Over 50 colleagues arrived at Uthai Thani, a rural province in central Thailand on the morning of October 6th to participate in a charitable rice harvesting activity. To organize the activity, the team worked closely with Baan Nokkamin Foundation (BNF), an NGO that supports abandoned and homeless children coming from tragic situations and broken families. BNF provides a home and emotional support to over 250 children across Thailand. The harvesting is a follow-up activity to the rice the team planted back in June and as promised, they returned to reap the harvest to donate to BNF.

Most of our colleagues hadn’t harvested rice before, but were excited to try something new and happy knowing that the rice they collected will go directly to the children of BNF. The local villagers at Uthai Thani taught colleagues how to harvest the rice and also prepared a special lunch for them after the intense session. This was followed by a friendly game of football and volleyball with the children in the field.
This initiative is part of LF Logistics Thailand’s “Time to Care Project” which revolves around 4 pillars: the environment, engagement of colleagues, customer satisfaction and communities. Janya Thana-athiporn, EVP – LF Logistics, Head of Thailand listed these pillars as part of our 3-year plan’s objectives of building a sustainable business and is also part of the community engagement strategy of our company as a whole.

Congratulations to LF Logistics Thailand for rolling out such a great initiative!