



ONG THO RICE CORPORATION

- 📍 Headquarter: No.10, 13 th Street, Himlam 6A Residential Area, Binh Hung Ward, Binh Chanh District, HCMC
- 📍 Factory: TL933, Long Duc Ward, Long Phu District, Soc Trang Province
- 📍 HCMC Warehouse: No.1498A, Nguyen Van Linh Highway, Ward 7, District 8, HCMC
- 📍 Northern Warehouse: No.H14 – 984, Bach Dang Street, Thanh Luong Ward, Hai Ba Trung District, Hanoi City
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BRAND STORY

Since the beginning of Vietnam, paddy rice production has long been the people's most important and oldest source of income. However, season by season farmers always got more challenges by oversupply with low price or high prices but lost harvest, uncertain of when it will come to an end. Gao Ong Tho **EMPATHIZES** with the struggles faced by farmers, spanning from the salinity seaside to the mountainous regions. **DEDICATED** to discover local and regional specialty rice seed we have been empowered on the journey of building our brand, forging a path fuelled by passion and a commitment to excellence. We are **AMBITIOUS** to raise the value of Vietnamese rice while also offering the finest products enriched with the sweat and compassion of our farmers, as well as the tireless research efforts of our scientists. This is our mission as we seek to demonstrate our brand. We acknowledge and applaud the farmers' benefits alongside the scientists' intellectual property. We are honoured to work with farmers to create a global reputation for Vietnamese rice.

EMPATHY- DEDICATION- AMBITION are the value we strive to offer in every product

Every product of Gao Ong Tho holds a story of compassion



Well-managed rice quality from the rice plantation to consumer's kitchen | Hotline: 028.66.811.811 - www.gaosach.vn

INTRODUCING ONG THO RICE

OUR VISION

Ong Tho Rice aspires to be the firm that produces and brands Vietnamese premium rice that are cultivated sustainably and safely to the worldwide trading market.

OUR MISSION

Developing an ecosystem of rice plantation contract farmers where quality are fully controlled from the field to retail store to improve Vietnamese premium rice brand value.

OUR CORE VALUES

"Well-managed rice quality from the rice plantation to consumer's kitchen" is our goal to pursue in every product.





PRODUCTS

www.gaosach.vn

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ONG THO RICE *Spring Swallow*

Specifications:

- 5kg Packet with four sides sealed.
- 10 1kg Packet/ Box and 24 1kg Packet/ Box.



We launched the “ Ong Tho Rice “ brand on 12/12/2012 on the occasion of Tet Holiday Season. The first product is packed with KDM Rice ingredient. However, with the objective to develop a reputation for Vietnamese indigenous rice types, a search and market study has been ongoing since then. ST20 was the specialty rice seed that was valued and pursued in 2014 because it matched three criteria: appealing, aromatic, and purely Vietnamese. After two years of integrating rice-shrimp cultivation method and market research. “Ong Tho Rice - Spring Swallow” uses ST20 specialty rice seed which replaces the previous product. ST24 specialty rice seed is the next generation authorized to be mass-cultivated by its author in 2016 and completely displaced the ST20 specialty seed; thus, Spring Swallow being produced by ST24 raw rice materials. Ong Tho Rice has continued to scale up rice-shrimp plantation to ensure product quality consistency over time.

ONG THO RICE

St25

ST25 was awarded “The World’s Best Rice” on November 12, 2019, during the 11th World Rice Conference, following a lengthy period of research and refinement by its group of agricultural scientists. After two trial crops, ST25 specialty rice seed was authorized by their scientists to be distributed exclusively through enterprises that collaborate with The Agricultural Extension Centre and local farmers.

Ong Tho Rice is honoured to be one of the very first enterprises authorized to commercially cultivate this specialty rice . ST25 rice has distinct characteristics when grown in salinity or seaside fields. The location of cultivation area influences the aroma of the rice as well as its resilience and tenderness when cooked. Along with quality control at the field, Ong Tho Rice carefully selects post-harvest and processing technology that is ideal for this kind to achieve product quality standards and satisfy its recovery and loss rates. As a result, it enhanced product chain efficiency and redirects more benefits to farmers.



Specification:
- 5kg Packet with 4 sides sealed.
- 10 2kg Packet/ Box



ONG THO RICE

Purple Rice



In some ancient records, researchers have discovered that purple rice had been extremely hard to cultivate and rare to find. From the earliest period of discovery on the ancient Chinese rice terraces, the rice had a tender aroma trait. Then, after the confirmation of its dietary values, purple rice was used by the old Chinese government as a functional food.

Tracking the historical origins of this specialty rice seeds, researchers from two organizations in Japan collaborated to meticulously examine the genetic basis of the purple-black colour in the aleurone layer surrounding the rice grains, and they discovered that this trait is caused by a rearrangement within a gene called Kala4, which activates the production of anthocyanin. Various tones of purple rice are discovered, and the variations in colour intensity are caused by differing degrees of anthocyanin production activation.

Ong Tho Rice successfully selected several specialty rice seeds with the best nutritional values and consumer-beneficial medicinal properties after conducting 8 experimental seasons, searching for rice seeds from the North-west Region to Ca Mau province, and applying meticulous cultivation site selection and strict agricultural control procedures. Therefore, we introduce the fragrant, exquisite, tasty, and safely grown Purple Rice product. Ong Tho Rice team continues to maintain the process of searching for better rice seed and better cultivation areas in our journey to improve the quality of our products.

Ong Tho Rice – Purple Rice product contains a high amount of Anthocyanin when cultivated in the appropriate field. The rice grains are soft with a rich flavour and alluring fragrance, making them particularly suitable for individuals undergoing diabetes treatment or following a special diet.



ONG THO RICE *Purple Sticky Rice*

It is the same variety of nutritious rice with a dark black color when grown in the right nutrient-rich region, although the sticky (glutinous) nature of the rice leads to a low amylose content. Among the commonly found glutinous rice varieties, the purple sticky rice type or “nep cam” contains a higher protein content of over 6.8% and a higher fat content of over 20%. It also contains 8 essential amino acids and various essential trace elements necessary for the body. Therefore, it contributes significantly to protecting and providing health benefits to women's bodies during menstruation or postpartum when experiencing blood loss (*1). Specifically, glutinous purple rice contains a higher level of anthocyanins (*2), which are powerful antioxidants, compared to even blueberries - the fruit known for being the top natural source of this compound (*3).

Having a deep understanding of the importance of this valuable sticky rice variety as a medicinal ingredient, as well as having access to various cultivation areas and different glutinous rice varieties, Ong Tho Rice has carefully selected the suitable specialty rice seed and cultivation region to ensure that Ong Tho Rice - Purple Sticky Rice product possesses excellent nutritional content, especially the rare and precious anthocyanin compound that contributes to its rich and deep color.

However, due to the low amylose content in this glutinous rice variety, the conversion of starch into glucose in the bloodstream occurs more rapidly compared to purple rice. Therefore, individuals with diabetes need to exercise caution when consuming it.



Source of information:

(*1) <https://suckhoedoisong.vn/cong-dung-cua-nep-cam-voi-phu>

(*2) <https://healthplus.vn/diem-danh-8-loi-ich-suc-khoe-tu-yet>

(*3) <https://healthplus.vn/diem-danh-8-loi-ich-suc-khoe-tu-yet>

Specifications:

- 10 kg Packet/ Box

- 24 1kg Packet/ Box

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ONG THO RICE *Red Rice*

Ong Tho Rice - Red Rice is a type of whole-grain red rice that is sought after from rice varieties that have been selectively bred by scientists from the traditional "Huyet Rong" rice seeds. Thus, this rice inherits valuable genes from the Huyet Rong rice seed, while the bran layer provides softer and more user-friendly grains. Our Red Rice product is loved for its appealing aroma and unique flavor. Its rich and lightly subtle flavor becomes more and more apparent as you chew.

With its high nutritional content, especially rich in fats, fibre, and various B vitamins such as B1, B2, B5, B6, etc., traditional folk medicine often utilizes red rice to cook nutritious porridge and prepare healthy meals for the elderly, children, postpartum women, and vegetarians.

The product is packaged in rectangular-shaped, vacuum-sealed bags weighing 1kg, with a shelf life of 12 months, making it convenient for storage and use.

Specifications:

- 10 1kg Packet/ Box
- 24 1kg Packet/ Box



ONG THO RICE *Fragrant Sticky Rice*

Our Fragrant Sticky Rice product was chosen from indigenous glutinous rice seeds of Tay Nguyen (Central Highlands) region ethnic communities. Cultivated in harmony with nature and surrounded by mountain slopes, Fragrant Sticky Rice absorbs nutrients from the mountainous forests. When cooked, the grains are shiny and rounded, with a chewy texture and a strong, lingering aroma.

Fragrant Sticky Rice is packaged in rectangular vacuum-sealed bags weighing 1kg, which is suitable for small-scale consumption and ensures excellent preservation, free from pests, insects, and mouldy. This product is ideal for gifting purposes or as an offering in traditional ceremonies.



Specifications:

- 10 1kg Packet/ Box
- 24 1kg Packet/ Box

ONG THO RICE *Japonica*

Dishes prepared by Japanese people are always acknowledged by culinary experts for their exquisite and meticulous nature, reaching absolute perfection. Particularly, when it comes to Japan, one cannot overlook sushi, and kimbap dish. A delicious sushi roll is not made from mushy, sticky, or dry rice. It is made from plump and sticky rice grains that are firm and resistant to breaking when rolled. The cut surface of the rice roll is beautifully round and well-presented. In the past, when the japonica rice variety was newly introduced to Vietnam, it was highly valued for these characteristics.

Ong Tho Rice – Japonica consists of all three distinctive features of Japonica rice: color, taste, and aroma. Firstly, the rice grains have a uniformly round shape, with a translucent color that appears incredibly beautiful when exposed to light. Next is the taste. Japonica rice, when cooked, has a sticky and chewy texture, with a rich, sweet, and soft flavor. It also has a mild and gentle aroma and remains soft even when it cools down.

Specifications:

- 10 1kg Packet/ Box
- 24 1kg Packet/ Box



ONG THO RICE *Fragrant Broken Rice*

The Fragrant Broken Rice product is carefully selected from the small broken grains during the milling process of the famous aromatic ST24/ST25 rice. The fragrant grains are carefully selected from broken rice grains that are less than half the size of a regular grain. Additionally, they undergo a fine dust filtering process and removal of damaged or discoloured grains to ensure uniform color and size, neither too large nor too small.

Ong Tho Rice – Fragrant Broken Rice is suitable for nutritional porridge dishes for the elderly and children. Especially, our product is suitable to create the renowned Vietnamese breakfast dish, “Cơm Tấm” or Broken Rice.



Specifications:
- 10 kg Packet/ Box
- 24 kg Packet/ Box



ONG THO RICE *St25 Undermilled Rice*

"XAT DOI, English name "UNDERMILLED RICE", is a type of rice that is only lightly milled and retains a certain amount of bran on the surface of the endosperm.

Ong Tho Rice - ST25 Undermilled rice: Rice is fragrant and easy to eat like white rice, the nutritional content in the bran layer is retained more than 75% compared to whole brown rice.

Adding 1 teaspoon of cooking oil will help the rice taste more fleshy and fatty.

The product is packaged in a 1kg bag, rectangular vacuum bag with a shelf life of 12 months, which is very convenient for customers and consumers.

Note that the product should be used from 20 to 30 days after cutting the packaging because it is difficult to store because the dust layer of the bran peels off very quickly and absorbs moisture and melds microorganisms, which is dangerous for users.



Specifications:
- 10 1kg Packet/ Box
- 24 1kg Packet/ Box

ONG THO RICE *St25 Brown Rice*

St25 brown rice is a product where the bran layer is kept intact, making the rice fragrant, sweet and soft. Especially because the bran layer is retained, it slows down the metabolism of sugar from starch into the blood. In addition, brown rice is rich in nutrients including fiber, B vitamins, a variety of minerals,... Adding 1 teaspoon of cooking oil will help the rice taste more fleshy and fat.

The product is packaged in a 1kg bag, rectangular vacuum with a shelf life of 12 months, which is very convenient for customers and consumers.



Specifications:
- 10 1kg Packet/ Box
- 24 1kg Packet/ Box

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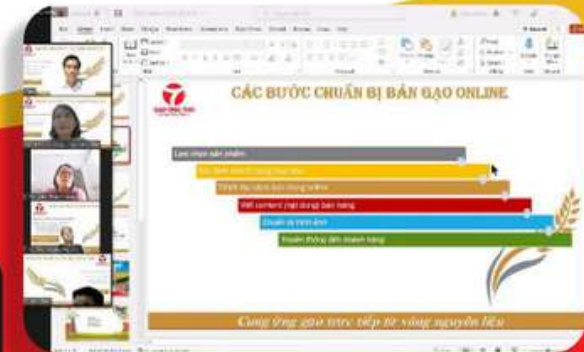
SALES PROMOTION ACTIVITIES

Retail Partnership Programs



- Activities branding at retail stores
- Supporting promotional programs for consumers.
- Sharing knowledge, experience in the rice industry, advertising, e-commerce... for online retailers.

Programs
to accompany online
retailers.



OUR PARTNERS AND CUSTOMERS

DOMESTIC AND INTERNATIONAL MARKET

Ong Tho Rice products are currently distributed at more than 1,000 large and small retail locations in the regions in Viet Nam:

- Southern regions: Ho Chi Minh City, Binh Duong, Dong Nai, Ba Ria - Vung Tau, Tay Ninh, Binh Phuoc...
- Central regions: Khanh Hoa, Da Nang, Thua Thien Hue...
- Northern regions: Hanoi, Nam Dinh, Hai Duong, Hai Phong, Quang Ninh...

In the international marketplace, we also had the opportunity to export to difficult markets



SUPERMARKETS AND RETAIL CHAINS



ONLINE SALES PLATFORMS

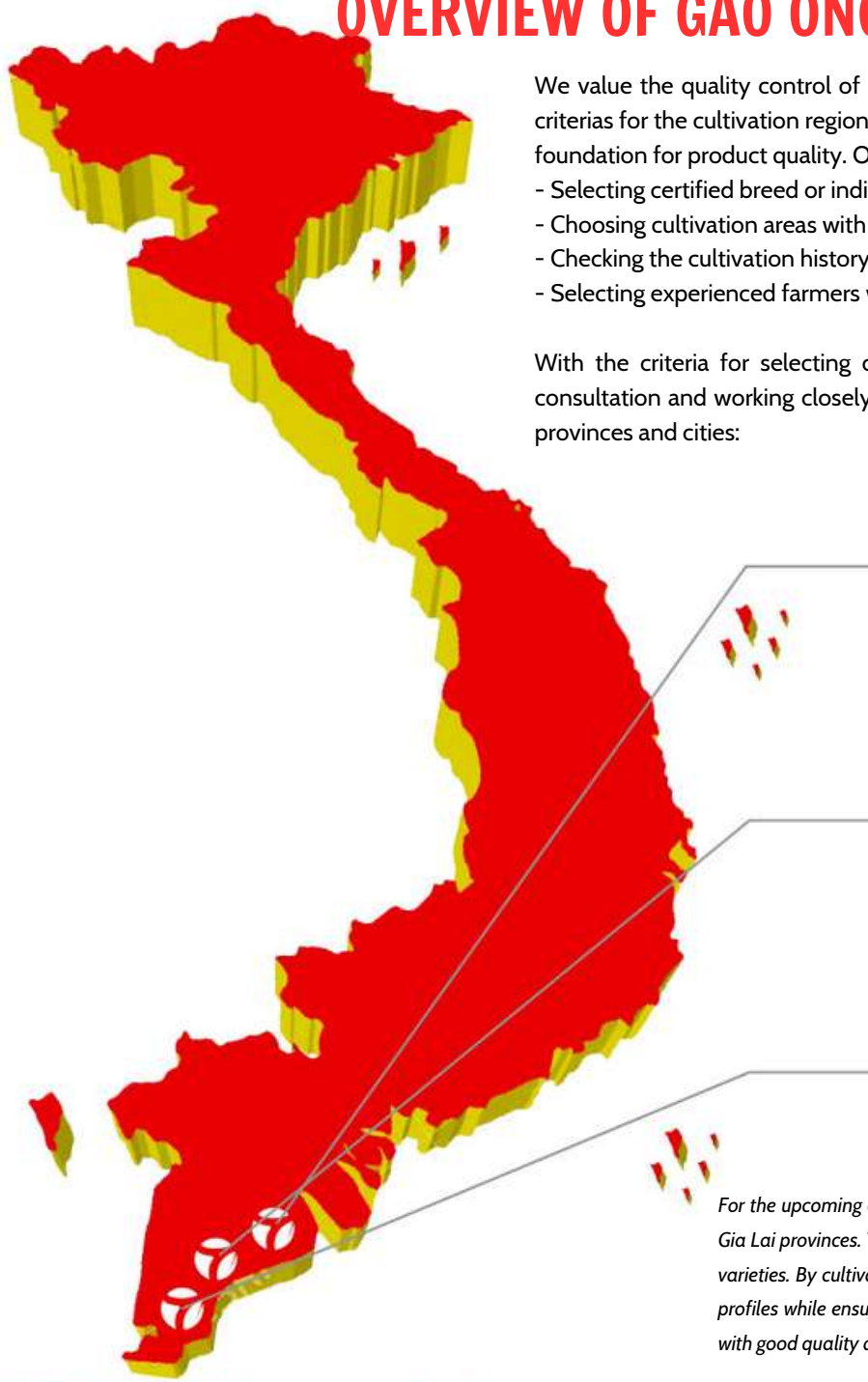


OVERVIEW OF GAO ONG THO RICE SOURCING REGIONS

We value the quality control of our products from the sourcing regions, so Ong Tho Rice has gradually selected and established some criterias for the cultivation regions to ensure quality control of the products, from selecting the seeds to the farming stage - which lays the foundation for product quality. Ong Tho Rice builds its sourcing regions based on these criteria:

- Selecting certified breed or indigenous specialty varieties that have been carefully filtered.
- Choosing cultivation areas with suitable soil conditions for each rice variety.
- Checking the cultivation history of the area and selecting land that can be safely cultivated.
- Selecting experienced farmers who have cultivated specialty rice varieties and local rice varieties.

With the criteria for selecting cultivation areas as mentioned above, along with collaborating with agricultural experts for farming consultation and working closely with local communities, Ong Tho Rice has built and gradually expanded its sourcing regions in various provinces and cities:



Soc Trang

Rice Types: ST24, ST25, purple rice, red rice, purple sticky rice...

Cultivation method: Safe rice cultivation with two crops per year.

Bac Lieu

Rice Types: ST24, ST25

Shrimp rice rotation cultivation with one crop per year.

Ca Mau

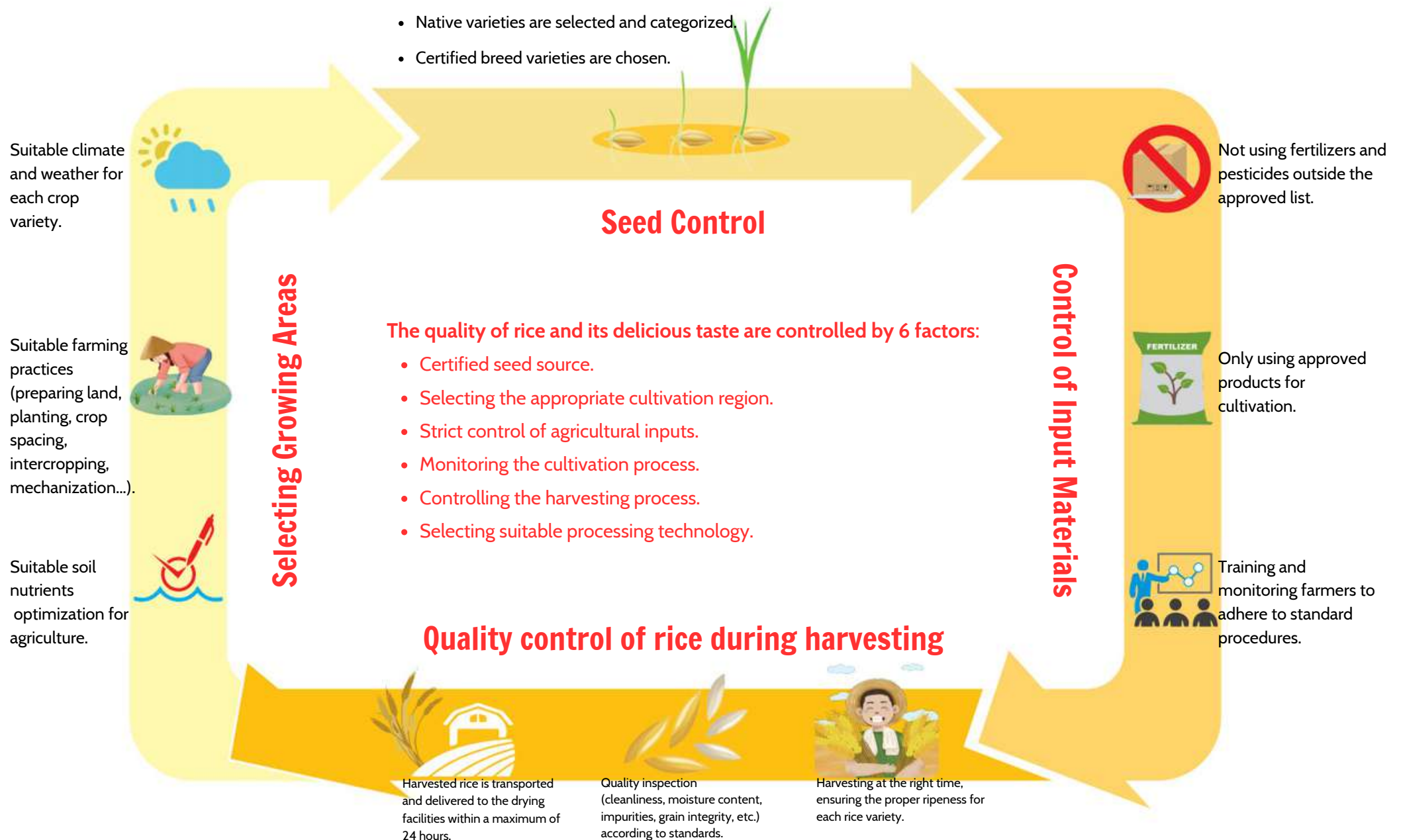
Rice Types: ST24, ST25

Cultivation method: Shrimp rice cultivation with one crop per year, and safe rice cultivation with two crops per year.

As a member, Ong Tho Rice is authorized to use the labels "Lua Sinh Thai Ca Mau" (Ca Mau Ecological rice) and "Lua An Toan" (Safety Rice) certified by the Department of Plant Protection, Ca Mau province.

For the upcoming crop seasons of Autumn-Winter 2022 and Winter-Spring 2023, Ong Tho Rice plans to expand its cultivation area in Dak Lak and Gia Lai provinces. The selected rice varieties for cultivation include ST24, ST25, aromatic medicinal indigenous upland rice varieties, and seasonal rice varieties. By cultivating in smaller plots and adopting continuous harvesting practices, Ong Tho Rice aims to maintain consistent quality and flavor profiles while ensuring better control over cultivation processes. This approach ensures that the products meet high standards and reach consumers with good quality assurance.

QUALITY CONTROL PROCESS FOR THE RAW MATERIAL AREA



QUALITY CONTROL PROCESS AFTER HARVEST

Drying



Storage



Milling



Color sorting and broken rice filter



Product Packaging



CERTIFICATES

SỞ NÔNG NGHIỆP VÀ PTNT CÀ MAU
CHI CỤC TRỒNG TRỌT VÀ
BẢO VỆ THỰC VẬT

CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM
Độc lập - Tự do - Hạnh phúc

CHỨNG NHẬN

Cấp cho:

CÔNG TY CỔ PHẦN GẠO ÔNG THỌ

Địa chỉ: Số 10, đường số 13, ấp 4, xã Bình Hưng, huyện Bình Chánh, Tp. Hồ Chí Minh.

LÀ THÀNH VIÊN SỬ DỤNG NHÃN HIỆU CHỨNG NHẬN "LÚA SINH THÁI CÀ MAU"

Cà Mau, ngày 16 tháng 9 năm 2020

CHI CỤC TRƯỞNG

Số: 02
Quyết định số: 105 /QĐ-TTBVT
ngày 16 tháng 9 năm 2020

**NHÃN HIỆU CHỨNG NHẬN
CÀ MAU
LÚA SINH THÁI**

**CHI CỤC TRỒNG TRỌT VÀ
BẢO VỆ THỰC VẬT
TỈNH CÀ MAU**

Nguyễn Trần Thức

Well-managed rice quality from the rice plantation to consumer's kitchen

TEST RESULTS AND NUTRITIONAL CONTENT ANALYSIS

eurofins | Sac Ky Hai Dang

KẾT QUẢ THỬ NGHIỆM

Mã số mẫu: 743-2021-00001402 | Mã số lô sản phẩm: 743-2021-00001402 / 2021/01/01/00001402

CÔNG TY CỔ PHẦN GAO ONG THO
Số 10 Đường số 13, Ấp 4, Xã Bình Hưng,
Thị trấn Bình Hưng,
TP. Hồ Chí Minh,
Việt Nam

Tên mẫu: Gạo trắng
Tên trung gian: Gạo trắng
Ngày phân tích: 01/01/2021
Ngày làm thử nghiệm: 01/01/2021
Ngày gửi kết quả: 01/01/2021

STT	CHỈ TIÊU THỬ NGHIỆM	ĐƠN VỊ	PHƯƠNG PHÁP THỬ	KẾT QUẢ
1	Độ ẩm	%	TC 2015-00001402	14.5

Ký tên: 
Người phân tích: 
Ngày phân tích: 01/01/2021

eurofins | Sac Ky Hai Dang

KẾT QUẢ THỬ NGHIỆM

Mã số mẫu: 743-2019-00001402 | Mã số lô sản phẩm: 743-2019-00001402 / 2019/01/01/00001402

CÔNG TY CỔ PHẦN GAO ONG THO
Số 10 Đường số 13, Ấp 4, Xã Bình Hưng,
Thị trấn Bình Hưng,
TP. Hồ Chí Minh, Việt Nam

Tên mẫu: Gạo trắng
Tên trung gian: Gạo trắng
Ngày phân tích: 01/01/2019
Ngày làm thử nghiệm: 01/01/2019
Ngày gửi kết quả: 01/01/2019

STT	CHỈ TIÊU THỬ NGHIỆM	ĐƠN VỊ	PHƯƠNG PHÁP THỬ	KẾT QUẢ
1	Độ ẩm	%	TC 2015-00001402	14.5
2	Độ ẩm	%	TC 2015-00001402	14.5
3	Độ ẩm	%	TC 2015-00001402	14.5
4	Độ ẩm	%	TC 2015-00001402	14.5
5	Độ ẩm	%	TC 2015-00001402	14.5
6	Độ ẩm	%	TC 2015-00001402	14.5
7	Độ ẩm	%	TC 2015-00001402	14.5
8	Độ ẩm	%	TC 2015-00001402	14.5
9	Độ ẩm	%	TC 2015-00001402	14.5
10	Độ ẩm	%	TC 2015-00001402	14.5
11	Độ ẩm	%	TC 2015-00001402	14.5
12	Độ ẩm	%	TC 2015-00001402	14.5

eurofins | Sac Ky Hai Dang

Nutrition Facts

Serving Size: 100g
Amount Per Serving

Total Fat	0.6g	% Daily Value
Sodium	1.2g	1%
Total Carbohydrate	79.9g	16%
Protein	7.9g	16%

Calories 354

eurofins | Sac Ky Hai Dang

Nutrition Facts

Serving Size: 100g
Amount Per Serving

Total Fat	0.6g	% Daily Value
Sodium	1.2g	1%
Total Carbohydrate	79.9g	16%
Protein	7.9g	16%

Calories 360

Ong Tho Rice conducts regular quality testing of rice according to prescribed standards to ensure the best control of pesticide residues and checks the nutritional content of each product.



Founder: Mr. HUYNH UT PHI CHAU - MBA

With over 20 years of experience in business and marketing, and worked with various corporations such as Holcim, Shell, Fico Cement, and Dong Lam.



Co-Founder: Mrs. DUONG THANH THAO - BA (UEH)

Founder and administrator of the Vietnamese Rice Forum. With over 12 years of experience in the domestic rice market.

About The Founders

We were both born into farming families and raised in the Vietnamese countryside amongst vegetable gardens, fishponds, and rice fields during difficult times. Windy seasons and the thrill of harvesting rice are ingrained in our childhood memories, followed by the reward of savoring an unforgettable meal made from freshly harvested rice and aromatic rice water. Childhood memories are intertwined with memories of our father hurriedly drinking a bowl of hot, plain rice porridge with a few grains of salt before walking out to the fields with his hoe. They are also linked to images of our laborious mother, bending down, growing rice in the blazing summer sun. These recollections are also tied to our early dreams of stepping into a university classroom.

Pursuing our dreams was a long and challenging journey, but in the end, we were able to fulfill our aspirations. After graduating, we ventured into the bustling city, but whenever we had the opportunity to visit our hometown, we would still come across the images of hardworking farmers toiling in the fields. While in the urban areas, consumers only had access to generic and unbranded rice. This presented us with opportunities: the opportunity to build our own rice brand, the opportunity to help rural farmers achieve stable incomes, and the opportunity to elevate the value of Vietnamese rice. In 2011, we embarked on our entrepreneurial journey with a small retail rice store, and until now, our dream of reviving Vietnamese specialty rice and expanding its reach to different continents remains our unwavering pursuit.

Key Personnel



NGUYEN XUAN HONG QUANG

MBA - Director of Finance and Accounting.



LE TAN KIET

Production Manager



PHAN TRUONG AN

Specialist in Agricultural Product Quality Control

Agricultural Cultivation Consultant



NGUYEN MINH TRUNG

Master of Agricultural Sciences - Technical
Advisory and Monitoring Expert for Cultivation
Areas

Social Impacts

ISEE-COVID PROJECT

The Agency of Enterprise Development (AED) under the Ministry of Planning and Investment (MPI), Global Affairs Canada (GAC), and the UN Development Programme (UNDP) jointly launched today the “COVID-19 Adaptation Programme” for Social Impacted Businesses (SIBs) to increase their capacity and refine business models to address the challenges they are facing.



Oxfam is an international confederation and part of the global movement working towards a world without poverty and inequality.



En Xanh (Green Swallow) is the first national program in Vietnam aimed at discovering and honoring community-based business initiatives. It was first organized in 2017.



Milling factory in Soc Trang





ONG THO RICE

— Good rice by right taste —

EXPORT CONTACT

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Skype : chauhup