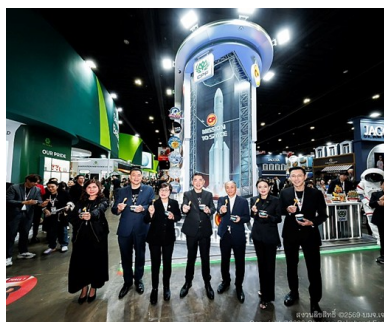




- **News** : CPF Showcases “Food Innovation for Wellness” at THAIFEX 2026, Reinforcing Thailand’s Position as the World’s Food Hub
 - : CPF NH Foods Advances to Production Phase, Launches ‘CP Nippon’ Brand in Premium Processed Pork Partnership
 - : CPF Expects Middle East Conflict to Have Limited Impact on Logistics Costs
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‘CPF’ Showcases “Food Innovation for Wellness” at THAIFEX 2026, Reinforcing Thailand’s Position as the World’s Food Hub

Source : <https://www.channelnewsasia.com/media-release/6120246,19th-May-2026>



A Vibrant Opening Day at THAIFEX! CPF Reinforces Thailand’s Position as a Global Hub of Food Innovation with the Theme “Food Innovation for Wellness”

CPF is showcasing food innovations that bring together nutrition, great taste, convenience, and sustainability—addressing the rapidly evolving needs of consumers around the world.


Mr. Prasit Boondoungprasert, Chief Executive Officer of CPF, stated that today’s consumers are looking for more than just delicious and safe food. They seek products that are convenient, nutritious, and responsibly produced. CPF therefore continues to integrate innovation throughout every stage of its production process to enhance quality of life and meet the diverse needs of consumers worldwide.

One example of innovation that begins at the source is Benja Chicken and Chiva Pork, raised on a carefully selected diet of brown rice, flaxseed, and probiotics, without the use of antibiotics or growth hormones throughout the farming process. This approach supports animal well-being from within while naturally delivering 2.5 times more Omega-3 than conventional products, reflecting CPF’s commitment to healthier food development from farm to table.

Another source of national pride is the elevation of Thai chicken to meet space-grade food safety standards, highlighting Thailand’s food innovation capabilities on the global stage and reinforcing consumer confidence in the quality and safety of Thai food products.

In product innovation, CPF has received recognition at the THAIFEX–Anuga taste Innovation Show for the sixth consecutive year. This year, CP Play Chicken Basil Rice Sausage was awarded WINNER, transforming Thailand’s iconic street-food favorite into a modern, convenient format. Combining the signature aroma of holy basil, authentic Thai spiciness, premium chicken meat, and whole-grain rice, the product delivers a uniquely Thai taste experience tailored to today’s consumers.

Visitors can also discover a wide range of ready-to-eat products from Authentic Asia and Kitchen Joy, bringing authentic Thai and Asian flavors to consumers in more than 18 countries worldwide.

CP Nippon, a new brand born from the collaboration between CPF and NH Foods of Japan , further demonstrates the power of international partnership in creating high-quality food products for consumers around the globe.

CPF NH Foods Advances to Production Phase, Launches 'CP Nippon' Brand in Premium Processed Pork Partnership

Source : <https://www.channelnewsasia.com/media-release/6120246> , 19th May 2026



Charoen Pokphand Foods Public Company Limited (CPF) and NH Foods Ltd. today announced that their joint venture, CPF NH Foods Co., Ltd., has officially commenced production at its modern manufacturing facility in Chachoengsao, Thailand, alongside the launch of a new premium brand, CP Nippon.

The start of operations follows the successful establishment of the joint venture in late 2025, combining CPF's fully integrated supply chain and regional distribution network with NH Foods' advanced food processing technologies and product development expertise. The facility now serves as the production hub for a new generation of high-quality processed meat products, targeting both domestic and export markets including Japan, Hong Kong, Singapore, and other key Asian destinations.

Prasit Boondoungprasert, Chief Executive Officer of CPF, said "Starting production and introducing CP Nippon brand mark an important milestone in our partnership with NH Foods. This collaboration enables us to move beyond primary production to premium processed products, creating greater value for Thailand's pork industry while strengthening its position as a key exporter across Asia."

The manufacturing facility integrates advanced production systems and stringent quality assurance processes aligned with international standards, reinforcing both companies' commitment to food safety, traceability, and sustainability. By leveraging CPF's high-quality raw material sourcing and NH Foods' precision manufacturing know-how, the joint venture aims to set new benchmarks in processed meat production.

Fumio Maeda, President and Chief Executive Officer of NH Foods, added "The commencement of production represents a key milestone in our collaboration with CPF. By combining our strengths in technology and product innovation with CPF's operational excellence, we are bringing together the rich culinary traditions of Japan and Thailand to deliver refined, high-quality food experiences to consumers across Asia."

The product range under CP Nippon brand reflects NH Foods' Japanese culinary expertise—rooted in the craftsmanship of ryōrinin—combined with CPF's strength in high-quality sourcing and production.

Beyond product innovation, CPF NH Foods is committed to sustainable manufacturing practices, including efficient resource utilization and environmentally responsible operations, in line with CPF's "Kitchen of the World" vision and both companies' long-term sustainability goals.

CPF Expects Middle East Conflict to Have Limited Impact on Logistics Costs; Plans to Increase Poultry Export Production and Leverage AI for Quality Control

Source: <https://www.efnancethai.com/latestnews/> on 26th May 2026



Charoen Pokphand Foods Public Company Limited expects limited impact from Middle East conflict on logistics costs, Citing Minimal Exposure to War-Affected Markets; Notes Global Trade Unlikely to Revert to Previous Norms Amid Prolonged Uncertainty. Company Accelerates Poultry Export Production to Meet Rising Demand While Leveraging AI to Strengthen Quality Control and Enhance Cost Efficiency.

Mr. Prasit Boondoungprasert, Chief Executive Officer of Charoen Pokphand Foods PLC., or CPF, shared key perspectives during THAIFEX-Anuga Asia 2026 as follows: Regarding the impact of the conflict in the Middle East, the Company believes the primary effect has been higher transportation and logistics costs. However, as CPF's export destinations are generally not located in areas directly affected by the conflict, the impact on operations has remained limited. While freight costs to major export markets such as the United Kingdom and Japan have increased to some extent, the situation has not become severe. Overall conditions have also begun to improve as tensions between the United States and Iran appear to have eased, leading to expectations that oil prices will stabilize and potentially decline.

CPF views the current geopolitical environment as a sign that the world is unlikely to return to its previous state in the near future, given the persistently high level of uncertainty that is expected to continue for some time. This poses risks for both businesses and consumers. The Company believes many countries are now reassessing their approach to global trade. Previously, the world strongly embraced free trade principles, but CPF expects this concept may diminish over the next 10-20 years before the global economy could potentially return to a similar level of openness.

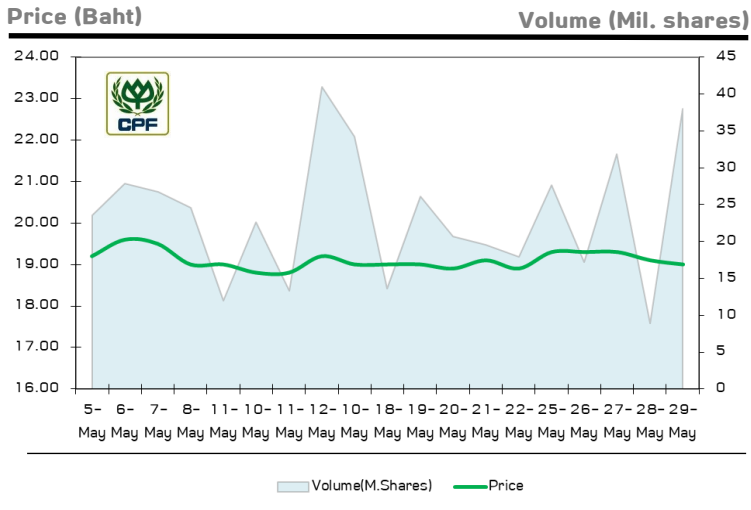
At the same time, many countries are placing greater emphasis on food security. Nations that are unable to achieve self-sufficiency are increasingly seeking trusted partners for investment and cooperation. Regarding environmental policies, although their immediate priority may have softened in some regions due to ongoing crises, many countries – particularly in Europe – continue to maintain their environmental commitments, albeit with possible adjustments to implementation timelines.

CPF also revealed plans to increase chicken production for export, as the poultry industry continues to demonstrate strong growth potential. Current production capacity may not be sufficient to fully meet export demand during certain periods.

Internally, the Company is focusing on enhancing automation and production efficiency through greater data collection across farms and manufacturing systems. CPF aims to optimize production processes from the outset to further reduce costs. One of the most effective “quick win” initiatives has been the adoption of AI-powered cameras to inspect production processes. Previously, product inspections relied on manual random checks by employees. The AI system helps reduce food safety risks for both consumers and the Company. CPF also believes AI will play a significant role in future business operations, and currently employs more than 100 AI specialists.

Regarding operations in Cambodia, CPF noted that it has been operating in the country for more than 30 years. Most production utilizes locally sourced raw materials and products are primarily sold within the domestic market. As these products are considered essential goods, the Cambodian government has adopted the principle that products not imported from Thailand can be regarded as locally produced goods. Nevertheless, the Company has experienced some impact on sales and may need to transition from the CP brand to local branding. CPF is currently in the process of implementing this brand transition.

Price Performances: CPF



May 2026	
Highest Price	19.80
Lowest Price	18.80
Closed Price	19.00
Average Volume/Day (Shares)	23,547,200

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