



MINISTRY OF AGRICULTURE AND LIVESTOCK



September 2025



Launch of “Beaubelle Lumina Wholistic Plus” in Malaysia: A Wellness and Skincare Product from Ganoderma Mushroom of Gasa and Punakha

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21 September, 2025: The DAMC have facilitated development and launch of a wellness and skincare product from Ganoderma (Reishi) Mushroom produced from Goen Shari in Punakha and Khatoed and Khamed in Gasa, in collaboration with Beaubelle Malaysia – a Swiss wellness and skincare company – with over three decades of experience in skincare and cosmetics.

The product branded as “Beaubelle Lumina WHOLISTIC PLUS – Age Joyfully.” was developed in partnership between the Menjong Sorig Pharmaceuticals Corporation Ltd., Bhutan and Beaubelle Asia-Pacific, Malaysia. The product also contained other spice ingredients; ginger and yellow turmeric from Dakpai and Takabi in Zhemgang, black turmeric from Pemagatshel and black pepper from Mongar.

The MoU for partnership to launch the product was executed between the CEO of the two companies. The DAMC have supported product testing and logistics to achieve this maiden partnership between the two companies of Bhutan and Malaysia.

The domestic production of Ganoderma mushroom was possible with technical support of the National Mushroom Centre and the financial support of the Bhutan For Life project in collaboration with the Gewogs and the Dzongkhag Administration of Gasa and Punakha.

In line with its mandate to expand international markets for Bhutanese agricultural products, DAMC continues to promote such collaborations to create new opportunities for the export and to strengthen the global reach of Bhutanese agro-processed and herbal products.



Hon'ble Secretary, Ministry of Agriculture and Livestock attended DialogueNEXT in New Delhi, India from 8-9th September 2025.

A two-day event with the theme "Take it to the Farmer" was organized by the World Food Prize Foundation in collaboration with International Maize and Wheat Improvement Center (CIMMYT), Borlaug Institute for South Asia (BISA) and Indian Council of Agricultural Research (ICAR). The gathering saw participation of scientists, policy makers, business entities and farmers, discussing the entire value chain of the food system; from innovation in agri-tech to issues of climate change and agribusinesses with small holder farmers at the centre of discussion. Secretary participated in the panel discussion on Agriculture without Border: The Next South-South Collaboration.

While in Delhi, Secretary also met with Hon'ble Secretary, Ministry of Food Processing Industries, Government of India Mr. Avinash Joshi, Hon'ble Secretary, Department of Animal Husbandry and Dairying, Government of India Mr. Naresh Pal Gangwar and Hon'ble Secretary Department of Agricultural Research & Education and Director General Indian Council of Agricultural Research Dr. M. L. Jat and discussed the way forward for the implementation of recently signed Memorandum of Understanding between the Ministry of Agriculture and Livestock RGOB and Ministry of Agriculture and Farmers Welfare GOI.

In addition, Secretary held sideline meetings with the Director General, International Potato Center (CIP) Mr. Simon Heck Scientists of the CIMMYT in India Office and discussed various areas of technical collaboration and partnership with Bhutan.

The Hon'ble Minister for Agriculture and Livestock, Lyonpo Younten Phuentsho, extended a warm welcome to Bhutan and to MoAL to the newly appointed Deputy Chief of Mission, Embassy of India Thimphu Mr. Aniket Mandavgane. Lyonpo thanked Government of India for the generous support and cooperation to the ministry. He highlighted the important projects supported by GoI, including irrigation, chain-link fencing, mega farms, and livestock project in strengthening Bhutan's economy. He further underscored the importance of the insurance scheme and expressed deep appreciation to the Embassy of India for their continued friendship and leadership, while looking forward to continued support and cooperation in the years ahead.





Opening of Bhutan Outlet at Siliguri, India

28 September, **Siliguri, North Bengal**: In a continuous effort to promote marketing and awareness of Bhutanese products in the Indian market, the Department of Agricultural Marketing and Cooperatives of the Ministry of Agriculture and Livestock have facilitated opening of the Bhutan Outlet at the 27 Church Road, Siliguri, North Bengal.

The Outlet provides a dedicated place to showcase Bhutanese agri-food and CSI products. Apart from being a storefront, it is a platform for cooperation, people-to-people contact and opportunities for youth, farmers and entrepreneurs from both countries to interreact and learn about each other's agricultural products and experiences.

The opening of the Bhutan Outlet was graced by the presence of His Excellency Counsel General of India in Phuntsholing G. Ajith Kumar, Counsel General of Bhutan to the Royal Bhutan Consulate in Kolkata Tashi Penjore and Padma Shri Awardee, Shri Bhaichung Bhutia alongside Ms. Debolina Kundu, Director, National Institute of Urban Development, New Delhi.

The facility will be operated by the Aggregator Network of Chhukha (AGN-Chhukha), a farmer Cooperative from neighbouring Chhukha district. The Sunday Haat, a Community-Based Organization, will be the collaborating partner from Siliguri. The Association for Conservation and Tourism (ACT), an NGO in North Bengal, supported and facilitated the successful opening of this first of a kind Bhutan Outlet in Siliguri.

These initiatives are geared towards achieving the 13th Five Year Plan target of generating Nu. 6 billion in agricultural export revenue by 2029.

Courtesy Call by Mr. Jean Pesme, Division Director for Bangladesh and Bhutan, and Mr. Imad N. Fakhoury, Regional Director for South Asia, International Finance Cooperation, World Bank Group

25 September 2025: The Hon'ble Minister for Agriculture and Livestock, Lyonpo Younten Phuntsho, warmly welcomed Mr. Jean Pesme, Mr. Imad N. Fakhoury, and the World Bank delegates, expressing gratitude for their continued partnership in strengthening Bhutan's agriculture sector, crucial for rural livelihoods, youth employment, and food security.

He highlighted the Ministry's shift from subsistence to modern farming under the 13th FYP, focusing on large-scale farming, smallholder resilience, high-value products, sustainable biodiversity, and an enabling business ecosystem, alongside initiatives like the RNR Jobs project. Both sides emphasized leveraging Bhutan's organic and sustainable brand, scaling agritech, mobilizing private investment, and aligning with the Gelephu Mindfulness City vision to create greater impact in high-value markets.





Call on by Mountain Hazelnut Venture (MHV) and Mirova Officials

25 September 2026: Hon'ble Minister of Agriculture and Livestock met with the Chief Executive Officer of Mountain Hazelnut Venture (MHV) along with senior officials from Mirova, the single largest investor in MHV.

Mr. Antoine Raes, Investment Director, and Mr. Louis Mac Clenihan, Investment Associate at Mirova, provided an update and shared insights on Mirova's work, including new opportunities for investment, technical assistance, and collaboration in Bhutan's agriculture sector.

Hon'ble Minister welcomed the delegation, thanked MHV for their update and innovative initiative of Himalayan white truffles in the hazelnut plantations which would provide additional income to farmers with the best possible price in addition to the income from the sale of hazelnuts. Minister thanked Mirova for their continued support to MHV—particularly in improving the income and livelihoods of Bhutanese farmers. Minister highlighted the Ministry's 13th Five Year Plan informed on resources gaps and emphasized the need for stronger partnerships to bridge resource gaps and invited Mirova to explore further investments in Bhutan. Possible areas of future cooperation with MHV and Mirova include carbon credits and other innovative ventures.

The Ministry reaffirmed its commitment to fully support and collaborate with MHV and look forward to strengthen the collaboration with Mirova

Courtesy Call by Mr. Xavier Furtado new World Bank Group Country Manager for Bhutan

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Department of Livestock Launches Pig and Poultry Farm Registration System and Livestock Development Strategy and Action Plan 2024



26 September 2025: The Department of Livestock is proud to have launched two landmark initiatives that will guide the future of livestock development in Bhutan. The ceremony was graced by the Hon'ble Lyonpo of the Ministry of Agriculture and Livestock, whose presence made the occasion truly meaningful.

The first initiative is the **Pig and Poultry Farm Registration System (FRS)**, Bhutan's first farmer-led digital platform that brings every pig and poultry farm under one national system. With support from FAO Bhutan **Technical Cooperation Programme (TCP)** and the **EU Technical Assistance for Agri-food Systems (EU-TA)**, and developed by Bhutanese youth from Dragon Coders Private Limited with guidance from Government Technology (GovTech) Agency, Royal Government of Bhutan, the Ministry's ICT Division and the Department, the FRS has already registered more than 5,000 farms in six pilot Dzongkhags. This achievement was possible only because of the tireless work of our Gewog Livestock Supervisors under the overall supervision of Dzongkhag Livestock Production Officers and Dzongkhag Livestock Officers, who went farm to farm, ensuring that every farmer was included. Their dedication has been the driving force behind the success of this system, which now provides Bhutan with its first live and accurate picture of the pig and poultry sector.

The second initiative is the **Livestock Development Strategy and Action Plan 2024**, which will guide the implementation of the 13th Five Year Plan of the Livestock Sector. The strategy sets ambitious targets across dairy, piggery, poultry, fisheries, animal nutrition and sheep farming, while also prioritizing digital innovation, climate-smart practices, clean energy and stronger value chains. It is designed to empower farmers, enhance food and nutrition security and build resilience in rural communities.

Together, these two initiatives mark the beginning of a new chapter for Bhutan's livestock sector. With the leadership of the Ministry, the commitment of our partners, and the extraordinary dedication of our frontline livestock officers and supervisors, we are confident that livestock farming in Bhutan will become more productive, sustainable and resilient for the future.



Second “Inno-Market” Launched in CHP Colony at Wangchu, Chhukha Dzongkhag

7 September 2025: The “Innovation Market”, called in short as “Inno-Market” was launched today at the Chukha Hydropower (CHP) Colony in Wangchu, Chhukha. This is the second Inno-Market, after the one in the GCBS campus was launched around the same time last year and has been going successfully past one year with huge benefit to the farmers, aggregators, students, faculty and households of Gedu.

An Inno-Market is a place for locals to come together and network atleast once or twice in a week and in the process also buy locally sourced fresh farm produce. It is also a place to promote our locally processed agricultural products and to showcase local talents in playing musical instruments, singing or just join to network with one another. In the coming weeks, various home-made pickles and edibles may also be sold at the venue.

In Wangchu, the Farmers and Aggregators from Chiwogs of Bjabcho Gewog will take part to sell local farm produce every week, sourced from the localities.

The Inno-Market in CHP colony was possible with the collaboration of the CHP management, Chhukha Dzongkhag Administration and Bjabcho Gewog Administration, with the initiative lead by the Regional Agricultural Marketing Division (RAMD) office of DAMC from Phuntsholing and the Regional Office of BCCI, Phuntsholing.

8 Sept 2025: Visit to Free Roaming Dog Sanctuary

On his way back from Gelephu, Hon’ble Sanam Lyonpo visited the newly constructed Dog Shelter at Rilangthang, Sarpang. The facility was established to humanely manage unowned free roaming dogs and surrendered pet dogs, providing them with a safe haven in line with the vision of the Gelephu Mindfulness City (GMC). The shelter currently houses 476 dogs, comprising both unowned free roaming and surrendered pet dogs.

The initiative was undertaken under the Royal Command and guidance of an Advisory Group comprising executives from relevant sectors, supported by a Core Group Members (CGM) from the Department of Livestock and Desuung . This initiative is a partnership between DoL and Desuung. Field activities were implemented by CGM in close collaboration with the Regional Veterinary Hospital and Epidemiology Centre, Gelephu, the Dzongkhag Livestock Sector, Desuung and other relevant organizations.

During the visit, officials briefed Lyonpo on the progress and activities being carried out to make Sarpang Dzongkhag free from free roaming dogs and rabies, as well as to promote responsible pet ownership. Challenges and way forward were also discussed with the officials.

Hon’ble Lyonpo commended the teams for their dedication and tireless efforts, and expressed his gratitude to all who made valuable contributions to the success of the initiative. He assured that the Ministry will continue to support these efforts and directed the teams to inform the Ministry should they require further assistance.



Launch of Bhutan Standards for Animal Feed (BSAF) *(Towards Safer and Better Livestock Nutrition)*

2 September 2025: The Department of Livestock (DoL), Ministry of Agriculture and Livestock (MoAL), today launched the Bhutan Standards for Animal Feeds (BSAF) 2025, an important initiative aimed at strengthening livestock production through safe, high-quality, and nutritionally balanced feeds. This document will serve as a guiding reference for the formulation, regulation, and use of animal feeds in the country, ensuring consistency and improved livestock productivity.

The launch was graced by the Hon'ble Minister for Agriculture and Livestock and attended by the Secretary of MoAL, the Director of DoL, official from the Bhutan Food and Drug Authority (BFDA), and technical staff of the Department of Livestock.

The BSAF sets out comprehensive guidelines for raw material sourcing, feed manufacturing, quality control, storage, and transport. It establishes minimum nutrient requirements for various livestock species and introduces Maximum Residue Limits (MRLs) for contaminants such as pesticides, mycotoxins, and heavy metals. This ensures that feeds available in the country are both nutritionally adequate and safe for livestock.

Developed under the mandate of the Livestock Act of Bhutan 2001, and aligned with the Livestock Rules and Regulations 2017, the BSAF is designed to serve as a reference for feed manufacturers, importers, regulators, farmers, and testing laboratories. It is also expected to play a vital role in safeguarding food security and improving the productivity of Bhutan's farming systems.

In his address, the Hon'ble Minister emphasized that ensuring the quality and safety of livestock feeds is crucial to improving animal health, productivity, and ultimately the livelihoods of farming communities, and a significant step forward in enhancing national food security.

Thank you for reading!
