



Monthly Newsletter

Volume 22 Issue 03– March, 2022

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CP Foods sends the historic shipment of chicken products to Saudi Arabia

Source : www.thaipr.net, 28 Mar 2022



Charoen Pokphand Foods Public Company Limited (CP Foods) says it has sent the first shipment of chicken products to Saudi Arabia since 2004 after five CP Foods’ chicken plants have been given permission by Saudi Food & Drug Authority to export chilled, frozen and processed chicken.

The historic shipment took place just two weeks after Saudi Arabia lifted a 18-year ban on Thai chicken and egg imports.

CP Foods held a launch ceremony today (March 28, 2022). The event at CP Foods’ Minburi Chicken Processing Plant 2 was joined by Commerce Minister, Jurin Laksanawisit, Department of International Trade Promotion Director-General Phusit Rattanakul Sereroengrit, Department of Internal Trade Director-General Wattanasak Sur-iam, Maj.Gen. Surin Palaree, Secretary-General of the Central Islamic Council of Thailand, CP Foods’ CEO Prasit Boondoungprasert, and the company’s management members.

Mr. Jurin said that Thailand’s chicken industry has made a monumental step in the Middle East today. This is thanks to the Prime Minister’s historic visit to Saudi Arabia and the continuous efforts to restore diplomatic ties by the Ministry of Commerce Ministry of Agriculture and Cooperatives and the Ministry of Foreign Affairs. The Minister also thanks to the Central Islamic Committee of Thailand for helping the government to develop Thai chicken production in accordance with Halal standards.

“Congratulations to CP Foods for being the first company to export chicken products to Saudi Arabia. It is a new era for Thai and Saudi trade. Thailand aims to export 10,000 tons of chicken to Saudi Arabia this year, which will help increase the value of Thai broiler exports abroad,” he said adding Thailand aims to export broiler to the world totaling 9.8 hundred thousand tons, an increase of 7% from the previous year. The Saudis will be one of the most important and largest markets in the Middle East, especially for Halal products.

Mr. Prasit added that CP Foods will export 600 tons of chicken products, worth 47 million baht, to Saudi Arabia within March this year. He also thanks to the Prime Minister General Prayut Chan-ocha, Minister of Commerce, Minister of Agriculture and Cooperatives, and all relevant agencies

“CP Foods will export 6,000 tons of chicken meat products with a total export value of 473 million baht in this year. CP Foods is eyeing chicken export of 60,000 tons in the next five years, which is about 4,200 million baht,” Mr. Prasit said.

The chicken products are certified internationally recognized standards such as GMP, HACCP, ISO 9001, IFS (International Food Standard), BRC (British Retail Consortium), ISO 14001 (Environment Management System), Thai Labor Standard TLS 8001, ISO 45001 (Occupational Health and Safety Management Systems) and, most importantly, Halal certification. Mr. Prasit explained that the products use halal-certified ingredients and are free from any prohibited procedures by Islamic dietary guidelines. As a result, CP Foods’ products are recognized by customers all over the world. Especially, including highly competitive markets such as the United Kingdom, Japan, European Union countries.

With a population of 36.5 million people, Saudi Arabia is the country with the highest proportion of food imports among the Gulf Corporation Council and will be the largest importer of chicken from Thailand in the Middle East. The Thai broiler industry expects to gain a 10% to 15% of total market share in the country.

CPF and Future Meat Technologies will develop cultured meat products for the Asian market

Source : www.bangkokpost.com , 25 Mar 2022



Charoen Pokphand Foods Public Company Limited (CPF), one of the world’s leading integrated agro-industrial and food business, announced a first-of-its-kind partnership with Future Meat Technologies, a leading cultured meat company.

CPF and Future Meat Technologies aims to develop hybrid cultured meat products for the Asian market, matching the unique consumer preferences of the Asian continent and leveraging the company’s knowledge of the market demands and vast distribution network in the region. The announcement comes months after Future Meat Technologies launched the world’s first cultured meat production line just south of Tel Aviv capable of producing up to 500 kg of products a day.

Future Meat products are uniquely non-GMO as their technology allows chicken, lamb, pork, and beef cells to grow forever without the use of genetic modification. Proprietary engineering technology, also allowed the company to produce cultured meat products for less than \$16 per lbs.

Prasit Boondoungprasert, CEO at CPF said “After the first launch of CPF’s plant-based products under the Meat Zero brand last year, we have received exceptional recognition from the market both in Thailand and the Asian market. This year we will be rolling out to other parts of the world, including USA and the European markets. Cultured meat is another exciting technology, having the same sustainability and animal welfare proposition as plant-based meat. It can also offer new properties to satisfy future consumer needs and will be a key part of our ambition to be one of the leading alternative protein companies. Future Meat is one of the technology leaders in this field, and we are excited to be working with them to combine our expertise and deliver exceptional products for the Asian markets.”

“We are incredibly excited about the opportunity to expand our activity and to work in Asia”, said Prof. Yaakov Nahmias, the company’s President and founder, “Our technology is uniquely suited to meet the rising demands for quality protein in Asia at a time of dwindling environmental resources. It is time to meet this challenge head on to secure a future for all coming generations”

Moses Talbi, EVP Finance & Business Development at Future Meat added “We are eager to partner with CPF, a world leading food company which truly believes in delivering quality products while maintaining the sustainability of our plant. Future Meat is proud to embark in this partnership”.

CP Foods reaffirms commitment on good animal welfare practices and prudent use of antimicrobials with BBAW ranking

Source : www.bbaw.com, 16 Mar 2022



The Business Benchmark of Farm Animal Welfare (BBFAW) has maintained Charoen Pokphand Foods PLC (CP Foods) in Tier 3 for the 2nd year in a row. The BBFAW also highlight the company’s overarching policy, strong commitments towards animal welfare and involvement in industry initiatives.

BBFAW Report is an annual ranking of corporate report on animal welfare practices, policies, and management, assessing of 150 leading food producers and distributors across the world. Key criteria assessment included 1. Management Commitment and Policy 2. Governance and Management 3. Innovation and Leadership and 4. Performance Reporting and Impact.

Dr. Payungsak Somyanontanakul (D.V.M.), vice president and head of Animal Welfare Committee of CP Foods said that the company has been ranked at Tier 3 for 2 consecutive years, where animal welfare’s policy with the score is above the sector’s average in many aspects. The success is thanks to the company’s overarching policy, covering important issues such as prudent use of antimicrobials in livestock and aquaculture businesses, and “Five-freedom”-based farming practice.

To ensure a good quality of life for the animal, CP Foods has made a full commitment against genetic engineering or cloning as well as having commitment on environmental enrichment. Also, Smart farms and automation have been used to improve the animal wellbeing and biosecurity measures.

The company is being praised for its contribution to industry initiatives such as taking a role as a member of the 3Ts-Alliance (Teeth, Tails and Testicles), organized by the World Animal Protection. The objective of the initiative is to reduce pain in swine in the global swine industry through gathering knowledge and experience from relevant experts around the world.

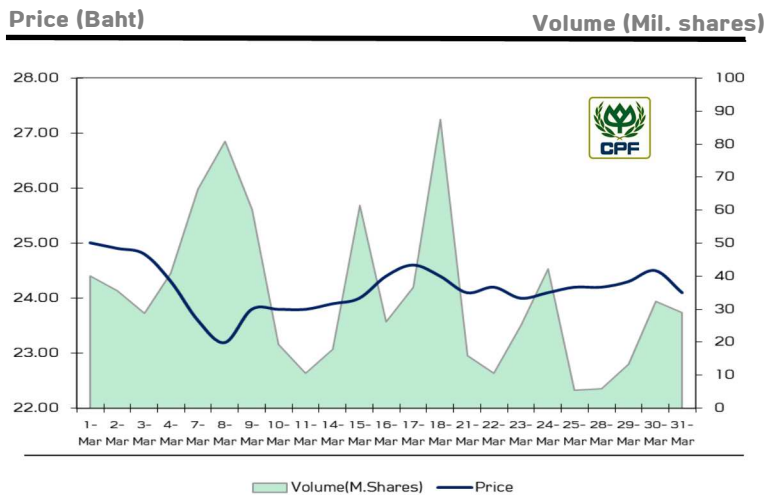
CP Foods is also progressing toward the group gestation pen. According to the latest data, around 43% and 15% of sow farms in Thailand and overseas respectively have already switched to group gestation pen respectively. The company commits 100% of the gestation sow farms are transitioning towards the group gestation pen with internationally recognized animal welfare practices by 2025 for Thailand operation and by 2028 for international operations.

Due to higher demand for high animal welfare products, the company targets to increase the production of cage-free eggs to 20 million this year, an increase of 4 million from the previous year.

Moreover, CP Foods is determined to produce safe and quality foods that adhere to sustainability principles through the responsible and prudent use of antibiotics in both its farms and those under the Contract Farming Scheme. Accordingly, the farming practices must be 1. Free from human-only antibiotics, 2. Free from shared-class antibiotics which are important in human medicine with the purpose of growth promotion, and 3. Free from hormones with the purpose of growth promotion.

CP Foods is committed to raising animal welfare practice in line with international standards, "Kitchen of the World" vision and CPF 2030 Sustainability in Action. Subsequently, the company emphasizes the farming process with animal welfare principles and applies farming technology to produce and deliver safe food to consumers around the world.

Price Performances: CPF



March 2022	
Highest Price	25.25
Lowest Price	22.70
Closed Price	24.10
Average Volume/Day (Shares)	34,405,300



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