



Company Profile: The Happiness Farm

Company Name: The Happiness Farm
Founded: 2023 (Orchard was started in 2007)
Location: Nakha, Dogar, Paro(Above Chuzom)
Website: <https://www.thehappinessfarm.com>
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Overview

Nestled in an idyllic location with a million-dollar view, the Happiness Farm is the epitome of natural beauty and sustainable luxury. With its high-end fruit-bearing trees, including Japanese pears, apples, and walnuts, the farm spans across 4+ acres of fertile dry land. The property also boasts a recently constructed 11-bedroom hotel, 3 stars for its excellent facilities and services.

The Happiness Farm is a visionary agribusiness focused on sustainable agriculture and community well-being. Our mission is to cultivate happiness by producing fresh, organic food while positively impacting the environment and society. By integrating innovative farming techniques with traditional practices, we aim to be leaders in the field of sustainable agriculture.

Vision

Our vision is to create a sustainable future where agriculture harmonizes with nature, contributing to the health and happiness of our communities. We strive to be a model for sustainable practices, inspiring others to embrace eco-friendly and socially responsible farming.

Mission

- To produce high-quality, organic food that nourishes the body and soul.
- To promote sustainable farming methods that protect and enhance the environment.
- To educate and engage the community in sustainable living practices.
- To foster a sense of connection between people, food, and the earth.

Core Values

- **Sustainability**: We are committed to using environmentally friendly practices that preserve natural resources for future generations.
- **Community**: We believe in building strong, lasting relationships with our local community, including farmers, consumers, and partners.
- **Quality**: We strive to maintain the highest standards in every product we offer, ensuring freshness and nutritional value.

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- **Innovation:** We embrace modern technology and innovative methods to improve efficiency and productivity in farming.
- **Education:** We are dedicated to educating the public about sustainable agriculture and healthy living.

Products and Services

- Organic Produce: A diverse selection of fruits, vegetables, and herbs grown without synthetic fertilizers or pesticides, ensuring the highest quality and safety for our consumers.
- Farm Tours: We offer educational tours that provide insight into our sustainable practices and allow visitors to experience farm life firsthand.
- Workshops: Our hands-on workshops cover topics such as organic gardening, composting, and sustainable living techniques.
- Farmers' Market: Participation in local markets enables us to connect directly with consumers and offer fresh, organic produce.
- CSA Program: Our Community Supported Agriculture(CSA) program allows customers to subscribe for regular deliveries of seasonal produce, fostering a direct link between the farm and the community.
- Tree plantation
- Cooking Class
- Egg picking 200 per person
- Farming/Conservation talk. For more information on our offerings, please visit our website www.thehappinessfarm.com

Target Market

- Health-conscious consumers seeking organic and sustainably sourced food.
- Local restaurants and cafes that prioritize farm-to-table practices.
- Schools and educational institutions interested in sustainability and environmental education.
- Eco-conscious individuals and families committed to sustainable living.
- Tourists

Business Model

The Happiness Farm operates on a direct-to-consumer model, emphasizing local engagement and partnerships with local businesses. Additionally, we offer accommodation, consultancy services in farming, educational services, tree membership that generate revenue while promoting sustainable practices etc.

Social Responsibility

We are deeply committed to social responsibility, participating in local food drives, planning to offer services for agricultural education, and collaborating with non-profits to support food security and sustainability initiatives. Our farm serves as a hub for community gatherings and learning, strengthening the local social fabric.

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Future Goals

- Product Expansion: We aim to diversify our range of organic products, including value-added goods like jams and preserves and many more...
- Increased Engagement: We plan to expand our educational offerings and community events to reach a wider audience.
- Technological Integration: Implementing advanced sustainable farming technologies to enhance productivity and resource efficiency.
- Partnerships: Developing partnerships with educational institutions to integrate sustainability into curricula and offer experiential learning opportunities.

Conclusion

The Happiness Farm is more than just a farm; it is a community-centric initiative dedicated to fostering happiness through healthy living and sustainable practices. We invite you to join us in our mission to create a happier, healthier future for our planet and communities. **Your support would be deeply appreciated.**

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