



The Dynamic Growth in the Global Food Tech Industry

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Global Food Consumer Trends

5 Relevant Consumer Trends

1

Health and Wellbeing

- People trends to consume **healthy and fresh food**
- Healthy products have the fastest **growing demand**



2

Convenient and Fresh

- **Convenience drives the food industry** which mean easy to buy and fresh after new normal e.g., Food delivery



3

Product and Channel Innovation

- New generations are willing to **explore the new products, packing and delivery channels**



Global Food Consumer Trends

4

Premium and Value for Money

- Growth of Segments both premium brand and value for money e.g., Lotus's brand
- Slightly reduction in the middle segment



5

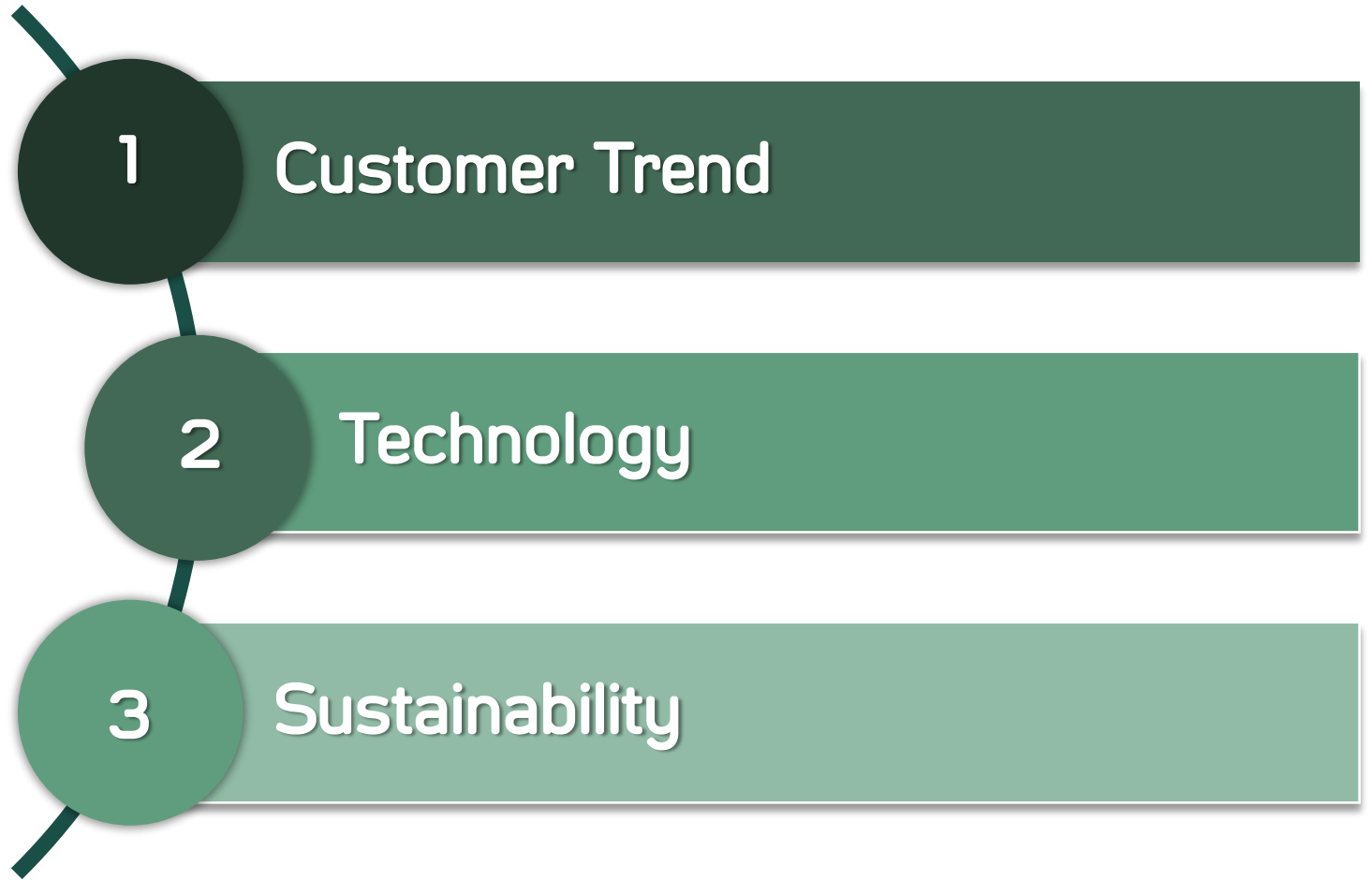
Environmental Sustainability

- Sustainability packaging and environmental certification are no longer added value, but a necessity





Key Challenges



Meat Business : Customer Trend

“ Customers prefer **premium branded** meat as well as concern more about **fresh & healthy food products**”

Benja Chicken®

100% NATURAL

• Fed with **Brown Rice**

• Aroma • Tender • Juicy • 100% Natural

RAISED WITHOUT
Antibiotics
CERTIFIED BY NSF



100% Natural



0% Antibiotic



0% Hormones in poultry production



Animal welfare

0% Antibiotics

0% Hormones

U FARM
NATURALLY TASTY

U FARM
NATURALLY TASTY
100% NATURAL
PRODUCT

12 MONTHS
SHelf life

CAGE FREE

Benja Chicken

RAISED WITHOUT
Antibiotics
CERTIFIED BY NSF

Meat Business : Customer Trend



Selected brand to be one of top innovative product in THAIFEX 2019

Selected brand to be one of superior taste award by International Taste Institute



Meat Business : Customer Trend



“Thailand’s first pork enriched with good fatty acids and omega-3”



“Special breeds”

Higher level of omega-3 fatty acids



“Fed with super food”

- ✓ Flaxseed
- ✓ Fish Oil
- ✓ Deep-sea seaweed



“Food safety”

- ✓ No antibiotic
- ✓ Animal welfare principles

Meat Business : Customer Trend

THAIFEXtaste
INNOVATION SHOW

WINNER

in 2022

“Premium & Healthy
Pork Award”



Meat Business : Customer Trend



As
Tasty
As
Real
Meat



Meat Business : Customer Trend

“Meat Zero World-Class Award”



Meat Zero Plant-Based Nugget

Charoen Pokphand Foods Public Company Limited

is granted the 2022
**SUPERIOR
TASTE AWARD**
★ ★ ★



Certified by the International Taste Institute's jury of the world's best Chefs & Sommeliers.

Meat Zero Plant-Based Garlic & Herb Patty

Charoen Pokphand Foods Public Company Limited

is granted the 2022
**SUPERIOR
TASTE AWARD**
★



Certified by the International Taste Institute's jury of the world's best Chefs & Sommeliers.

Meat Business : Customer Trend



Future Business Opportunity
related to '**Cell Based Meat**'
which is one of the attractive
future industries with high
potential market growth

Meat Business: Technology

Applying the new system to increase the farming performance
"Smart Farming 4.0"



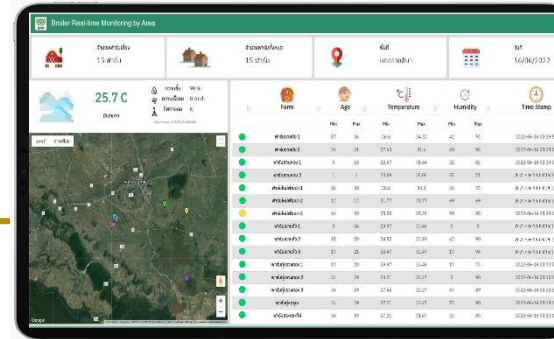
Smart Silo



Smart Camera



Smart Microphone



Farm situation reporting software



Farming Control Center

Benefits

Increase productivity from healthy animal

Precision Approach for farming

Reduce farming staff

Meat Business: Sustainability

Manage farming by applying renewable energy enhancing sustainability

1. Recycle and Reuse Water Energy

136

Total Factory Water

Unit: MCM.

76

External Water

Unit: MCM.

60

Recycle Water

Unit: MCM.



"44% of using water from reused and recycle water"

Meat Business: Sustainability

2. Biogas Energy

- Using biogas energy in swine and poultry farms to reduce greenhouse gas 492,000 Ton CO₂e equal to 35.5%

3. Solar Energy

- Using solar energy in both factories and farms to reduce greenhouse gas 13,000 Ton CO₂e equal to 1%





Thank you