



Charoen Pokphand Foods Plc.

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CP-Uoriki established to bring premium fresh fish and seafood from Japan to discerning consumers in Thailand

Source : <https://positioningmag.com/1427382> , 13th April 2023



CPFGS kicks off with the establishment of a joint venture, namely CP-Uoriki Co., Ltd., with Uoriki Co., Ltd., a fish wholesaler in Japan. The joint venture will import various types of fish from fresh markets across Japan for Thai consumers. The first outlet will be opened at Lotus Sukhumvit 50 in August 2023. CPF Global Food Solution Public Company Limited or CPFGS, a business unit of Charoen Pokphand Foods Public Company Limited (CPF) responsible for domestic distribution of fresh and processed food products, has reached a deal with Uoriki Co., Ltd., the No.1 fresh fish retailer in Japan, to establish a joint venture namely CP-Uoriki Co., Ltd.

The joint venture will import fresh fish from Japanese markets to entice Thai consumers with typical Japanese-styled freshness. Joining the the joint venture agreement signing ceremony at CP Tower Silom in Bangkok, Thailand are Mr. Prasit Boondoungprasert, Chief Executive Officer of CPF; Mr. Masayuki Yamada, President of Uoriki; Mr. Sujarjit Mayalarp, President of CPFGS; and executives of both parties. Mr. Prasit Boondoungprasert, Chief Executive Officer of CPF and a director of CPFGS, said that under CPF's aspiration to deliver the best food for the good health of all Thais, fish is the first choice of protein and the world's best fish is from Japan, a land of raw fish and the largest numbers of fish species in the world. He thanked Uoriki and Mr. Masayuki Yamada for their trust in CPFGS and let the company introduce the Japanese food culture and Japanese-standard sushi and other products to Thai consumers, so that they can enjoy the authentic Japanese taste. "CP-Uoriki synergizes CPFGS's strength in distribution with almost 100 years of Uoriki's mastery in fresh fish and seafood. Through the combined strengths, Thai consumers can experience premium fish and seafood without flying to Japan, in line with our sustainability goal. And we will work together in further expanding this business in Thailand and other countries," said Mr. Prasit.



Aspiring to achieve sustainable operations, CP-Uoriki follows the Japanese tradition. It will import seasonally available fish and the different types of fish will introduce new experiences. The tradition supports farmers by buying fish directly from them for price stability. It also promotes seasonal fish and stabilizes the balance of nature as each fish has ample time to grow. Mr. Masayuki Yamada, President of Uoriki Co., Ltd. Uoriki Co., Ltd. – a leading supplier and wholesaler of premium fresh fish and seafood in Japan for more than 100 years with generations’ mastery in the selection for the freshest and highest quality fish, said that the joint venture marks the mutual trust between Uoriki and CPFGS.

The joint venture will bring fresh seafood from Japan to Thai consumers, giving them an access to fresh, clean and delicious fish from Sea of Japan. They will learn about the traditional way to eat sushi, particularly Maguro or Japanese tuna. The sushi, frozen or chilled, is maintained under temperature control from the point of production to transportation, to assure Thai consumers of the freshness.

CP-Uoriki will distribute chilled and frozen seafood, sushi, sashimi, maki and seasonings as well as processed seafood products. The first outlet will be opened at Lotus Supercenter Sukhumvit 50 in August 2023. Four outlets are planned for 2023 and the number will be raised to 20 in 2024.

Additional Information CPF Global Food Solution Public Company Limited (CPFGS) is a supplier of fresh and processed food products in Thailand, being a business unit of CP Food Group. Its distribution network covers fresh markets and modern trade as well as food service channels. With strong network and business management, it has sourced high quality and safe food products from all corners of the world and supplied to consumers.

Uroriki Co., Ltd. is a producer and distributor of fresh fish and seafood in Japan. Established in 1930, it is the only seafood retailing company listed on the Tokyo Stock Exchange. The company shows its mastery in Japanese food business, through a number of 69 seafood outlets, 13 sushi bars and 14 premium restaurants across Japan as well as plan to penetrate the US market.

CP Foods celebrates opening of Homegrown Shrimp USA in Florida

Source : www.seafoodsource.com/news/aquaculture/cp-foods-celebrates-opening-of-homegrown-shrimp-usa-in-florida , On 11th April 2023



Bangkok, Thailand-based Charoen Pokphand Foods celebrated the grand opening of Homegrown Shrimp USA, a recirculating aquaculture system shrimp farm in Indiantown, Florida, U.S.A., on 30 March 2023.

Homegrown Shrimp’s 80,000-square-foot indoor facility is equipped with 40 circular production tanks and eight tanks to recycle water and collect solid wastes, as well as a state-of-the-art water recirculation system, giving it full control of the water temperature at the farm. Additionally, it will operate a hatchery at the site with the capacity to produce more than 60 million postlarvae annually. The farm will eventually produce up to 720 metric tons of shrimp annually, running four crops per year.



“This marks a significant step for [CP Foods] as it expands its presence in the developed market of the United States while maintaining a strong focus on sustainability,” the company said in a press release.

CPF Executive Vice President Robins McIntosh has led the development of the farm. At the opening, he called it an “innovative, industry-changing pioneering effort.”

“It is with disruptive technology being developed and optimized here that aquaculture becomes one of the solutions for our deteriorating oceans,” he said. “Our mantra is ‘Saving the oceans and helping feed people through aquaculture.’ Ultimately, as more knowledge is gained and efficiency improved in this facility, we envision these projects locally producing shrimp sustainably year-round anywhere in the world.”

Homegrown Shrimp produces Pacific white shrimp (*Litopenaeus vannamei*). McIntosh said in July 2020 the farm will achieve a revenue of USD 2.85 million (EUR 2.5 million) per year if the shrimp is sold at a minimum rate of USD 15.00 (EUR 13.00) per kilogram, and said the farm’s capacity could potentially reach 950 MT of shrimp with revenues of USD 14.25 million (EUR 12.5 million) per year.

Homegrown Shrimp’s hatchery began producing postlarvae shrimp five years ago and has now established sales channels internationally, according to McIntosh, who also serves as the CEO of Homegrown Shrimp.

“HGS now creates in the U.S. a much-desired, premium, wholesome and sustainable shrimp that consumers can enjoy and also feel good about consuming it,” he said.

Attendees of the opening ceremony included Thailand’s Ambassador to the U.S. Tanee Sangrat, Thailand Economic Counselor Thitiwat Sukhasvasti Na Ayudhaya, Thailand Honorary Consul-General Maria D. Sariol, and CP Foods executives Sujint Thamasart and Anat Julintron, as well as Homegrown Shrimp buyers and community leaders.

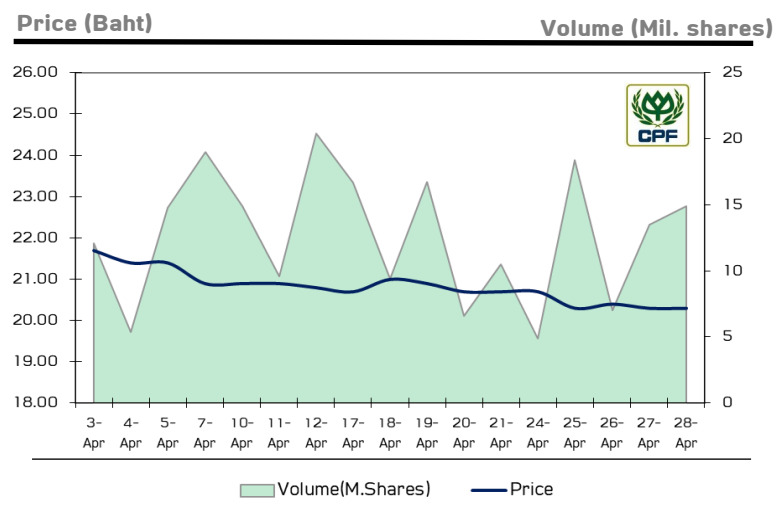
Robin Pearl, the CEO of American Broodstock and Sun Shrimp, both based in Saint James City, Florida, U.S.A., also attended the ceremony.

“This new shrimp farm represents the pinnacle of Robins McIntosh’s shrimp-farming experiences, showing a sustainable and stable way to grow nutritious shrimp of the highest quality,” he wrote on LinkedIn. “America needs to reduce its dependence on imported seafood, and all of us at Sun Shrimp welcome the Homegrown Shrimp team. Florida is poised to become one of the main suppliers of shrimp for Americans and with today’s opening, we all took a huge step forward.”

CP Foods was one of the original developers of large-scale shrimp aquaculture, beginning in 1985. “[Our] pioneering advances in shrimp genetics and in culture system technologies have reduced the cost of shrimp to consumers, made more shrimp available to the huge U.S. market, and made shrimp the top seafood [choice] in the country,” it said

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Price Performances: CPF



April 2023	
Highest Price	21.40
Lowest Price	20.20
Closed Price	20.30
Average Volume/Day (Shares)	12,635,500

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