K-Farm AUTHENTIC KOREAN WELLNESS

Company Profile

Boosting health and happiness worldwide.

Korean ingredients. Everyday wellness. Global connections.



Product development · Distribution · Export support
English edition | November 12, 2026

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01 / COMPANY & PURPOSE

Rooted in Korea. Connected to the world.

Founded on October 23, 2023, by CEO Kim Hyun-jun, K-Farm connects Korean food traditions with the needs of international markets. Our portfolio brings red ginseng into everyday formats, from KBOOST granola to flower teas and wellness tea blends. Alongside our products, we support product development, overseas marketing, export coordination and online sales. Working with Korean producers and international distribution partners, we help buyers explore products and market opportunities through practical, locally informed cooperation.

Company	K-Farm
CEO	Kim Hyun-jun
Founded	October 23, 2023
Business	Wellness food development, distribution and export support



Head office

Room 407, Industry–Academic Cooperation Building,
Joongbu University, 201 Daehak-ro, Chubu-myeon,
Geumsan-gun, Chungcheongnam-do, Republic of Korea

MISSION

To contribute to wellbeing worldwide by bringing Korean traditions and innovation together.

VISION

To become a global leader in Korean wellness foods, connecting Korean producers with international markets.

Wellness describes everyday food and drink occasions. It does not imply disease prevention or treatment, or regulatory certification of every product as a health functional food.

02 / WHAT WE DO

From product planning to overseas markets.

We help Korean food businesses prepare for overseas markets through product development support, localized marketing and sales strategy. Our services also cover consignment sales networks, export coordination and online store operations, connecting product planning with channel development and ongoing market support.

01 Product Development Support

We provide consulting on product ingredients, design, and pricing tailored to Southeast Asian markets.

02 Overseas Marketing Services

We support marketplace onboarding and provide sales marketing support and management for overseas markets.

03 Consignment Sales Network Support

We supply products through certified sellers and manage the market through ongoing price management.

04 Global Marketing Strategy Development

We develop sales strategies optimized for target countries and markets.

05 Export Agency Services

We manage the full overseas export process for Korean functional foods, including ginseng and black ginseng products.

06 Smart Store Operations

Through our own smart store, we expand and manage online sales channels in Korea and abroad.

Four reasons to work with K-Farm

Targeted localization
Market-informed culture, taste and sales planning.

Global partner network
Connections between Korean producers and overseas B2B partners.

Agile product development
Ingredient and packaging direction guided by market demand.

One-stop export support
Coordination of planning, customs, logistics and local marketing.

03 / RED GINSENG GRANOLA

Red ginseng, made for everyday enjoyment.

KBOOST Red Ginseng Granola brings the distinctive taste of red ginseng to crunchy, approachable wellness foods. Choose from Original, with classic nutty notes; Apple Cinnamon, with apple and warming spice; and Cacao, with a rich dark cacao flavor. The three varieties offer buyers a clear, flavor-led range for everyday enjoyment.









Original

Classic nutty flavors with a subtle, deep red ginseng note.

Apple Cinnamon

Fresh apple pieces and cinnamon make this a satisfying alternative to dessert.

Cacao

Rich dark cacao flavor with a satisfying crunch.

Please refer to each retail pack for ingredients, allergens, nutrition, storage and shelf-life information. Export specifications and supply terms are available on request.

Explore red ginseng granola online →

04 / FLOWER RED GINSENG TEA

When flowers steep, red ginseng blooms.

Our flower red ginseng teas pair six-year Geumsan red ginseng with flowers and herbs in individually sealed PLA tea bags. The caffeine-free collection includes Rose Blossom, Apple Violet, Pine Marigold and Red Ginseng Original, offering four distinctive blends for daily tea moments and gifting.





Four distinctive blends

01 Rose Blossom

02 Apple Violet

03 Pine Marigold

04 Red Ginseng Original

Korean ingredients · Six-year Geumsan red ginseng · Individually sealed PLA tea bags
See product details and retail packaging for the full specifications and labeling.
Explore flower red ginseng teas online →

05 / KBOOST WELLNESS TEA

Two blends for your daily tea ritual.

KBOOST wellness teas offer two distinctive blends with puffed red ginseng. Daily Balance combines organic pumpkin, red bean and Jerusalem artichoke, while Daily Comfort brings together organic balloon flower root, tangerine peel and lemongrass. Each blend offers its own character for an everyday tea ritual.





Daily Balance

A mellow wellness tea blending organic pumpkin, red bean and Jerusalem artichoke with the rich flavor of puffed red ginseng.

30 g (1.5 g × 20 tea bags)

Ingredient	Blend
Organic pumpkin	55.8%
Organic red bean	37.2%
Organic Jerusalem artichoke	4%
Red ginseng	3%

All listed ingredients originate in Korea.

Daily Comfort

An aromatic wellness tea blending organic balloon flower root, tangerine peel and lemongrass with the rich flavor of puffed red ginseng.

30 g (1.5 g × 20 tea bags)

Ingredient	Blend
Organic balloon flower root	50%
Organic tangerine peel	32%
Organic lemongrass	13%
Red ginseng	5%

Lemongrass: Egypt. Other listed ingredients: Korea.

Explore both KBOOST wellness teas online →

06 / PARTNERS & DISTRIBUTION

Local expertise. International connections.

Our network supports distribution, product development and buyer dialogue across international markets. In 2026, K-Farm was selected for KOREA GRAND SOURCING FAIR export business meetings and participated in the World Korean Business Convention.

Korean partners and clients

Brand	Focus
Haeindam	Traditional health foods, including red ginseng and deer antler herbal pills.
Samiya Food	A proud and honest specialist brand for ginseng foods.
Haeodam	A specialist black ginseng company.
Samjiwon	A premium red ginseng brand.
Korea Black Ginseng Corporation	Specialist black ginseng products.
Jeongwonsam	Red ginseng for the whole family to enjoy.
Hongcheon Hwabang Tea Garden	Bringing together the beauty of flowers and the taste of herbs.
Jang Seok-yeol Black Ginseng	Black ginseng specialist since 2001.

International partner network

Market	Partner	Cooperation
Singapore	BIZVENTS PRIVATE LIMITED	Online and offline distribution and sales.
Malaysia	PREMIUM ZONE MARKETING	Local B2B bulk distribution.
Taiwan	Xin Yue International Co., Ltd.	Health food distribution in Taiwan and China through the Taipei World Trade Center.
United States	Y&people	North American online and offline distribution.
South Africa	Carmién Tea	Premium joint product development based on rooibos.
Asia Pacific	LEESUNHWA	A certified reseller network in Singapore, Malaysia, and the Philippines.

Partner listings describe cooperation and do not imply exclusive distribution rights, local subsidiaries, completed sales or certifications.

07 / MILESTONES & SELECTIONS

Milestones in our growth journey.

Since its founding in 2023, K-Farm has progressed through business support selections: Chungnam Techno Park's Growth Ladder Support Program in 2024, followed by the Export Voucher and Geumsan Ginseng New Product Development programs in 2025.

2023

- 10.23 · K-Farm founded

2024

- Selected: Chungnam Techno Park Growth Ladder Support Program

2025

- Selected: Ministry of SMEs and Startups Export Voucher Program
- Selected: Geumsan Ginseng New Product Development Program

2026

- 09.09 · Grand Prize, 3rd National Ginseng Product Competition (Geumsan County Mayor's Award)
- 09.17 · Indonesian buyer red ginseng granola MOU event
- Selected: Global K small business
- Selected participant: KOREA GRAND SOURCING FAIR 2026 export business meetings
- Participated in the World Korean Business Convention

An MOU represents cooperation and transaction discussions, distinct from completed shipments, deliveries or export revenue.

08 / AWARD & RECOGNITION

Red ginseng granola. Grand Prize recognition.

On September 9, 2026, K-Farm's red ginseng granola won the Grand Prize at the 3rd National Ginseng Product Competition. Separately, K-Farm was selected as a Global K small business in 2026.



제 2026 - 3731 호

상 장

대 상

(인삼 제품 품평회 부문) 케이팜

김 현 준

귀하는 금산군에서 진행하는 「2026 K - INSAM AWARDS (제3회 전국 인삼제품 품평회)」에서 이와 같이 우수한 성적으로 입상하였기에 이 상장을 수여합니다.

2026년 9월 9일

금산군수 문 정 우

3rd National Ginseng Product Competition

GRAND PRIZE

Award date September 9, 2026
Recipient K-Farm · Kim Hyun-jun
Awarded by Geumsan County Mayor
Certificate No. 2026-3731

The supplied original certificate is reproduced in full, including its text and official seal.

Coverage and original evidence

Chungcheong Ilbo · Competition award coverage →

View the original certificate on our website →

09 / BUSINESS IN ACTION

Global cooperation, documented on the ground.

An event photograph documents K-Farm's overseas market development. We describe the verified cooperation stage without treating an MOU as completed export business.



Supplied MOU event photograph · original proportions preserved

MEMORANDUM OF UNDERSTANDING

Red ginseng granola supply cooperation with an Indonesian buyer

K-Farm has an MOU with an Indonesian buyer to explore overseas supply cooperation for red ginseng granola. An event photograph from the Indonesian business meeting documents this market development activity. September 17, 2026, identifies the event date; it is not a confirmed MOU signing date.

Event date **September 17, 2026**

Cooperation stage

This MOU represents a cooperation and transaction-discussion stage. It does not demonstrate completed shipments or deliveries and must not be presented as export revenue.

Private signatures, the agreement document, buyer details and transaction values are not included.

View our business activities online →

10 / LET'S CONNECT

Let's explore your next market.

Talk with K-Farm about product information, distribution opportunities or support for entering new markets. Share your market, channel and product interests so we can explore an appropriate path for cooperation.

K-Farm

prasso@naver.com

Send an email inquiry →

Telephone +82 10-5314-1111
Office hours Weekdays, 09:00–18:00 KST
Email inquiries accepted at any time

Scan to visit our website

Office and correspondence

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Product and distribution channels

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Naver Smart Store · Sambaksa →

Shopee Singapore · K-FARM →

A Shopify store is planned. Supply terms, export arrangements and market-specific specifications are confirmed through consultation.

Information updated November 12, 2026. Prepared from company-supplied materials, product information, the original award certificate and an event photograph. Unprovided nutrition values, shelf-life figures, certifications and revenue amounts are not stated. No medical efficacy or treatment claims are made.