

**DAIRY FARMING PROMOTION  
ORGANIZATION OF THAILAND  
(D.P.O.)**



## Background

Thai Danish Dairy Farm (TDDF) was a technical cooperation project between the Thai and Danish Governments. The TDDF was initiated during His Majesty the King Bhumipol Adulyadej of Thailand's state visit to Denmark in 1960. The King was interested in dairy farming and the Danish Agricultural Organization presented this project. On 16<sup>th</sup> January 1962, the farm was inaugurated by Their Majesties the late King Frederik IX of Denmark and King Bhumibol Adulyadej of Thailand. On October 19, 1971 the TDDF was transferred to the Thai government and, with His Majesty the King Bhumibol's royal grace, was granted the status of a state enterprise under the Ministry of Agriculture and Co-Operatives in the royal decree. It was then given a new name of "The Dairy Farming Promotion Organization of Thailand (D.P.O.)".

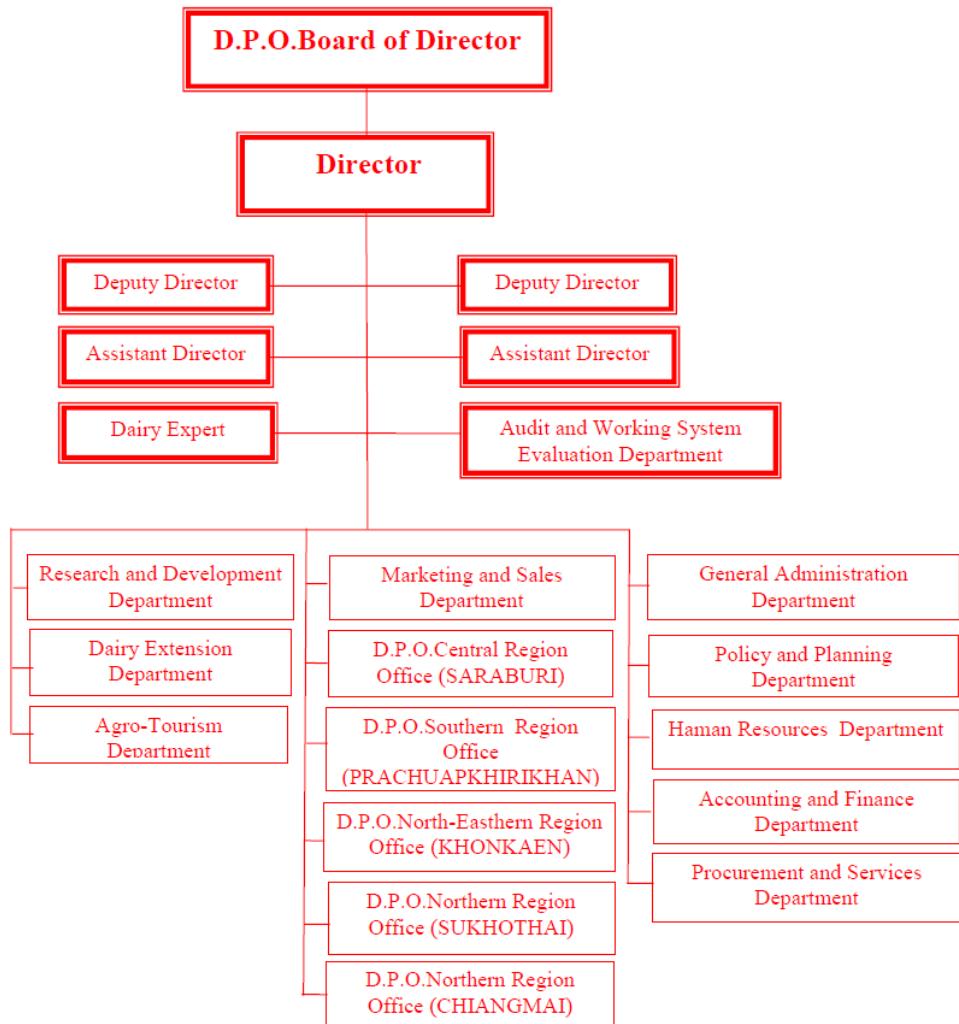
## Vision

D.P.O. the leading Dairy Industry of Thailand progress towards ASEAN with international standards and service innovations.

## Mission

1. Expand dairy farming networks and alliances to serve raw-milk for a ready-to-drink milk production.
2. Uplift commercial basis of businesses to increase a market share.
3. Aim to manage the organization with international standards.

## D.P.O.'s Organization Structure



## D.P.O. and the Dairy Farming Extension

D.P.O.'s Implementation in Promoting Dairy Farming as followed:



The raw milk management to ensure the designated quantity

The assistance to the dairy farmer in reducing raw milk



The research and development of dairy farming by using new innovation in



The veterinary and artificial insemination services to increase the efficiency of dairy



The provision of the knowledge about dairy farming on the technical

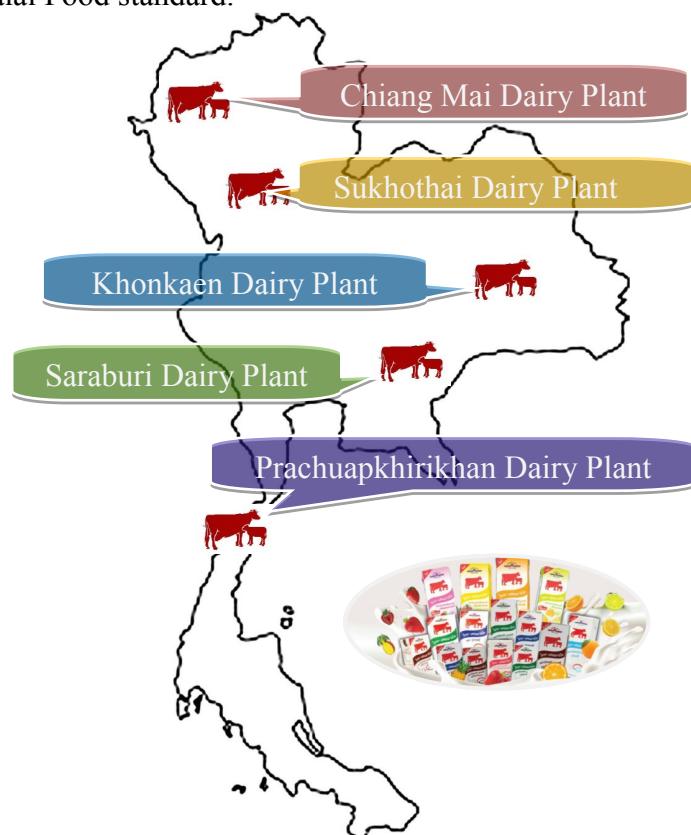


The development of high production dairy cattle breeds for dairy farming in Thailand and the



## D.P.O. Dairy Processing and Marketing

D.P.O. purchased raw milk directly from dairy farmers and the dairy cooperatives. It is processed with modern machinery under the quality control in every step. The Thai-Danish dairy plants have been certified ISO 9001:2008, HACCP, GMP, Healthy Workplace, and Halal Food standard.



It can be ensured that Thai-Danish Milk provides nutrition from 100% fresh milk. Importantly, to drink **Thai-Danish Milk** is also to support the utilization of raw milk from the dairy farmers in Thailand.

## Establishing the stability and sustainability of the Thai dairy industry.

D.P.O. serves as a pilot organization on pricing methodology of raw milk, on behalf of government.



D.P.O. serves as a mechanism to solve the oversupply of raw milk with a production capacity of over 585 tons/day.



D.P.O. acts as secretary committee of The School milk program committee and manages the School Milk budget over 13,000 million Baht/year and more than 7 million students benefited.

Promotion and development of Agro-Tourism by learning experience in the Thai-Danish Dairy Farm.



D.P.O. serves as Secretary of Milk Board by driven dairy industry strategy amid the cost competition, efficiency and trade barriers.





**“...Dairy farming is an appropriate profession  
for Thai people. With proper knowledge,  
we can grow and earn decent income...”**

His Majesty King Bhumibol's royal speech given to the  
delegates of Agricultural Cooperatives,  
Estate Cooperatives, Fishery Cooperatives, Juvenile  
Agriculturalists, and milk collecting cooperatives,