



Monthly Newsletter

Volume 20 Issue 06 – June, 2020

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CP Foods promises to double cage-free egg production

The PoultrySite , June 27, 2020

Charoen Pokphand Foods PCL (CP Foods) will double production of 2020's cage-free eggs to 10 million eggs to promote ethical food choices in Thailand and in exports to Hong Kong and Singapore.

CP Foods vows its strict compliance with high welfare and antibiotics standards in line with the Five Freedoms of Animal Welfare – freedoms from hunger and thirst; discomfort; pain; and injury; and freedom to express normal behavior. These practices will ensure that the animals will have good physical and mental health during their time at the farm, resulting a lower chance of using antibiotic treatment for sick livestock.

Mr Somkid Wannalukkhee, Senior Vice President at CP Foods, said the company has decided to double its cage-free production to 10 million eggs in this year since a successful pilot farm.

“CPF Foods’ laying farms are gradually transitioning towards a cage-free housing system due to our commitment as a responsible food producer. The practice will help our hens to live happily without sickness and also improving quality of our egg products.” he said.

He added consumers and restaurants are becoming more conscious on the ethical food trend in recent years. The company has supplied CP selection, a premium cage-free eggs, to many franchises, restaurants, supermarkets and hotel chains such as Mo-Mo-Paradise, Michelin-starred street food Jay Fai, and Japanese supermarket Don Don Donki.

CP Foods kicked off cage-free production at laying hen farm in Saraburi province. The pilot farm is operated in closed and controlled environment that guarantee high biosecurity to prevent possible contamination.

The chicken house has a low stocking density of 7 laying hens per square meter compared with the US and EU standards of maximum 9 hens per square meter. The low density farming allows chickens to move and express their behavior freely. Environmental enrichments, such as perches, are also provided to reduce stress of the animals

Five Star unveils two flagship stores in Delhi NCR region

NewsVair , 25 Jun 2020

Five Star, Charoen Pokphand foods PCL brand, established in 1985 in Thailand is on a major expansion drive. The quick-service restaurant (QSR) is launching two flagship outlets in Gurugram and Ghaziabad which are Company Owned Company Operated. Five Star aims to build up a franchise business with its branches in Delhi NCR via Franchisee Owned Franchisee Operated (FOFO) model. This is a reflection of the brand’s promise to be the go-to restaurant for the Indian customer amid COVID-19.



Hot n Smokey

The restaurant's journey in India began in 2012 with its first outlet in Bangalore and today it is present in more than 320 locations across Bangalore, Hyderabad, Chennai. Five Star Chicken manages end-to-end system of the supply chain right from the farm and processing units to distribution in outlets resulting in high quality and affordable food – making Five Star a true “Farm-To-Fork” QSR Chain. All of the products are 100% Antibiotics Free as the flow of food – right from hatching of eggs.



Southern Spice Chicken

The parent company, CP Foods has a 100 years old history and has been in India for the last 30 years. They are pioneers of chicken feed and chicken farming worldwide. Hence, with Five Star Chicken the group can guarantee Great Taste, Great Quality & Great Value for Money for the end consumer. The group is expanding its presence rapidly along more segments of the food industry supply chain in India to harness the opportunities brought by these disruptions.

Speaking on the launch of the flagship store in Gurgaon and Ghaziabad, Mr. Kasinn Khaowprasert, Director, CP Foods Expressed, *“Five Star Chicken continues to be the most loved brand that focuses to maintain strong customer loyalty. Our new outlets promise to manifest across different levels and will help us offer our customers a more wholesome experience. Amidst the pandemic the launch of a new restaurant marks a milestone in our business journey and we thoroughly believe that whenever the change occurs, there is always an opportunity. If there is no change, then there is no chance for new possibilities.”*

As per the new guidelines by Union Home Ministry of India, Five Star Chicken decided to limit the capacity on sitting arrangements; hence there will be ten people in the entire restaurant at one time. The employees of the restaurant will be taking care of thermal screening and hand sanitization thoroughly.

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CPF promotes high-quality shrimp production for business and environmental sustainability

June 5, 2020

Charoen Pokphand Foods PLC (CPF) urges shrimp farmers to adopt standardized farming practices, emphasizing fresh, clean, safe, non-antibiotic and environmental-friendly products for consumers in Thailand and across the globe.

Mr. Pairoj Apiruknosit, CPF's Executive Vice President for aquaculture business, said that CPF is proceeding with its scheme to promote standardized shrimp farming practices for the sake of sustainability and the environment. Highlighted are the three innovative practices concerning the "3 Clean" principles, the water circulation system and the bio-security system, which will enhance farming efficiency, decrease disease risks, reduce the need for antibiotics and lessen environmental impacts. These practices will give consumers confidence and ensure long-term stability to farmers.

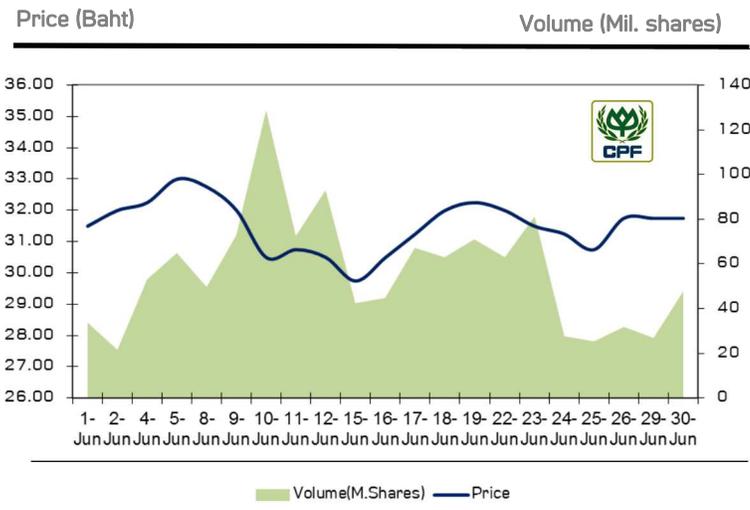
The combined systems emphasize the vannamei shrimp industry's sustainability. Under the systems, sustainably-produced and environmental-friendly feed is highlighted along with legally-recruited labour. Healthy, clean and disease-resistant baby shrimps are sourced and raised accordingly to international practices to ensure zero residues and minimal risk levels. All workers must be legally-recruited. All guarantees the traceability throughout the supply chain.

"Amid fiercely intensifying competition in the global market and consumers' emphasis on environmental-friendly products, consumers opt for healthy and safe food from safe food production process for sustainable food security. This is the key factor that drives farmers away from traditional practices towards the practices that combine innovation and technology," said Mr.Pairoj.

CPF's "3 Clean" principles involve contamination-free baby shrimps; treated water that is clean and low in sediment; and clean floors to limit possible diseases.

CPF also promotes water recycling. The innovation highlights zero waste and less dependence on water from outside sources which may cause contaminations. Farmers hence need no antibiotics and lower chemicals, which ensure farmers' gains and sustainable benefits to the environment.

Price Performances: CPF



June 2020	
Highest Price	33.75
Lowest Price	29.25
Closed Price	31.75
Average Volume/Day (Shares)	52,795,000

Charoen Pokphand Foods Plc.
Investor Relations Office
26th Fl., C.P. Tower, 313 Silom Rd.
Bangkok 10500, Thailand
Telephone +662 638 2935
Facsimile +662 638 2942
Email: iroffice@cpf.co.th

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