



- **CPF News** : CPF readies diverse food portfolios for Anuga Expo.
: CPF joins crusade for responsible use of antimicrobials
- **Price Performances** : CPF

CPF readies diverse food portfolios for Anuga Expo.

Bangkokbiznews October 11, 2017



Cologne, Germany – CP Food (UK) Limited's 'chargrilled chicken snack' is accredited at Anuga 2017 as the food innovation that addresses consumers' search for safe and convenience food. At the global trade fair event, Charoen Pokphand Foods PLC (CPF) is also prepared to launch QR Code technology that allows consumers to retrieve nutrition facts of their meals.

Mr. Sooksunt Jiumjaiswanglerg, Chief Executive Officer of Charoen Pokphand Foods (Plc), revealed that CP Food (UK)'s 'Chargrilled Chicken Fillet' is selected by an expert jury at Anuga taste Innovation Show 2017 as the top innovation in terms of safety, high protein, as well as low calorie and fat, being healthy and easy-to-eat food that appeals to new generations who are concerned about health and the environment. The product will be showcased at hall 17 along with other accredited innovations. CPF is one among 67 innovative products were selected. Over 2,000 entries from 830 companies were submitted to this year's event.

The chargrilled chicken snack is made from high-quality materials and ingredients from sustainable sources. The chicken breast fillet is grilled by charcoal from a sustainable source, mixed with well-selected spices. It is high in protein but low in saturated fat and sodium, offering convenience and health benefits, particularly good with lunch salads. More information is available at www.tasteinc.com. The ready-to-eat snack comes with two flavors – original flavor that contains 45 calories per sachet and spicy flavor that contains 52 calories per sachet.

Guided by our "Kitchen of the World" vision and sustainable manufacturing, we are proud to present the healthy chicken snack, invented for consumers seeking high-protein, natural, least-processed and trustworthy snacks," Mr.Sooksunt said.

The snack is now available at hypermarkets, supermarkets and convenience stores in the United Kingdom like Morrisons and Nisa as well as the online supermarket Ocado. The plan is to sell it via Tesco network and online shopping channel ASDA by the end of this year as well as introduce it in other countries in Europe like France via CARREFOUR.

In addition, CPF unveils the technology to present the nutrition facts of each meal under "CP Knows What You Eat" concept, simply by scanning QR Code on CP-branded packages with smartphones. The technology is available for over 170 items, covering the products being sold in Singapore, Hong Kong, South Korea, the United States, the United Kingdom, France, Italy, Australia, New Zealand, Denmark, Sweden and Finland. It is targeted to cover at least 80% of CP products available overseas within 2020.

By scanning the QR Code, consumers will retrieve the information of raw materials, ingredients, nutrition facts, cooking instruction, storage tips, as well as the manufacturing process. They will navigate the actual manufacturing process and the factory's information via infographic or VDO clip, the first of its kind in the world to make it interesting and easy to understand.

"CPF puts emphasis on relentless technology development and we are pressing for an improvement in the inspection process. We expect to launch online traceability service within 2018, to educate consumers of the upstream-through-downstream sourcing of materials, from feed meal to livestock farms and processed food. We are doing this to enhance confidence in our products," Mr.Sooksunt stressed

CPF joins crusade for responsible use of antimicrobials

The Nation , October 18, 2017

With safe food in mind, Charoen Pokphand Foods (CPF) has adopted a policy on the responsible use of antimicrobials in its livestock and aquaculture businesses.

Chief executive Adirek Sripratak said CPF had endorsed the "Global Vision on Antimicrobials Use in Animals" that is binding on all business units in Thailand and elsewhere in the world.

"Antibiotics use in animals has grasped global attention, as it concerns food safety and public health," he said. "Realising the importance, CPF has adopted these responsible-use practices to do our part to minimise antimicrobial resistance risks.

"Our quest to improve the food safety system never stops. We are striving to advance the 'One Health' approach to protect the health of our people, animals and the planet. The global antibiotics vision will take effect immediately for implementation globally within 2020." Antimicrobials will be used responsibly, taking into account all factors of proper animal care.

It must also be in line with sustainable-development practices and consumer satisfaction, Adirek said.

To use antimicrobials reasonably and responsibly, CPF is also placing emphasis on disease prevention practices that will minimise the need for antimicrobial use.

Price Performances: CPF

Price (Baht)

Volume (Mil. shares)



October 2017

Highest Price	27.25
Lowest Price	25.50
Closed Price	26.00
Average Volume/Day (Shares)	28,695,000

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