



Charoen Pokphand Foods Plc.

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Monthly Newsletter

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CPF vows to keep food prices unchanged

Source: <https://www.bangkokpost.com/business/general/3223669/> On 25th March 2026



Mr. Prasit says even with higher oil costs, the company has sufficient stock to freeze product prices for two months.

Charoen Pokphand Foods (CPF) Plc., a leading integrated agro-industrial and food conglomerate, says it will keep its meat and food prices unchanged for at least two months as the company uses local sources for most of its raw materials.

The company is reinforcing its position as "Kitchen of the World" by transforming from a traditional meat exporter into a global leader in innovative ready-to-eat food, after becoming the world's seventh-largest meat producer with exports worth 600 billion baht in 2025.

"Even as oil prices rise, leading to higher costs for fuel and petrochemical plastics, both important elements of CPF's logistics and packaging processes, we fortunately have plastic and packaging stock to last for two months," said CPF Chief Executive Officer, Prasit Boondoungprasert.

Mr. Prasit says even with higher oil costs, the company has sufficient stock to freeze product prices for two months. Fuel accounts for only 3-4% of CPF's total production costs, while plastics and logistics contribute 4% of the total. Up to 70% of total costs stem from animal feed materials, including corn and tapioca, which are sourced locally. He said the company will reconsider product prices in the near future.

"It's anyone's guess how long the Middle East war will last and how high oil prices will climb. We are monitoring the situation and if we need to increase product prices it would be on a satang basis," said Mr. Prasit.

"We can confirm consumers at supermarkets will not experience product shortages, as we have sufficient budget to maintain inventory levels amid global supply chain concerns. The Middle East conflict has not had a uniformly negative effect on CPF."



CPF maintained its 3-5% year-on-year sales growth target for 2026, in line with the industry pace of 5-6%, as the war is expected to result in higher demand for food. He said CPF is intensifying its shift from a purely agro-industrial operator to a high-value food vendor, scaling up production of higher-margin ready-to-eat meals and processed food. The company's food-base portfolio accounted for 25% of its total revenue in 2025 valued at 120 billion baht, compared with zero in 2023.

"We aim to double our food-base revenue to account for 50% of total revenue in the near future, with sales volume growth of 10% annually. We want to become a global leader for ready-to-eat products in three years under our Kitchen of the World vision," said Mr Prasit.

CPF is increasingly turning to artificial intelligence (AI) technology to streamline operations, lift productivity and efficiency, and reduce operational overhead costs, he said.

Key applications include deploying AI chatbots to automate routine tasks and sales management, and optimising supply chains through demand forecasting. The company has roughly 130,000 employees across 14 countries, of which 70,000 are in Thailand.

CPF posted a net profit of 25.2 billion baht in 2025, up 29% year-on-year, attributed to overseas operations, which now account for two-thirds of the company's total sales.

Revenue tallied 571 billion baht last year, down 2%. The company paid 1.25 baht per share in annual dividends in 2025.

Mega Prime Foods and Thailand's largest conglomerate to build Zamboanga's 1st world-class egg facility in Philippines

Source : <https://www.philstar.com/business/biz-memos/2026/03/25/2516306/>, 26th March 2026



The Mega CP Layer Complex will rise on a 22-hectare site in Zamboanga City, with an initial capacity of up to 100 million eggs annually and the potential to scale up to five times more as the complex expands.

ZAMBOANGA CITY, Philippines – A major investment in Mindanao is set to transform how eggs are produced in the country, as **Mega Prime Foods Inc. (MPFI)**, makers of the Philippines' number one sardines brand, partners with Thailand's largest agribusiness conglomerate, **Charoen Pokphand Foods (CPF)**. They have broken ground on what is poised to be the first facility of its kind in Zamboanga, a world-class egg layering complex aimed at strengthening the Philippines' long-term food security.

The project, known as the **Mega CP Layer Complex**, will rise on a 22-hectare site in Zamboanga City, with an initial capacity of up to 100 million eggs annually and the potential to scale up to five times more as the complex expands.



For Mega Prime Foods, this marks a strategic expansion beyond seafood and into agriculture, positioning the company to play a larger role in ensuring a stable, affordable and accessible supply of high-quality protein for Filipino families.

Global expertise, high-tech and sustainable execution

The partnership brings together CPF’s global leadership in integrated agriculture and Mega’s deep understanding of the local market, resulting in a facility designed to reflect high-tech, efficient and cleaner agricultural practices.

The Mega CP Layer Complex will utilize state-of-the-art farming methods, including automated systems for feeding, climate control and egg collection, aimed at improving consistency, animal welfare and overall productivity.

Equally important is its focus on responsible and sustainable operations. The facility is designed with advanced waste management systems and innovations that help manage odor and reduce the presence of flies, addressing common concerns surrounding large-scale poultry operations while ensuring a more environmentally considerate footprint for surrounding communities.

It will also incorporate biogas technology, allowing waste to be converted into a renewable energy source. This not only supports operational efficiency and cost savings, but also contributes to a more sustainable and circular farming system.

Together, these features reflect a shift toward more modern, science-based agriculture, balancing productivity with environmental responsibility.

Boosting jobs and regional growth

Beyond food production, the project is expected to generate employment and support local livelihoods, benefiting both workers directly employed at the facility and nearby communities.

Zamboanga City, long known for its fisheries sector, is steadily emerging as a strategic hub for agricultural development, highlighting Mindanao’s growing role in strengthening the country’s overall food value chain.

A partnership built for the future

The Mega-CPF collaboration is designed as a long-term partnership, with plans to scale operations and explore further opportunities in poultry and livestock production.

Investments like this are expected to play an important role in strengthening the country’s food resilience and reducing reliance on imports, while supporting the development of more modern and efficient local food systems.

For Mega Prime Foods, the venture reflects a broader evolution, one that expands its role from seafood leader to a more diversified food company committed to helping feed the nation.

At its core, the partnership is anchored on a shared belief: that access to nutritious food should be reliable, affordable, and within reach. By combining global expertise with local purpose, Mega and CPF are not only building a facility in Zamboanga, they are helping lay the groundwork for a more secure and sustainable food future for Filipino families.

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Serving Deliciousness Around the Clock: “Five Star” Launches 24-Hour Service

Source: <https://wealthbiz.com/HfG2V>, 15th March 2026



“Five Star,” Thailand’s iconic grilled chicken brand with over 40 years of history, is moving forward with the development of its “Five Star New Concept Store” under the concept *“Deliciousness Never Sleeps.”* The brand is now offering 24-hour service to align with modern consumer lifestyles and enhance convenience for customers who want access to food at any time.

The company remains committed to continuously improving its services, ensuring that everyone can easily access quality food and service—no matter the hour.

● New Store Design: Modern, Convenient, Fresh All Day

The revamped “Five Star” stores embrace the concept of *Modern • Accessible • All Day Freshness.* While maintaining the brand’s signature red-and-white color scheme, the new design is more contemporary, open, and highly visible. Storefront areas have been expanded for easier access, and internationally standardized kitchen systems have been introduced to accommodate more customers, both walk-in and delivery.

In addition, the product line has been expanded to include a wider variety of ready-to-eat meals and snacks, catering to all times of day—from quick daytime meals to late-night dining for urban consumers.

◆ Expansion of 24-Hour Locations in Key Areas

Currently, “Five Star” operates two branches at Suvarnabhumi Airport and two at Don Mueang Airport, helping showcase Thai cuisine to international travelers. The brand is also expanding into major cities and economic hubs, including Chiang Mai (Three Kings Monument), Bangkok (Summer Point, BTS Phra Khanong), and Phuket (in front of Vachira Phuket Hospital).

Mr. Sunthorn Jaksukan, President of Five Star and Restaurant Business, stated that this transformation aims to meet the needs of consumers seeking convenience, speed, and access to quality food at all times. The 24-hour service ensures customers can enjoy Five Star’s menu whenever they like.

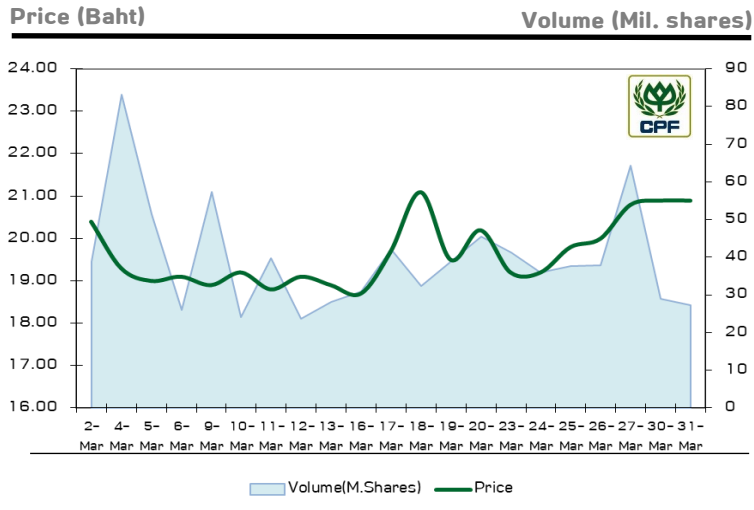
The company also plans to gradually renovate existing branches and open more Five Star New Concept Stores, focusing on major urban areas and tourist destinations to further improve accessibility.

🔑 “Legendary Thai Grilled Chicken” Loved Across Generations

Despite the new store concept, “Five Star” continues to preserve its signature flavors that have won customers’ hearts for decades. Its original recipes for grilled and fried chicken, rich with aromatic spices, remain central to the menu, alongside additions like large, easy-to-eat chicken burgers designed for convenience and portability.

All menu items are served in a Grab & Go format—quick, convenient, and ready to eat—positioning “Five Star” not just as a quick-service restaurant, but as a recognizable Thai culinary landmark for both locals and international visitors.

Price Performances: CPF



March 2026	
Highest Price	21.00
Lowest Price	18.10
Closed Price	20.90
Average Volume/Day (Shares)	39,783,800

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