

Good afternoon, everyone!

Thank you for visiting Samyang Ranch. My name is Donghwi Ko, I am the director of this ranch.

I would like to briefly explain about our ranch.

Samyang Ranch was established in 1972 and it has been running for 43 years.

There is important relationship between Samyang and former president Park Chung Hee who is the father of current president and the founder of Youngnam Univ.

Samyang Food Corp., the ranch's mother company, was founded in 1963, 10 years after the Korean War. After the war South Korea was devastated and we were one of the poorest countries, short of food and many other difficulties. Samyang Food was established in order to solve this.

Company founder who passed away last year and buried near here at the age of 96 who loved this ranch, was operating a successful life insurance company as an owner. It was Dongbang Insurance, later this company became Samsung Life Insurance which is very successful at present. But he decided to sell this profitable company bcz people will get benefit from the insurance when someone dies. Instead, he wanted to have company which makes people's lives better and founded a food company.

So with a lot of effort and despite the difficulties, Samyang became the first instant noodle making company in Korea and the instant noodle helped people a lot from those hard days of hunger to even now.

In 1968, father president Park Chung Hee visited Australia with his daughter Park Keunhae and he was deeply impressed by the dairy industry of Australia. When he returned back to Korea, he had a meeting with the major company owners including Samsung, Korean air and Samyang.

President Park encouraged the company owners to start a livestock farm bcz at that time, Korea was still short of food especially the protein in their diet such as beef, pork, chicken and eggs. So in the early 1970's, the **company operating farming** started in south Korea, but it was not a profitable business so other companys such as Samsung operating pig farm quit and it became Everland near Seoul. Now Samyang is the only company still operating with good intentions of both President Park and the founder of our company.

Our ranch started in 1972 in this area which is cold in winter time (about -30 degree) which is snowy & windy and not good conditions for livestock farming. This area was impossible to raise any crops at all, but the company founder decided to have dairy farm here bcz other areas with good conditions had to be used in producing basic food for people such as rice and so on.

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Our ranch contributed by producing milk and meat with thousands of cows, chickens and sheep until end of 1999.

After year 2000, there was a major change in this ranch, dairy products and meat (a primary protein source) are not short of supply anymore. So Samyang Ranch started a new business area of tourism. Starting from year 2007, visitors in this ranch reach about a half million every year. People visit our farm for healing and peace of mind every year.

Another major change is that our ranch became an organically certified farm. Starting in 2009, our pasture, milk and dairy cows are all organically certified. Cattle for meat are raised by feeding only grass not grain. So our major dairy products and meats are omega-3 fatty acid rich and which is good for people's health.

Samyang ranch is designated as 2018 Pyeongchang Winter Olympic Special District for development. We are preparing for development of our farm for visitors with many facilities. We expect 2 million people to visit our farm by the time of the olympic event, and I hope to see you and the people of your country in our ranch at that time again

Thank you for your precious time and enjoy Gangwon-do, Pyeongchang and of course Samyang Ranch. Thank you again very much.