



Charoen Pokphand Foods Plc.

Listed on the **S**tock **E**xchange of **T**hailand

Monthly Newsletter

Volume 18 Issue 04 – April, 2018

MEMBER OF
Dow Jones
Sustainability Indices
In Collaboration with RobecoSAM



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CP Foods Survey reveals that Kiwis love duck but not cooking it home

Fuseworks Media, 28 March 2018

Charoen Pokphand Foods (CP Foods), one of the world's leading food companies, has revealed that most Kiwis enjoy eating duck but will often only have it at a restaurant (67 per cent) as they are not sure how to cook it properly at home.

Fifty-six per cent said that they find it tricky to prepare with respondents explaining that they worry about overcooking the meat, getting the skin crispy and not knowing which sauces to use. Some also commented that they are nervous about dealing with a whole, raw duck as they're not sure how to break it down into its different cuts.

Despite the lack of duck confidence in the kitchen, New Zealanders do seem to enjoy eating it with 38 per cent saying that it's either their favorite meat or in the top 2-3. Almost half (47 percent) said it is definitely in their top five foods.

However, more than half of shoppers (52 percent) reported that they rarely see it at their local supermarket with many commenting that they would cook with it at home more often if it was widely available in New Zealand.

Andrew Turner, CP Foods Retail Manager for Australia, New Zealand and the Pacific Islands, said:

"Duck makes up a large proportion of our sales with CP Foods recently becoming the first company approved by MPI to import fully cooked duck into New Zealand". It's reassuring that Kiwis clearly like the taste of duck and simply lack a bit of confidence when it comes to preparing and cooking it from scratch.

"It also shows us that there is a market for a convenient, great tasting duck product that is available all year round. We have developed our fully roasted CP Authentic Asia duck products to make cooking duck as easy and appealing as possible. There is no preparation involved other than heating the oven and getting some sides ready. I think the introduction of value-add products like our Peking Crispy Duck Pancake Kit will see the popularity of duck soar here in New Zealand."

Asian inspired dishes seem to be the most popular way to eat duck in New Zealand. Chinese crispy duck pancakes came in top (40 percent) with roasted duck with a salad or vegetable side (34percent) close behind. Participants also mentioned pan-fried duck (12percent), curry (10percent), salad (2 percent) and pasta (2 percent).

This year, CP Foods launched its popular CP Authentic Asia duck meal range in New Zealand. The premium cooked duck products, which include a Peking Style Aromatic Crispy Duck Pancake Kit, Peking Style Aromatic Roasted Half Duck and Peking Style Slow Cooked Duck Legs are available in all Foodstuffs North Island stores.



CP Foods revolutionizes water management in Thai food industry

Bangkok Post, March 23, 2018

Charoen Pokphand Foods PCL (CP Foods or CPF), Thai agro-industrial and food conglomerate, recently announced impressive records in water management after a successful implications of recent eco-friendly techs and approaches. This is a revolutionizing step towards a more “Operational Eco-efficiency” direction in Thai food industry.

The Thai food conglomerates is taking the bold approach to live up to the commitment on Sustainable Development Goals (SDGs). It sets to reduce energy consumption, water consumption and waste disposed by landfill and burning by 5%, 10% and 30% respectively when compared to based year 2015. All targets are expected to be reach by 2020.

Mr. Charubutr Kirdudom, Assistant Vice President of CP Foods, said the company recognized that a strong environmental performance is a crucial element for being responsible industry leader. As a result, a policy on safety, occupational health, environment and energy has been set in an attempt to minimize the impact of CP Foods operations on the environment and stakeholders.

Several progresses have been made to improve an operation. For example, air chilling system has been introduced in the kitchen at the processing plants as a replacement to water chilling technology which is a common method for reducing the chicken's temperature.

The new system can reduce water usage in production process by 15% approximately as well as giving less contamination risk since, in water chilling process, the chickens are cooled down in the same water while they are handle separately in air chilling method.

CP Foods also successfully reduced water consumption in aquacultures to 20.71 cubic meter per ton from a previous year record of 25.17 while the amount of recycled water is impressively at 13% of the whole water consumption.

Global Water Tools, a risk mitigation tool made by World Business Council for Sustainable Development (WBCSD), has been implemented to measure the risk and water footprint of the company, resulting the better water management and reduce a chance of water shortage at the operation sites and communities.

The water management performances will be available for all stakeholders via Sustainability Report and notable organizations such as Dow Jones Sustainability Indices (DJSI) and Carbon Disclosure Project (CDP). Beside the records, the company has won CDP Hong Kong and South East Asia Awards 2017

CPF is the first company in Thai poultry business certified Thai Labour Standard

Bangkok Post Online, March 21, 2018

Sixty poultry farms of Charoen Pokphand Foods PCL (CPF), Thai leading agro-industrial conglomerate, have been certified Thai Labour Standard: TLS 8001-2553, the national standard for labour rights and welfare, making it the first company in Thai poultry business to be certified with the standard.

The company aims to certify all of its 99 poultry farms. The applications of another 39 farms are expected to be completed within this year.

Mr. Parisotat Punnabhum, CPF Executive Vice President of Human Resources, said much attention has been paid to labour management. This is to make sure that all people who work in the company's supply chain have received the proper treatments.

In addition, CPF has also implemented the Good Labour Practice Principles and guideline to boilers farms of the company's partners and farmers. The company is now continuing workforce auditing for the second year to ensure all farms applied this guideline properly.

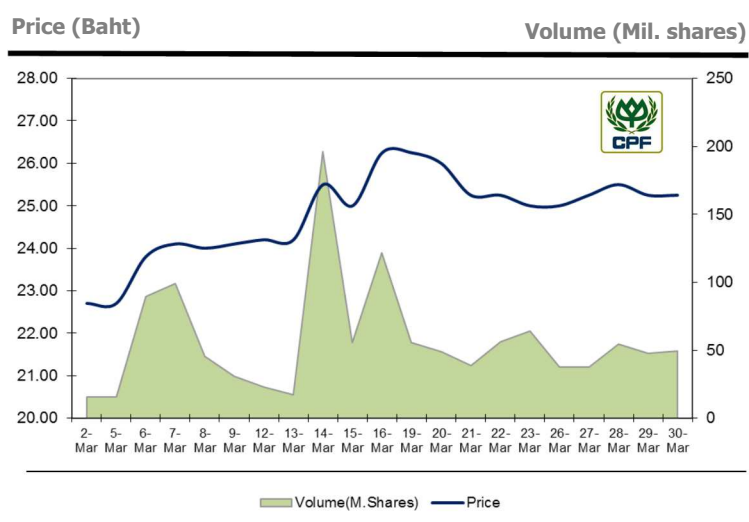
The audits will focus on monitoring workforce management and practices of those farms to ensure they have complied with GLP guideline and other international human rights approaches.

CPF is making a bold statement that the violation of labour rights such as illegal labour, forced labour and child labour will not be tolerated.

"All workers must be treated equally under a guideline of international standards to make consumers and partners across the world to be confident in our supply chain". He added.

Beside the poultry farms, 5 CPF's shrimp farms have been certified and maintained Thai Labour Standard for 10 years consecutive so far while 87 swine farms are recognized and honorary certified for their good labour practices from the Ministry of Labour as well.

Price Performances: CPF



March 2018	
Highest Price	26.25
Lowest Price	22.50
Closed Price	25.25
Average Volume/Day (Shares)	57,240,900

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