



**CP FOODS  
SUSTAINABILITY  
NEWSLETTER**



**SPECIAL EDITION  
CPF at Anuga 2025**



**Volume 9, October 2025**



# QUALITY THROUGH SUSTAINOVATION

## CP Foods Towards a Sustainable Kitchen of the World at Anuga 2025

At Anuga 2025, CP Foods is presenting Sustainovation, reinforcing its vision to become **the Sustainable Kitchen of the World**. Showcasing innovations that meet the Space Safety Standard, the highest benchmark of food safety, the company highlights solutions that protect consumers, preserve the planet, and strengthen global partnerships to position Thailand as a central hub of the world's food industry.

The CP Foods booth will be located in Hall 9 at the Koelnmesse, Cologne, open from October 4–8, 2025 (Saturday to Wednesday), 10:00 a.m.–6:00 p.m.



### **Booth Highlight: CP Food: Mission to Space**

CP Foods has made history by successfully sending “Thai Basil Chicken Breast” into space, the first-ever Thai dish for astronaut consumption, showcasing world-class food safety and innovation through collaboration with global space partners.





## Exhibition Zone:

Charoen Pokphand Foods Public Company Limited (CPF)  
A global import-export network for quality food (meats, seafood, fruits & vegetables, ready-to-eat meals, condiments), connected to 40,000+ foodservice, retail, and wholesale points of sale in 40 countries across 5 continents, and open to partnerships via 17 global offices.



## CP Section: Product Highlight



Bringing authentic Asian flavors straight to your table. Crafted with traditional recipes and premium ingredients, our dishes deliver the true taste of Asia—convenient, delicious, sustainable, and ready to enjoy.

- **Japanese and Thai Series Chicken**

Enjoy rich, umami-packed Japanese chicken creations, crispy outside, tender inside, with favorites like Chicken Panko and Chicken Tatsutaage.

- Infused with authentic Thai herbs and spices, this range offers bold flavors with must-tries such as **Kraprow Fried Chicken, Tom Yum Fried Chicken, and Lemongrass Roasted Chicken.**

All exported chicken is raised on fully traceable, domestically grown Thai corn, reflecting CP Foods' commitment to sustainable feed and food.

## Shrimp Wontons, Shrimp Ready Meal, and Shrimp Appetizer



Discover **CP's signature Shrimp Wontons**, a global favorite with over 40 million cups sold annually. Each wonton is wrapped in thin yet chewy dough, filled with whole juicy shrimp, naturally sweet, crisp, and free from chemical additives. Produced under world-class **BAP (Best Aquaculture Practices)** certification, they deliver premium taste and sustainable quality.

**NEW**

exciting shrimp creations like **Shrimp Pad Thai, Shrimp Panang Curry with Rice, and bite-sized Crispy Shrimp Wonton.**



With 20+ authentic Asian recipes, **Kitchen Joy Thai Cube** delivers bold flavors in FSC-certified cube box packaging, unique and environmentally responsible. It is the No.1 frozen ethnic ready meal brand in Scandinavia, now available across Europe and Asia.

**Kitchen Joy**  
**'More Flavour,**  
**More Joy'**



**MUST TRY!**

Chicken Panang Curry with Rice



Chicken Red Curry with Rice



Creamy Tom Yum Chicken with Noodles

**NEW**

- **Appetizers: Tom Yum Chicken Spring Rolls and Panang Curry Chicken Spring Rolls.** Crispy outside, filled with premium chicken breast seasoned with Thai herbs. No preservatives or artificial colors. Versatile and easy to prepare, oven-bake, air-fry, or deep-fry.

- **Asian-Style Ready-to-Eat Rice:** Microwave-ready in 3 minutes. Steamed Jasmine Rice, Steamed Riceberry Rice, Japanese Garlic Fried Rice, and Indian Biryani Rice.





Available in  
UK and Scandinavia

Supporting  
a Movement Toward  
"Sustainability"



Available in  
Scandinavia

## SUSTAINOVATION BEHIND EVERY BITE

Sustainability isn't just a goal. It's in every product we create. Discover how each bite nurtures the planet and people, thoughtfully crafted from farm to fork.

### Save the Climate : Net-Zero & Carbon Footprint of Product (CFP)

CP Foods is committed to achieving net-zero emissions by 2050 and is the first food processing company in the world with both near- and long-term net-zero targets validated by Science Based Targets initiative (SBTi). The SAP Net-Zero Intelligence Platform (SNIP) uses SAP sustainability solutions for real-time carbon calculating, recording, and reporting. Our commitment includes deforestation-free sourcing and renewable energy - key to decarbonization.

To support our net-zero journey, CFP is assessed across raw materials, manufacturing, transport, use, and disposal.

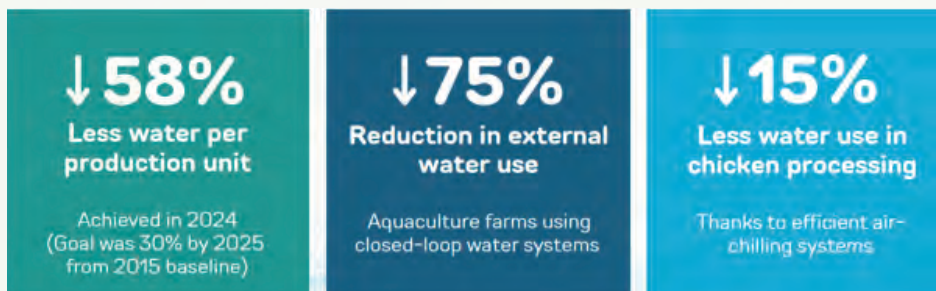


### CP Foods' Low-carbon product examples

- Kitchen Joy Salad Chicken (Scandinavia) : 39% lower carbon footprint vs. other brands in Thai market.
- CP Selection Fresh Eggs (Hong Kong) : 30% less carbon than the Thai market average.
- MEAT ZERO (Alternative Protein) : 0.412–0.555 kgCO<sub>2</sub>e per item and 46% less carbon vs. other brands in overseas market.

## Water Stewardship – No Water, No Food

58% overall water reduction (as of 2024, exceeding 30% by 2025 goal from a 2015 baseline). Key initiatives include: 75% less freshwater in aquaculture through closed-loop systems and 15% reduction via air-chilling in chicken processing. Additionally, advanced technologies such as water recycling (UF, RO, Zero Discharge) and biogas recovery from wastewater.



## Sustainable Sourcing

Mindful of the impacts on forests, natural ecosystems, and human rights, we collaborate closely with suppliers and farmers to responsibly source key agricultural raw materials, such as corn, soybean meal, palm oil, and cassava. Working toward full traceability and ensuring they are produced in line with our Sustainable Sourcing Policy.

Our Sustainable Sourcing Policy is guided by the 4Ps :

- **Product & Service** – Ensuring quality and safety throughout the entire food chain.
- **People** – Upholding human rights and fair treatment, while preventing forced labor and child labor.
- **Process** – Managing natural resources and the environment responsibly
- **Performance** – Adhering to strong corporate governance, risk management, and legal compliance.

**CPF's Corn Traceability System**

CPF has developed a corn **traceability system** using blockchain technology, requiring farmers to register and provide their farm's GPS location.

The system utilizes satellite technology and integrates with NASA's database to monitor:

- 1 **Hotspot monitoring**
- 2 **Burnscar analysis**
- 3 **Land use monitoring**

**Intelligence Dashboard**  
We monitor the entire supply chain daily.  
If any farm is found to be burning, we will issue a warning and impose a one-year ban.

Logos: FOR FARM, Blockchain Technology, NASA, ESA, USGS.



## Green Packaging



**FSC-certified  
paper & board**



**Mono-material  
plastics**  
(100% recyclable)  
CP Chicken Tatsutaage  
(Singapore, UK);  
Meat Zero Nugget  
(Singapore, Hong Kong).



## Recognition for Sustainability Leadership CPF Wins PM Export Award 2025 – Best Green & Sustainable Exporter

CP Foods has won the Prime Minister’s Export Award (PM Award) 2025 for Best Green & Sustainable Exporter, presented by the Department of International Trade Promotion (DITP), Ministry of Commerce, in recognition of its “Kitchen of the World” vision to deliver safe, nutritious, and eco-friendly products. With a commitment to Net-Zero emissions by 2050, CP Foods promotes responsible sourcing such as deforestation-free corn, FSC-certified packaging, and recyclable mono-material designs, while innovative products like Kitchen Joy ready meals and MEAT ZERO plant-based protein continue to earn global trust in Thai exports.



SEE YOU  
NEXT ISSUE



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