KUBOTA FARM: Innovative Farming Experience Center

KUBOTA FARM: Innovative Farming Experience Center was established in 2019 aiming to provide KUBOTA's modern agricultural innovation experiences in the ASEAN region. It was designed under the concept of End-to-End Solutions as an integrated farming system from upstream to downstream to become a learning center that values the needs of farmers.

KUBOTA Farm is integrated agricultural management system. It combines cultivation techniques with agricultural machinery technology and innovation which leads to a systematic and precision agricultural model that helps minimize risks that affect the variation in productivity yield each year and generate stable income for farmers through hands-on seeing and doing, as well as accessing all practical innovations.

KUBOTA is also focused on processing, adding value to productivity, and connecting with buyers or markets, with Thai agricultural development approaches to drive high-income agriculture and modern precision agriculture. KUBOTA Farm has applied the philosophy of sufficiency economy as well as the concept of circular economy to serve Thailand’s key strategy, the Bio-Circular-Green Economic or BCG Economy Model, which is the economic model toward sustainable development into all production processes such as managing agricultural waste for maximum benefit, and therefore initiated the zero-burn project, campaign for noncombustion stubble, the utilization of leftover straw or sugar cane leaves for livestock feed, or fermenting as fertilizer, or transforming into biomass energy, and developing water sources for maximum efficiency.