



Charoen Pokphand Foods Plc.

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Monthly Newsletter

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CP Foods Collaborates with Three Universities to Restore Ecosystems

Source: <https://www.nationthailand.com/blogs/news/general/40039973> , On 25th July 2024



CP Foods is ready to urgently support the resolution of the blackchin tilapia threat, responding to government measures, driving 5 urgent projects, and coordinating with 3 leading universities in a proactive multi-dimensional integration.

On July 23, 2024, Mr. Prasit Boondoungprasert, Chief Executive Officer of Charoen Pokphand Foods Public Company Limited (CPF), announced a collaboration with faculty members from 3 leading educational institutions – Kasetsart University, King Mongkut's Institute of Technology Ladkrabang (KMITL), and Khon Kaen University, as well as a fishmeal factory, to integrate the resolution of the blackchin tilapia situation.

Mr. Prasit revealed that the Company is well aware that the current outbreak of blackchin tilapia is distressing for people in many areas. The most important thing right now is cooperation and support for problem management to alleviate the impact urgently. As the private sector, the company is supporting a 5-project action plan to jointly resolve this issue with the government to the best of the company's ability. He thanked Prime Minister Srettha Thavisin for appointing Capt. Thamanat Prompow, Minister of Agriculture and Cooperatives, and related agencies to urgently implement measures to resolve the problem, along with *Mr. Bancha Sukkaew*, the Director-General of Thailand's Department of Fisheries, who has vigorously taken proactive action to reduce the number of blackchin tilapia to prevent impact on the people.

"The company is ready to bring the potential of the organization to help support the integrated resolution with all sectors, and take proactive action in many dimensions according to the guidelines of the Ministry of Agriculture and Cooperatives to alleviate the people's distress, with 5 proactive action plans," as follows:



Project 1: Collaborate with the Department of Fisheries to support the purchase of striped snakehead fish from all provinces across the country with an outbreak, at a price of 15 baht /KG, with a total of 2,000,000 kilograms, to produce fishmeal in order to quickly remove the blackchin tilapia from the system as much and as fast as possible. During the past period, the company has cooperated with the Sirisaeng Arumpee Factory in Samut Sakorn province, having already purchased 600,000 kilograms of blackchin tilapia in the area, and still has plans to continue purchasing.

Project 2: Jointly support the government and communities by releasing predatory fish, such as 200,000 white snapper, into water sources. Previously, the company has delivered 45,000 white snappers to the fishery offices of Samut Sakhon, Samut Songkhram, and Chanthaburi provinces. The steps in releasing the predatory fish are in line with the guidelines of the Department of Fisheries.

Project 3: Continuously support the government, communities, and civil society by organizing fishing activities, and providing fishing equipment and manpower in all areas affected by the problem, such as the "Descending to the Canals, the Mae Klong Team Conquers the Striped Snakehead Fish" activity organized 4 times in Samut Songkhram province, and will continue to be carried out in all provinces across the country with outbreaks.

Project 4: Development of food products from the blackchin tilapia, with educational institutions expressing interest to participate, including Kasetsart University, Khon Kaen University, and KMITL, to study, research, and develop food products. Previously, the company has received cooperation from Kasetsart University to develop food menus from blackchin tilapia, such as fermented fish broth, Japanese-style rice seasoning, and spicy crispy fish.

Project 5: Collaborate on research with experts to find long-term strategies to control the blackchin tilapia population. KMITL and Kasetsart University have expressed their willingness to cooperate with the company in an integrated manner to develop approaches that will alleviate the problem in the long term, and are happy to cooperate with experts and educational institutions both domestically and internationally.

Mr. *Preecha Sirisaengarumpee*, the owner of Sirisaeng Arumpee Factory in Samut Sakhon province, said that striped snakehead fish is a fish with protein that can be used to produce quality fishmeal. The factory is pleased to be part of resolving this problem, having coordinated with CPF, which is cooperating with the Department of Fisheries, and has already purchased 600,000 kilograms since April, and will continue to purchase on an ongoing basis.

"Since the Ministry of Agriculture started catching blackchin tilapia in Samut Sakhon province, the fishermen who started fishing from the first day told the Minister that the fish have already disappeared by 80%, but we still have to continue. The government also has measures to control illegal farming and distribution. This method of elimination is the right way and helps reduce the amount of fish considerably. The fact that all sectors are helping in this way is very good," said Mr. Preecha.

Academic experts from educational institutions also expressed their readiness to collaborate. Asst. Prof. Dr. Sitthichai Hatachote, Assistant to the President for Research, Innovation, and Social Engagement, Kasetsart University, stated that Kasetsart University has direct expertise in research on fish control technology and innovation, as well as product development, to quickly remove fish from water sources and release predatory fish at the right time. The university has been researching this type of fish for several years and believes the research will complement the mission of the Department of Fisheries. The fish have good protein that can be used to prepare food for consumption. The university will bring blackchin tilapia fish to make fermented fish, using microorganisms that help shorten the fermentation time, and can also make fishmeal for animal feed, as well as research and develop other effective ways to manage and control blackchin tilapia fish.

Regarding concerns about fish farming for sale in the purchase program, the facts are that the rearing period for striped snakehead fish takes a long time but has little meat, and the production cost is higher than the government's purchase price. Importantly, using them for fishmeal for animal feed also helps reduce the cost of importing fishmeal from abroad.

Asst. Prof. Dr. Nantipa Phansawat, Department of Fishery Products, Faculty of Fisheries, Kasetsart University, said that awareness of consuming this type of fish should be increased. The department has studied the utilization of blackchin tilapia at the household, industrial, and restaurant levels, and prepared various menu items such as Khanom Jeen Nam Ya. During this period, people are interested in tasting striped snakehead fish, so there should be a link to processing and freezing the fish meat to make it more widely accessible to consumers. If there are people ready to process or cut the fish, it will help this species reach consumers in other regions more easily, and processing the fish into value-added products will also help prevent the spread of the fish to other areas.

Asst. Prof. Dr. Wanlada Klangnurak, Assistant Dean, Faculty of Agricultural Technology, KMITL, said that this is a good omen that all sectors are cooperating, and KMITL faculty are pleased to cooperate in determining guidelines for sustainable management and control of the outbreak, focusing on using modern technology along with biological control methods, such as environmental DNA technology to survey the presence of DNA traces in nature, which can detect the outbreak early and bring in predatory fish in a timely manner. This also includes reintroducing local predatory fish back into the ecosystem, aiming to maintain natural balance and conserve biodiversity in Thailand's water sources. The blackchin tilapia is not the first alien species to enter Thailand, and public awareness and participation in solving the problem, as well as maintaining the balance of the ecosystem, are crucial.

Asst. Prof. Dr. Soranat Sirisuay, Department of Aquaculture, Faculty of Fisheries, Kasetsart University, stated that in resolving the blackchin tilapia outbreak, the Department of Fisheries has already conducted in-depth studies and has well-prepared plans to quickly remove the larger fish from natural water sources, leaving only the smaller striped snakehead fish, by carefully using fishing gear to be effective, and being prepared to release predatory fish – a method that helps eliminate the fish life cycle over time. Meanwhile, the Department of Fisheries is in the process of researching 4N fish to cross with normal 2N fish to obtain 3N fish, which are sterile. As for the case where farmers understand that fish eggs can survive up to 2 months during the pond drying period, that is almost impossible. The public should be aware but not panic. If anyone encounters blackchin tilapia anywhere, they should report it to the Department of Fisheries immediately.

U FARM Launches the 'Cheeva Pork – Benja Chicken FUN DIVE!' Experience which are Not a Fish, but has Omega-3

Source: www.prachachat.net/public-relations/news-1607946, On 15th July 2024



The U FARM (CPF's brand) is inviting people to experience their new innovative offering – AI-created mascots of 'Cheeva Pork' and 'Benja Chicken', which are not fish but are high in Omega-3. Bringing premium products, including Cheeva pork, Benja chicken, and Benja chicken eggs. Come on display in the aquarium of Sea Life Bangkok Ocean World, Siam Paragon, a popular tourist attraction for all age groups. Emphasizing the strength of 'Omega 3' that can be eaten from U FARM products, adding options for health. These pork and chicken products are raised with selected natural feed, certified as 'Raised without Antibiotics', and accumulate high levels of beneficial Omega-3 fatty acids.

Ms. Anakawee Churat, Head of Central Marketing Department of CPF said that “the activities organized this time is an extension of U FARM's new advertising format using AI-powered marketing mixed with creativity in presenting all 3 products: Cheeva Pork, Benja Chicken, and Benja Eggs in 3D Animation format, similar to open sea fish. Swimming on the screen in the middle of Asoke intersection. Including various advertising signs to reinforce the strength of Omega 3, it is now available in U FARM products with communication that is easy to understand, to the point and attracts the attention of those who see it. Which received feedback from consumers who talked about it on various social channels, including Facebook, X, and TIKTOK”

Dr. Manusak Wongpatcharachai, Head of the Biotech Research Team at the Animal Feed Science Division of Charoen Pokphand Foods (CPF), stated that the U FARM brand products are food innovations that CPF is proud of. They have carefully selected the best breeds of pork, chicken, and eggs, and feed them with a super-food formula containing ingredients such as flaxseed, fish oil, and seaweed, which are rich in natural Omega-3. As a result, they do not use any antibiotics throughout the entire feeding process and have received the NSF safety certification from the United States. The products can be consumed daily and have received numerous international awards.

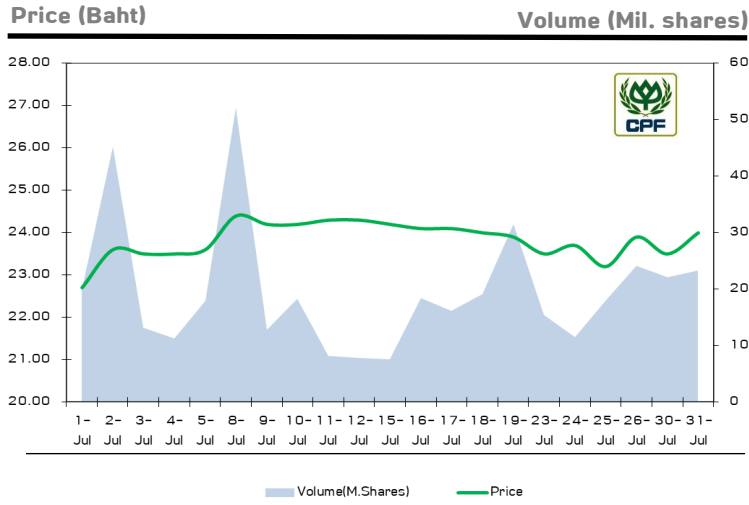
Dr. Ploy Suphanantarek, Wellness expert and owner of *'Dr. Ploy, a genius child can create page'* Come join us in giving knowledge about Omega 3. We are very pleased to see people of all age groups giving importance to food because Omega 3 is important for all ages, from children to the elderly. Because it helps the brain function heart and blood vessels and also helps build a stronger immune system, especially for parents who are strict about their children's nutrition. Choosing the right nutrients, like omega 3, will help promote good preventive health.

It creates good health for pregnant mothers and their babies. Reduce the risk of complications during pregnancy. It is believed that adding good nutrients to pork, chicken and eggs, which are basic ingredients, will be of great benefit to Thai consumers.

Charoen Pokphand Foods (CPF) is committed to developing innovative and technologically-advanced products. The company's objective is to deliver high-quality, safe raw materials and food products that meet international standards for all consumer segments. CPF's approach ensures traceability across the entire supply chain, coupled with the creation of campaigns that cater to diverse consumer trends and resonate with multiple generations of customers.



Price Performances: CPF



July 2024	
Highest Price	24.40
Lowest Price	22.50
Closed Price	24.00
Average Volume/Day (Shares)	19,700,104

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