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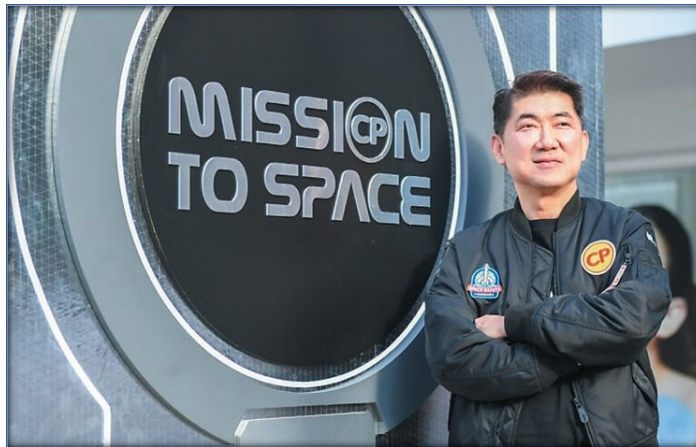
Topics

- **News : Crafting A Creative Recipe For A Greener Future**
 - **: C.P. Vietnam joins PPP to promote transformation of food industry**
- **Price Performances : CPF**

Crafting A Creative Recipe For A Greener Future

Source : <https://forbesasiacustom.com/thailand-renewed-economic>, 12th Nov 2024

Charoen Pokphand Foods is redefining the future of food production with its innovative approach to sustainability.



Prasit Boondoungprasert, CEO of CP Foods

Thailand's Charoen Pokphand Foods (CP Foods) is set to soar to new heights—quite literally. By next year, NASA astronauts in space will be eating the company's chicken products among the stars. This groundbreaking achievement is just one example of the company's commitment to producing high-quality, safe, and sustainable food products that can meet the most stringent standards, even those for space travelers who can't afford to fall ill in outer space.

A subsidiary of Thai conglomerate Charoen Pokphand Group (CP Group), CP Foods is a leading player in the food and agro-industrial industries. The company runs operations in more than 17 countries, reaching billions of people with its products, from high-quality meats and seafood to convenient ready-to-eat meals. Over the years, CP Foods has expanded its business to include livestock farming, shrimp farming and food production, offering a diverse range of products that meet the demands of consumers globally.

Driving the company's success is a strategy that blends sustainability and innovation, or what it terms "Sustainovation." Says CP Foods CEO Prasit Boondoungprasert, "Sustainovation is about combining technology, science, and innovation to improve efficiency and reduce the environmental impact of our operations. It is about finding ways to use less while producing more, and ensuring that what we produce is of the highest quality and safety."

Set up as a small seed trading company in 1921, CP Group has employed sustainable methods in its operations since its inception. Today, this obligation to its customers, stakeholders and the environment is reflected in the way the group operates, whether it's using renewable energy sources or employing technology for traceability when sourcing raw materials. "Sustainability at CP Foods started with the original setup of the group over 100 years ago. It is not a choice; it's in our DNA," says Boondoungprasert.



Delivering a Trio of Benefits

This mindset is reflected in CP Food’s “Three Benefits Principle,” which focuses on prioritizing the creation of value for the country in which CP Foods operates, followed by benefits for society, and for the company itself, in that order of importance. This approach focuses on benefiting the countries where the company operates, the communities it works with, and the company itself. Through this principle, CP Foods aims to ensure its actions not only boost business growth but also improve society’s well-being.

The “Three Benefits Principle” is not just a corporate philosophy but a guiding force that shapes every decision CP Foods makes. By aligning business success with societal and environmental benefits, the company ensures that its growth is sustainable and responsible. This principle also resonates with the company’s global stakeholders, who are increasingly concerned with the ethical implications of business operations.

“This is about doing the right thing for the long term,” says Boondoungprasert. “By ensuring that our growth benefits not only our company but also the communities we touch and the environments in which we operate, we build a foundation of trust and responsibility with our stakeholders around the world.”



Net zero target by 2050

In the area of climate change, CP Foods has set ambitious goals to lower its greenhouse gas emissions, aiming to achieve net zero by 2050. This involves cutting non-FLAG (Forest, Land, and Agriculture) emissions by 90% and FLAG emissions by 72%, as well as achieving zero deforestation by 2025. These targets are part of a broader commitment to align with global climate initiatives, such as the Paris Agreement, which aims to limit global warming to 1.5 degrees Celsius.

To measure its progress on the sustainability front, the company benchmarks its efforts with global standards like the Science Based Targets initiative (SBTi) and the UN Sustainable Development Goals (SDGs). SBTi provides companies with a clearly defined path to reduce greenhouse gas emissions, in line with the latest climate science to meet the goals of the Paris Agreement. The company also conducts independent audits and assessments to ensure the integrity and effectiveness of its initiatives.

Breaking New Ground

CP Foods’ Sustainovation approach has led to the creation of new products like the space food safety chicken for NASA, plant-based protein products such as Meat Zero, and Asia’s first carbon-neutral and cage-free egg.

Meat Zero, in particular, will become one of the growth products in CP Foods’ portfolio, catering to the growing global demand for plant-based protein. The product is designed to mimic the taste and texture of real meat, offering consumers a sustainable alternative without compromising on flavor or nutrition. Meat Zero reflects a broader trend in the food industry, where plant-based diets are gaining popularity due to their lower environmental impact.

In addition to product innovation, CP Foods is also focused on enhancing its operational efficiency through smart farming methods. Among other initiatives, the company uses artificial intelligence (AI) tools to monitor animal health, automate feeding processes, and control the climate within livestock environments. These technologies not only improve the quality and consistency of CP Foods' products but are also consistent with its sustainability goals of reducing waste and optimizing resource use.

The use of AI in animal husbandry is a game-changer for CP Foods. For instance, using AI to detect health issues in its animals early reduces the need for antibiotics, which in turn improves food safety and quality. This proactive approach toward animal care is part of the company's broader commitment to ethical farming practices, which prioritize animal welfare.



Delivering high quality products to billions of consumers worldwide

"Sometimes I joke with my team that our chickens are treated better than humans," says Boondoungprasert. "The chickens live in climate-controlled environments, enjoy automated feeding systems, and have their health monitored 24/7 by AI, all of which ensures they are healthy and comfortable, leading to better quality products."

CP Foods is also adopting renewable energy sources such as solar power and biogas to reduce its carbon footprint and cut operational costs. In Thailand, for instance, renewable energy now makes up 30% of the company's total energy use, with biogas systems providing 70% to 80% of its farms' electricity requirements.

Meanwhile, the firm uses blockchain and satellite tracking technology to ensure its raw materials are sourced sustainably and ethically. By implementing rigorous production controls and traceability measures to ensure food quality and safety, the company is able to boost customer confidence in its products.

Furthermore, CP Foods has created standard methods and protocols that can be adapted to different regions, enabling it to replicate its sustainability processes across the various markets in which it operates. These standardized practices ensure that the company's sustainability efforts are consistent and scalable.

Collaborating for a Greener Future

CP Foods understands the importance of collaborating with others in the supply chain to realize its sustainability ambitions. To this end, the company partners with farmers, suppliers and small to medium-sized enterprises (SMEs) to promote sustainable practices and maintain the integrity of its supply chain. This involves providing advanced quality control training and workshops to help its partners become more competitive and foster sustainable growth in the food supply chain.

By investing in the skills and knowledge of its partners, CP Foods helps them adopt modern agricultural techniques that are both sustainable and profitable. For example, the company has launched several initiatives to train smallholder farmers in sustainable farming practices, such as water conservation, soil health management and the use of organic fertilizers.

These collaborations are essential for scaling sustainability efforts across the entire supply chain. By working closely with suppliers, CP Foods ensures that sustainable practices are implemented at every stage of production, from raw material sourcing to final product delivery. "This collaborative approach not only benefits our partners but also reinforces the overall strength and sustainability of our operations," says Boondoungprasert.

CP Foods' commitment to its suppliers was evident during the Covid-19 pandemic when many SMEs were under financial strain due to disruptions in the global supply chain. To help them during this crisis, CP Foods provided financial aid to these suppliers, ensuring they had the necessary liquidity to continue their operations. The company also prioritized timely payments to these suppliers, which was critical in helping them manage cash flow issues during a period of widespread economic uncertainty.

"By offering this assistance, we not only helped secure the stability of our supply chain but also reinforced trust and strengthened relationships with our partners," says Boondoungprasert.

The Road Ahead

Looking ahead, CP Foods will continue to execute its Sustainovation strategy by expanding its use of AI and Internet of Things (IoT) solutions in farming, developing healthy and sustainable food solutions, and working toward its net zero targets.

The company is also looking into new technologies that could further boost productivity and sustainability in its operations. These could potentially include turning biogas into electricity and using hydrogen as an alternative energy source.

As part of a competitive industry, Boondoungprasert stresses how important it is to stay on top of new trends and overcome hurdles in eco-friendly food production. "We invest in R&D and team up with top universities and research centers to get the latest solutions and insights. By consistently adapting our plans to the changing business environment, we ensure that CP Foods stays at the forefront of the industry," he says.

As a frontrunner in the agro-industrial and food sectors, CP Foods aims to continue blazing new trails through its unique fusion of sustainability and innovation. Says Boondoungprasert, "Through our Sustainovation initiatives, we will continue to drive long-term growth, improve the well-being of consumers, and contribute to a healthier planet."

C.P. Vietnam joins PPP to promote transformation of food industry

Source: <https://vir.com.vn/> 5 Nov 2024



The Ministry of Agriculture and Rural Development (MARD), C.P. Group, C.P. Vietnam, and the Partnership for Sustainable Agriculture Development Vietnam (PSAV) signed an MoU for a public-private partnership (PPP) on November 1st to promote the transformation of the food system towards transparency, responsibility, and sustainability in Vietnam.

The MoU marks a key milestone in the journey of building sustainable agriculture.

“Cooperation in the form of a PPP is an important strategy that creates new driving forces for the agricultural industry. I appreciate the participation of C.P. Vietnam in the PPP working group on livestock, especially the activities to support and enhance the capacity of farmers and other partners in the livestock value chain,” Minister of Agriculture and Rural Development Le Minh Hoan said.

“This is evidence that businesses play a pioneering role in promoting the sustainability of the agricultural sector,” he added.

Adirek Sripratak, Chairman of Executive Committee of Charoen Pokphand Foods.,PLC said, “The C.P. Group will try its best to achieve the best outcomes for all sides – the company, the country, and the people in a sustainable way.”

Montri Suwanposri, Vice chairman of C.P.Vietnam , said “Boosting sustainable agricultural development, raising the value of the supply chains, and agricultural products, improving farmers' lives, reducing emissions, responding to climate change and challenges in agricultural production are no longer trends and have become the responsibility of all parties to realize specific goals.”

Under the witness of MARD and PSAV members, Pawalit Ua-Amornwanit, CEO of C.P. Vietnam, and Nguyen Do Anh Tuan, director general of the MARD's International Cooperation Department, and a PSAV representative signed and exchanged the cooperation memorandum.

One of the highlights of the cooperation will be the promotion of OCOP items. With extensive experience in the agricultural sector and a wide distribution network, C.P. Group in collaboration with PSAV will develop human resources for rural areas through Thailand's OTOP (One Tambon One Product) and Vietnam's OCOP (One Commune One Product), and promote cooperation and trade exchange between the OTOP and OCOP programmes at national and regional levels.

C.P. Group will support pilot projects like establishing OCOP learning centres and markets combined with community tourism, especially promoting young members.

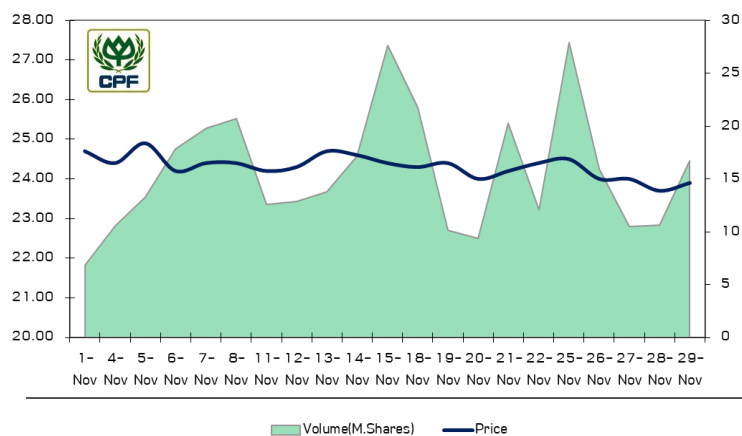
The two sides will jointly build and share initiatives, as well as organise communication on this PPP to promote the transformation of the food system towards transparency, responsibility, and sustainability.

The combination of experience, resources, and vision of both sides will help solve challenges in agriculture and improve people's lives for a sustainable agricultural ecosystem, benefiting both producers and consumers.

The PSAV under the MARD includes members of the PPP working groups and voluntarily work by stakeholders to support sustainable agricultural development in Vietnam.

Price Performances: CPF

Price (Baht) Volume (Mil. shares)



| November 2024 | |
|------------------------------------|-------------------|
| Highest Price | 24.90 |
| Lowest Price | 23.60 |
| Closed Price | 23.90 |
| Average Volume/Day (Shares) | 15,633,300 |

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