

Report on Advanced Greenfarm's Participation in Horti Agri Next Asia 2025

Event Date: March 12, 2025, 13:30-14:30 (Bangkok time)

Venue: Impact Arena, Hall 6, Bangkok

Audience: Approximately 50 people from the exhibition participants

Invited Speakers:

- **Dr. Chris Aurand**, Open Innovation Leader at Thai Union Group PCL
- **Mr. Piya Dankum**, CEO & Founder of Salad Factory
- **Dr. Metha Meetam**, Assistant Professor, Faculty of Science, Mahidol University
- **Dr. Sutteera Ratanasirintraooot**, Marketing & Communication Specialist & Co-founder, Advanced Greenfarm Co., Ltd.

Topic for Panel Discussion: “Wolffia: Thailand's Future Economic Crop”

Brief Summary:

Advanced Greenfarm Co. Ltd. and Dr. Metha Meetam, the leading Principal Investigator of the "G6 Social Implementation Activities toward BCG Economy" in the Be-HoBiD*¹ project, were invited to participate in the Horti Agri Next Asia 2025 event. The session, titled "Wolffia: Thailand's Future Economic Crop," featured Advanced Greenfarm and the invited speakers sharing their views and experiences behind the success story in revolutionizing Wolffia as a novel food source of Thailand.

Advanced Greenfarm emphasized that through strategic partnerships with Kasetsart University, Mahidol University, Be-HoBiD, and JICA, the company has successfully developed large-scale cultivation technology for Wolffia. This technology has enabled the high-quality supply of Wolffia and re-introduced the freshwater plant into modern Thai cuisine and food products, positioning it as a valuable sustainable crop for the future.

Dr. Metha Meetam encouraged Thai farmers and consumers to embrace Wolffia as a new economic crop, highlighting its significant potential for local agriculture and the broader health impact and emphasizing on the necessity for the adoption of food-grade standards and continuous scientific research to better understand and utilize the duckweed plants. Dr. Chris Aurand and Mr. Piya Dankum shared their views on supporting Wolffia as a potential future crop, stressing its role as a sustainable and healthy food source and its alignment with the green circular economy, a vision that supports their respective companies' health and sustainability goals.

Be-HoBiD*¹: abbreviation for The Project for Development of the Duckweed Holobiont Resource Values towards Thailand BCG Economy



