



Charoen Pokphand Foods Plc.

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Swine Prices in Thailand & Vietnam: Tailwind Boosts CPF's Profits in 2025

<https://www.kaohoon.com/column/742119>, on 22 March 2025



In the year 2024, Charoen Pokphand Foods Public Company Limited (CPF) experienced a prosperous year as it successfully turned its operations around and returned to profitability. The company reported a net profit of 19,558 million THB, representing a 476% increase compared to the net loss of 5,207 million THB in 2023. This level of profit marks the second highest in over a decade. Previously, CPF set an all-time high net profit record of 26,022 million THB in 2020. Even after excluding a one-time gain of 4,166 million baht recognized that year, the profit still stood at a remarkable 21,856 million baht.

The increase in pork prices due to the outbreak of ASF in the Asia region, along with sustained high chicken prices, served as positive factors facilitating CPF's turnaround. These conditions, combined with increased sales volumes, helped to drive sales growth. Another crucial element was the internal restructuring, which included improvements in the production process, cost control, and transportation expenses. The policies and directives for these actions were given by "Mr. Prasit Boondoungprasert," Chief Executive Officer of CPF. The goal was to maximize investment efficiency and cost management while ensuring these efforts synergistically support each other.

"Kaohoon Newspaper" had the opportunity to meet with both "Mr. Prasit Boondoungprasert", CEO of CPF and "Mrs. Kobboon Srichai," Head of Corporate Affairs and Investor Relations at CPF. During the visit, discussions were held about the plans for 2025 and the future outlook. The executives expressed confidence in continued growth. Mr. Prasit highlighted that CPF has been reducing costs from the production process by incorporating AI, particularly in tasks such as dissection and transportation management. This approach has enabled the company to control expenses and reduce costs across all areas, thereby improving the gross profit margin. The results of cost and expense reductions were evident in 2024, allowing CPF to turn a profit after a previous year of losses.

For the year 2025, CPF remains confident that it will outperform the previous year, projecting a net profit that surpasses past results. This aligns with their sales target of a 5-8% growth from the base of 580,747 million baht in 2024. The positive momentum in CPF's performance is expected to be evident starting from the first quarter of this year.



In terms of investments, CPF maintains an annual budget at approximately 20 billion baht. However, the total investment will depend on the efficiency, cost-effectiveness, and synergies between new and existing businesses. In the previous year, the company utilized only 15 billion baht, the lowest in its history. The majority of the investment budget will be directed towards upgrading facilities in various countries, such as Vietnam and the Philippines.

“We believe that the profit for the year 2025 will be better than 2024 due to the sustained high average swine prices in Thailand, which remain at around 80–85 baht, and the average chicken prices in Thailand, expected to be around 40–45 baht. We have shifted our focus to improving internal efficiency and reducing costs. For investments, we will prioritize efficiency. We are utilizing AI in our factories, farms, and transportation, which helps us reduce overall costs by 2–3%. Our goal is to achieve this level of cost reduction every year.”

“There might not be a loss in this year. Last year, we experienced a loss in one quarter. However, it must be acknowledged that the global situation remains challenging, with trade wars being a major concern worldwide.

We believe that the proportion of revenue from international markets can continue to grow significantly, particularly in Vietnam, which currently accounts for 22%. This year, Vietnam is expected to perform exceptionally well due to its continued strong GDP growth. Meanwhile, the proportion of revenue from Thailand has decreased to 31%, and China stands at 5%.”

Today, CPF’s presence is greater internationally than in Thailand. In every country we enter, we establish factories there to produce and sell our products locally, with the exception of shrimp dumplings, which are produced in Thailand and then exported. Currently, we have direct investments in 14 countries and joint ventures in 3 countries. The revenue structure of CPF is divided according to our main business segments: Feed business accounts for 23%, Farm business for 55%, and Food business for 22%.

CPF donates food, drinking water to help 'earthquake victims.'

Source : www.kaohoon.com/news/743877, 29th March 2025



Mr. Prasit Boonduangprasert, Chief Executives Officer of CPF, mobilized his team to support the rescue mission of the authorities. This included the donation of "food from the heart," which consists of various food products and ingredients such as eggs, chicken, pork, and sausages to several kitchens, including the Petchkasem Foundation and the Good Organization Foundation. These supplies are being used to prepare meals for military personnel, engineer troops, field medical teams, disaster relief agencies, rescue volunteers, humanitarian volunteers, various foundations, and the media who are carrying out their mission around the clock at the Joint Disaster Relief Command Center in Chatuchak District. CPF Sends Food from the Heart” – Supporting Heroes in the Search for Survivors

While you sleep... we stay awake. Amidst the rubble... the sound of tools echoes, racing against time.

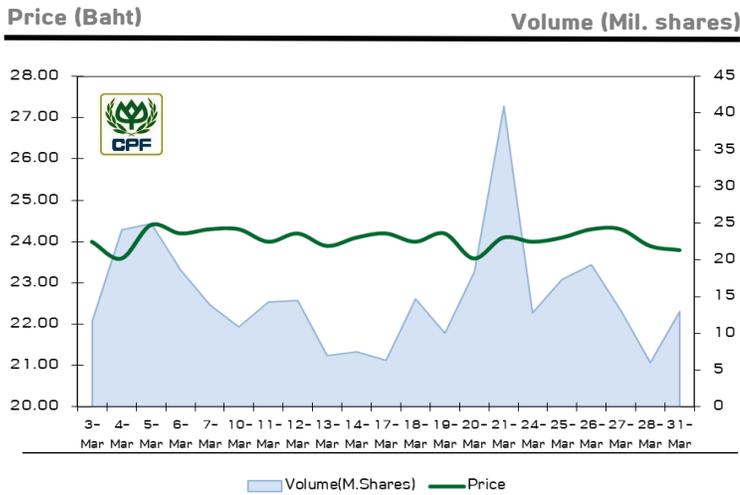
At this moment, hope is the only thing they hold on to. From dawn till dusk... and through the night

CPF volunteers, in collaboration with the Mae Nak Phra Khanong Community Kitchen and the Poh Teck Tung Foundation, have set up a relief camp in Chatuchak. They are tirelessly preparing warm steamed eggs , serving boiled eggs and sausages—to nourish the bodies and uplift the spirits of rescuers, soldiers, volunteers, survivors, and their families, helping them push forward.

“CPF Stands by You in Every Crisis.” We are here to offer strength and support—so we can all overcome this challenge together.



Price Performances: CPF



March 2025	
Highest Price	24.40
Lowest Price	23.00
Closed Price	23.80
Average Volume/Day (Shares)	15,200,200

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