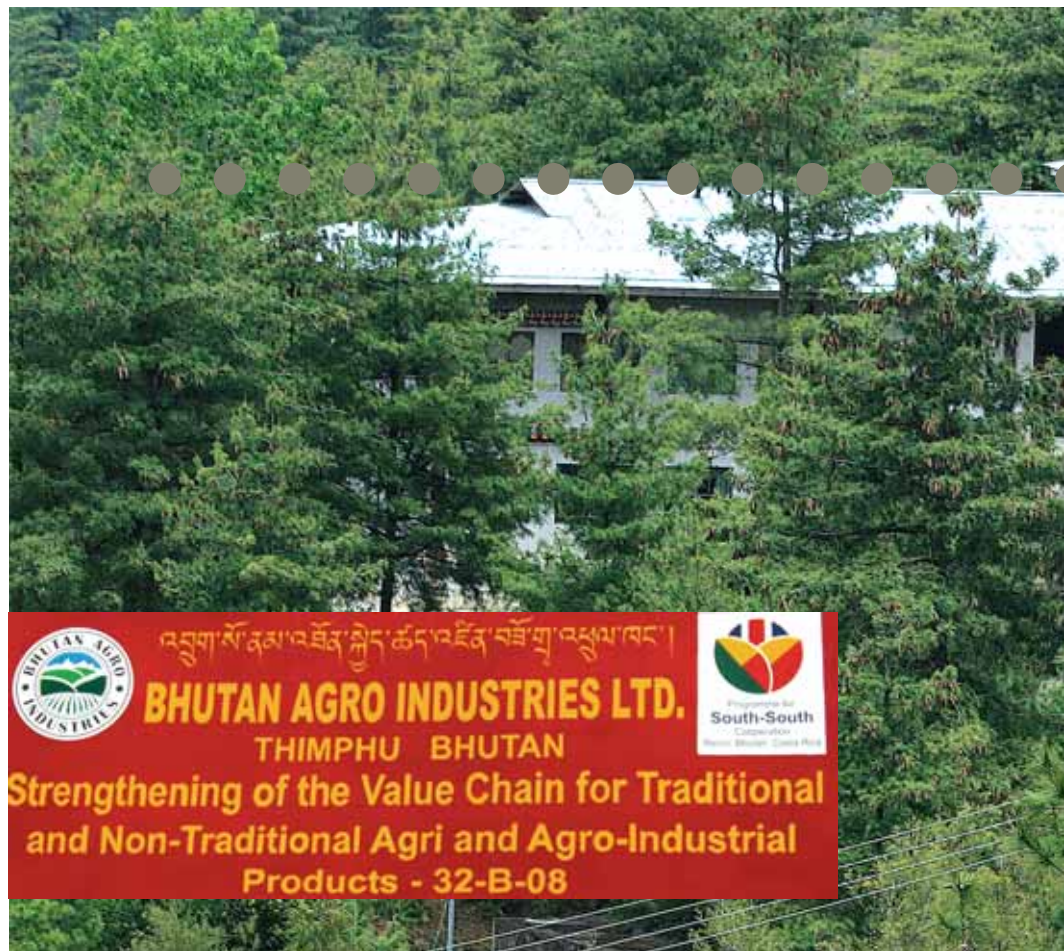


Bhutan Agro Industries Limited

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Bhutan Agro Industries Limited (BAIL) was established in the year 1993 with the financial and technical assistance from Danish International Development Agency (DANIDA). The Company commenced its commercial production in September 2004. The rural farmers are the main beneficiaries of the company.



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BHUTAN AGRO INDUSTRIES LTD.

THIMPHU BHUTAN

**Strengthening of the Value Chain for Traditional
and Non-Traditional Agri and Agro-Industrial
Products - 32-B-08**



OBJECTIVES

The objectives of the company are to provide employment opportunities and an alternative source of income to farmers, to provide a reliable market for the farmers' surplus fruit and vegetable produce, import substitution of processed fruits and vegetables vis-a-vis increase export of processed fruits & vegetables and to serve as a national platform for technical know-how in the food processing sector.

The above objectives will be achieved by initiating contract farming and collaborating with Integrated Fruit processing Units and the farmer groups in the districts, establishing collection centers in the districts, encouraging & supporting cultivation of high value fruits/vegetables, processing the crops into shelf-stable and high value added products and developing efficient marketing/distribution network within and outside the country.

PRODUCTION AND PLANT CAPACITY

The factory is a multipurpose fruit and vegetable processing facility and water bottling plant with a total production capacity of 4,832MT per annum.

PRODUCT RANGE

The company manufactures 35 different types of products in 60 variant sizes, details provided below:

- Fruit juices, fruit halves and vegetables in Tin Cans
- Jams & Marmalade and pickles in glass jars
- Packaged drinking water and Fruit squashes in PET bottles
- Fruit juices and drinks packed in 250ml, 500ml and 1000ml hot filled PET bottles.
- Fruit juices and drinks packed in 200ml, 500ml and 1000ml Gable top aseptic cartons.

RAW MATERIALS

In order to help the rural Bhutanese farmers in enhancing their income, the company has a full time agriculture extension staff whose job is to provide guidance to the farmers in post harvest technology of fruits and vegetables, procurement of raw materials and interacts between the farmers and the company. At present, the company serves the interest of at least nine districts out of the twenty districts. Over the last 15 years, the company has procured 3,963 MT of fruits and vegetables valued at Nu. 24.969 million from the farmers in the western and central Bhutan.

The company manufactures 35 different types of products in 60 variant sizes.





TECHNOLOGY



The technology is European and environment friendly. The company has been awarded HACCP Certificate for meeting and confirming the stringent International requirements on Standard Food Safety Systems. Bhutan Agro Industries Limited is the first HACCP certified Food processing Industry in the country.

EMPLOYMENT

The company presently employs 113 Bhutanese Nationals in various capacities and the company is perhaps among the only company employing 100% nationals. The company also provides temporary employment to about 50 school students during their winter vacation coinciding with the peak orange season and keeps the youth away from engaging in social unhealthy practices.

MARKET

The company's products under the Brand "ROYAL BHUTAN" is marketed throughout Bhutan through distributors with Thimphu city directly serviced by the company. In India and Bangladesh, marketing is done through marketing agents. ■

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Wangchutaba, Thimphu

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The taste of the Himalayas



Up in the mountains, at an altitude of 8,000 ft, where the environment is pristine, the air and water is fresh and clean, we bring you the best of juices and processed fruit products. The produce is near organic and nature fresh from farms in the alpine and temperate regions of the nation.



Taste with a difference

BHUTAN AGRO INDUSTRIES LIMITED

The First HACCP Certified Food Industry in Bhutan

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