Charoen Pokphand Foods Plc.

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Leadership at CPF turns innovation and governance into a competitive advantage

Source*: bangkokpost.com/thailand/pr/3287444/ 17 July 2026*

Leadership is becoming a defining advantage in the global food industry, as companies use technology, sustainability and strong governance to unlock new opportunities for growth.

At Charoen Pokphand Foods Public Company Limited, or CPF, these priorities have shaped a leadership model focused on innovation, resilience and long-term value creation across the company's global food supply chain. CEO Prasit Boondoungprasert was recently recognized by three leading regional and national institutions for his leadership, commitment to corporate governance and business performance, reflecting CPF's broader transformation strategy. FinanceAsia named him Best CEO (Silver) in Thailand, while Corporate Governance Asia honoured him with the Asia's Best CEO award. He was also named Thailand Top CEO of the Year 2026 in the agriculture and agro-industry category by Business+ magazine, in collaboration with the Faculty of Commerce and Accountancy at Thammasat University, for the second consecutive year.

The awards recognise his role in guiding CPF through a period in which technology, sustainability and governance are becoming increasingly central to competitiveness in the global food industry.

Innovation, governance and long-term resilience

Under Mr. Prasit's leadership, CPF has sought to combine commercial performance with responsible business practices. Its strategy is guided by the Charoen Pokphand Group's "Three Benefits" principle, which prioritises benefits to the country, the people and the company.

Across its agro-industrial and food operations, CPF is applying technology to improve efficiency, food safety and traceability. Its efforts range from responsible sourcing and smart farming to automated production, resource management and food development designed to respond to changing consumer needs. These include AI-supported farming systems, digital traceability and advanced manufacturing technologies.

CPF has also advanced its "Partner to Grow" approach, extending the benefits of this transformation to farmers, suppliers and business partners. Through knowledge sharing, technology adoption and improved production standards, CPF aims to help its partners strengthen their competitiveness and grow alongside the company.

Company-wide strengths draw regional recognition

CPF's recent honours also reflect broader organisational strengths in management, technology, governance and stakeholder engagement.

FinanceAsia named CPF Best Managed Company - Consumer Staples (Gold) in Thailand, as well as Best Managed Company (Bronze) and Best Use of Technology (Silver). Based on a survey of investors and analysts across Asia, the awards reflect confidence in CPF's strategy, execution and use of technology.

Corporate Governance Asia also recognized CPF with the Sustainable Asia Award, Best Investor Relations Company and Best Corporate Communications. Chief Financial Officer Paisan Chirakitcharern and Kobboon Srichai, Head of Corporate Affairs and Investor Relations, were also honoured for their contributions to financial management, investor relations and engagement with capital-market stakeholders.

Mr. Prasit said the recognition belonged to employees across the organization.

"Recognition reinforces our responsibility to continue improving how food is produced, how technology is applied and how value is shared across the food supply chain."

For CPF, the awards signal that leadership built on adaptability, partnership, innovation and governance can become a lasting competitive advantage.

Once Banned, Pig Blood Sells Out in Singapore: Business of Food

Source: *Pig Blood Is Back and Selling Out in Singapore in Volatile Times - Bloomberg , 17 July 2026*

Nostalgia Foods

For its fans, it's the return of a Chinese comfort food. For its detractors, it's an ingredient best consigned to history books. But whatever you think of pig blood curd, it's back in Singapore after a decades-long ban and selling out rapidly.

FairPrice Group, the country's top retailer, says the silky coagulated cubes are gone in several stores on the day they're restocked. Meat supplier CP Foods is scrambling to increase deliveries. At one of Singapore's famed hawker centers, stall owner Dominic Neo is getting half of what he asked for. "The supplier told me: 'Boss, it's not only you, this pig blood is very limited now,'" Neo said.

Like many traditional blood-based dishes around the world, pig blood curd originated from a practical need to use every part of the animal during times of scarcity. It resembles a jelly with a soft texture, similar to tofu, and had been prohibited in Singapore because of the Nipah virus.

CP Foods pig blood curd.

The cubes are cut and added to dishes like *maoxuewang*, the fiery Sichuan stew of pork blood, tripe and other offal. Neo, who grew up eating pig organ soups, is seeing an "overwhelming" demand for his pig blood dishes, drawing not only older customers who remember the ingredient, but younger diners keen to try it for the first time.

Consumers are increasingly turning to traditional foods because they offer a sense of identity in an increasingly industrialized and globalized food system, said Fabio Parasecoli, professor of food studies at New York University.

The trend is playing out elsewhere too. In Europe, some chefs are incorporating garum, the fermented fish sauce of ancient Rome. In China, demand is booming for Yunnan's wild and foraged mushrooms.

CP Foods, the Thai agri-giant that's allowed to ship pig blood curd to Singapore, is switching to trucks to cut delivery times and prioritizes existing customers. "Consumers today like to try something old-fashioned," said Peera Chirakitcharoen, International Trade Deputy Director at the company.

CPF unveils 5 Goods strategy to transform egg business with focus on sustainability

Source : *https://avinews.com/en/ 24 July 2026*

The company said its long-term vision is to deliver the highest-quality eggs for consumers and the most sustainable production for the planet, reinforcing its commitment to responsible growth and sustainable food production.

Charoen Pokphand Foods (CPF) is advancing its egg business with a new '5 Goods' strategy, reinforcing its commitment to delivering safe, high-quality food while creating long-term value for society and the environment.

The company said the initiative reflects its belief that business success should be measured not only by financial performance, but also by its ability to improve people's well-being, strengthen communities and contribute to a more sustainable future.

Mr.Somkid Wannalukhee, Head of CPF's Layer Business, said the company remains committed to providing affordable, high-quality eggs to Thai consumers while integrating sustainability across every stage of its operations.

Five pillars driving sustainable growth

CPF's 5 Goods framework is built around five key pillars designed to create shared value for consumers, employees, communities and the environment:

- **Good Food** focuses on producing safe, premium-quality eggs through closed-house farming systems. Hens are raised with probiotics to promote better health and reduce the risk of Salmonella and chemical residues. CPF also develops value-added products, including omega-3 enriched eggs from hens fed with superfoods.

- **Good Farm** emphasizes smart farming technologies that automate environmental controls, feeding, water management and temperature regulation. These innovations improve animal welfare, enhance production efficiency, reduce resource consumption and meet international production standards.

- **Good People** highlights CPF's investment in employee development by building expertise across farming, egg grading operations and renewable energy systems. The company also prioritizes workplace safety, employee well-being and continuous innovation through ongoing improvement programs.

- **Good Community** reflects CPF's commitment to growing alongside local communities. The company supports nearby farmers by providing organic fertilizer produced from its biogas system to help reduce agricultural costs and improve productivity. CPF also continues its long-running School Egg Farming for School Lunch Program, which has benefited more than 1,000 schools nationwide over the past three decades, helping improve nutrition and food security for children in rural areas.

Good Planet focuses on environmental stewardship by converting poultry manure into renewable energy through biogas systems. CPF's smart farms are now able to generate an average of 90% of their electricity demand from self-produced renewable energy. Under its Zero Waste approach, all poultry waste and wastewater are recycled into clean energy and organic fertilizer, significantly reducing environmental impact.

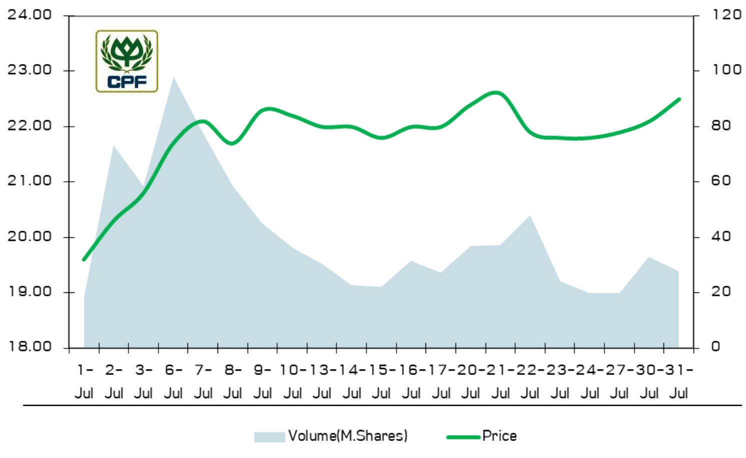
Strengthening food security through innovation

CPF said technology and innovation play a critical role in enhancing product quality while reducing environmental impacts. The company believes sustainable food production is essential to strengthening Thailand's long-term food security.

Through its 5 Goods strategy, CPF aims to position its egg business as more than a food producer, but as a responsible business that creates shared value for consumers, farmers, communities and the planet.

The company said its long-term vision is to deliver the highest-quality eggs for consumers and the most sustainable production for the planet, reinforcing its commitment to responsible growth and sustainable food production.

Price Performances: CPF



July 2026	
Highest Price	22.80
Lowest Price	19.40
Closed Price	22.50
Average Volume/Day (Shares)	40,404,759

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