



# APEC PPFS Webinar on

“Sharing Good Practices on Sustainable Agricultural Development through the Principle of Sufficiency Economy Philosophy”

## Session 5: Sustainable Agriculture in Strengthen Food Security in Rural–Urban Area

Ms. Jeeranee Janrungautai

Assistant Vice President, Sustainability Strategy & Disclosure

Charoen Pokphand Foods PLC.

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24<sup>th</sup> May 2022

Pullman Bangkok, Thailand (Hybrid meeting)

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# AGENDA

1

CPF AT A GLANCE

2

FOOD SECURITY STRATEGY

3

BALANCE OF NATURE STRATEGY

With our vision **“Kitchen of the World”**,  
CPF delivers traceable, and environmentally-friendly  
food products with care in every production process,  
from the source to the hands of consumers.

1

## Feed Business

Production and distribution  
of animal feed

2

## Farm and Processing Business

Animal breeding, farming,  
and primary meat processing

3

## Food Business

Production of semi-cooked, cooked products  
as well as ready-to-eat meals, and food  
distribution channels, including restaurants.



## FRESH



## COOKED & READY-TO-EAT



## SOUP



## SAUCE



## DRINK



# CPF 2030 SUSTAINABILITY STRATEGY



Philosophy of Sufficient Economy

Three-Benefits Principle



**FOOD SECURITY**



**SELF-SUFFICIENT SOCIETY**



**BALANCE OF NATURE**



**CPF 2030**  
Sustainability in Action



**Sustainable Food**



**Human Rights**



**Climate, Water & Waste Excellence**



**Responsible Marketing**



**Lifelong Learning**



**Responsible Sourcing for the Planet**



**Animal Welfare**



**Social Impact**



**Waste to Value**

Sustainability Governance

UN SDGs & Ten Principles of UN Global Compact

# CPF fully supports UN SDGs, covering all of 17 goals



## SUSTAINABLE DEVELOPMENT GOALS





# THAILAND

Increase forest area  
to be

**55%**

by 2037

**CARBON NEUTRAL**

by 2050

**NET-ZERO**

by 2065

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## | Food Security

**Goal:** Establish food security with products that promote health and well-being for consumers.

### Ambitions:



Sustainable Food



Responsible Marketing



Animal Welfare

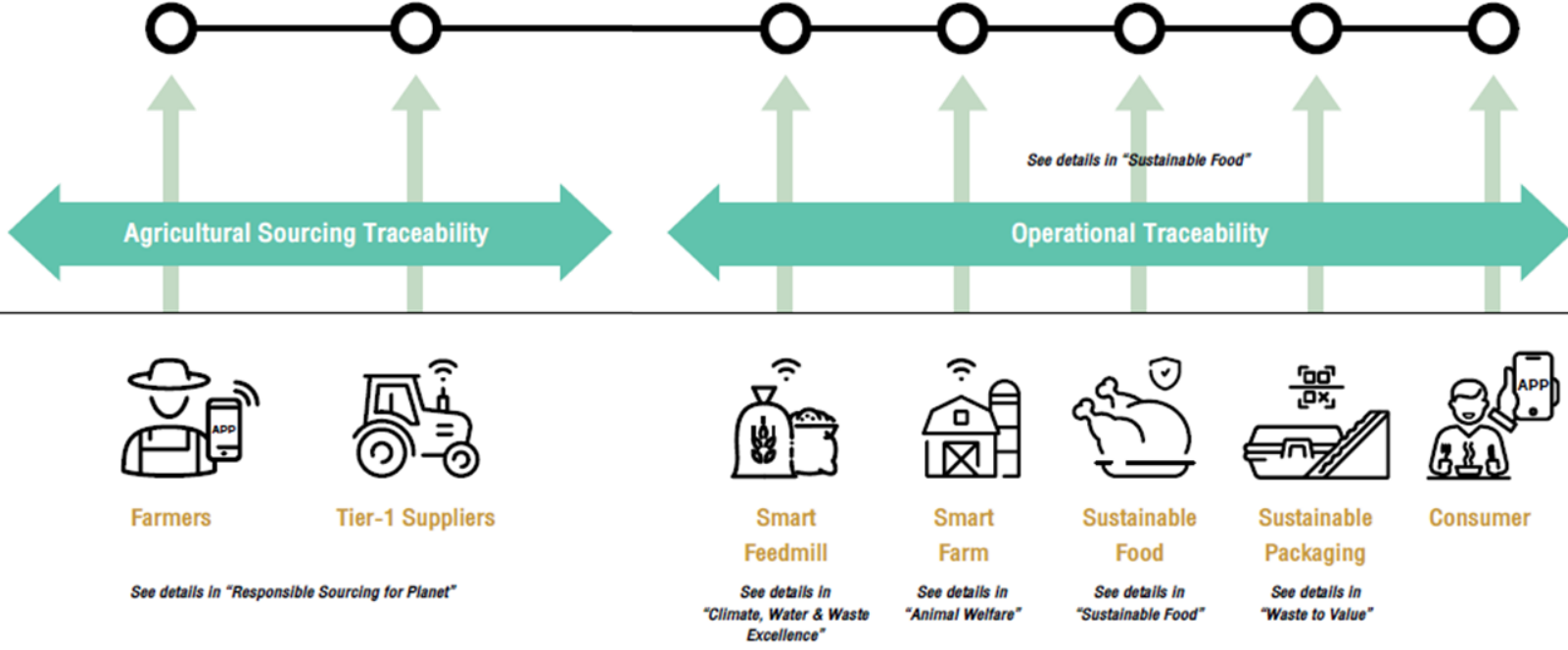


# SUSTAINABLE FOOD



**Traceability**

**Internet of Things<sup>5</sup> & Enterprise Resource Planning<sup>5</sup>**



# ZERO

## Product recall in 2021



# CPF INNOVATION PRODUCTS: MEAT ZERO



# พืช ที่อร่อย อย่าง เนื้อ





# RESPONSIBLE MARKETING



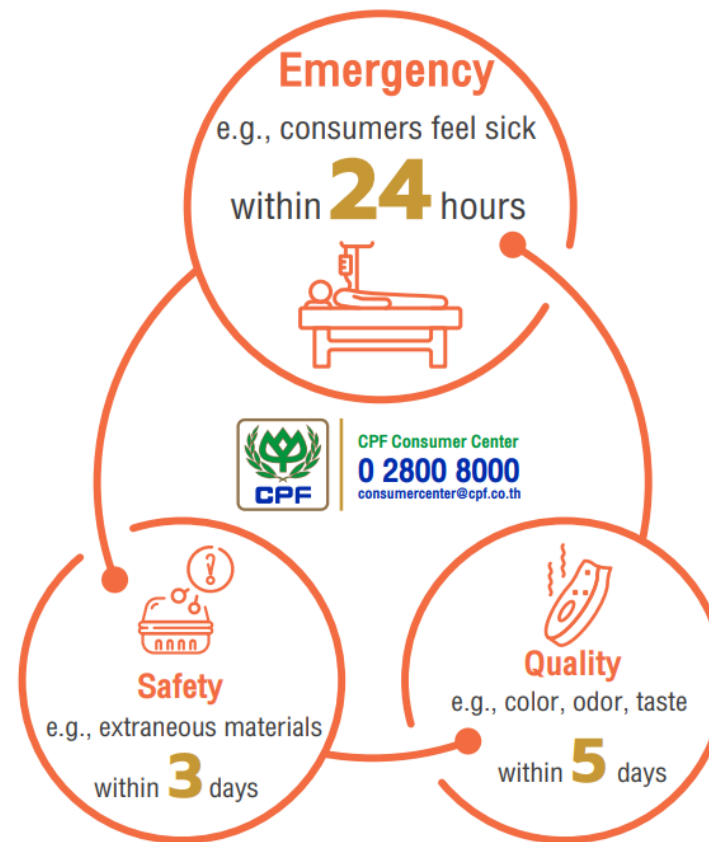
## GDA Label

Nutritive values per.....

Consumption should be split into .... Times

| Energy     | Total sugar | Total fat | Sodium   |
|------------|-------------|-----------|----------|
| ..... kcal | ..... g     | ..... g   | ..... mg |
| *.....%    | *.....%     | *.....%   | *.....%  |

\*calculated as percentage of recommended daily intake





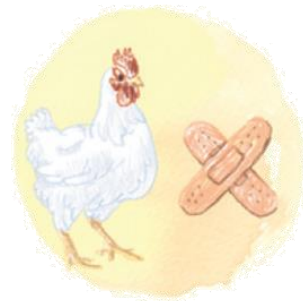
# ANIMAL WELFARE



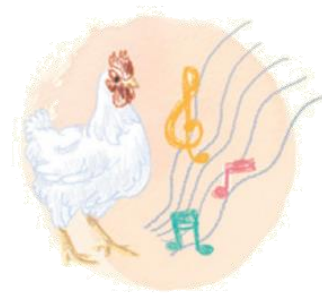
*Freedom from hunger and thirst*



*Freedom from discomfort*



*Freedom from pain, injury or disease*



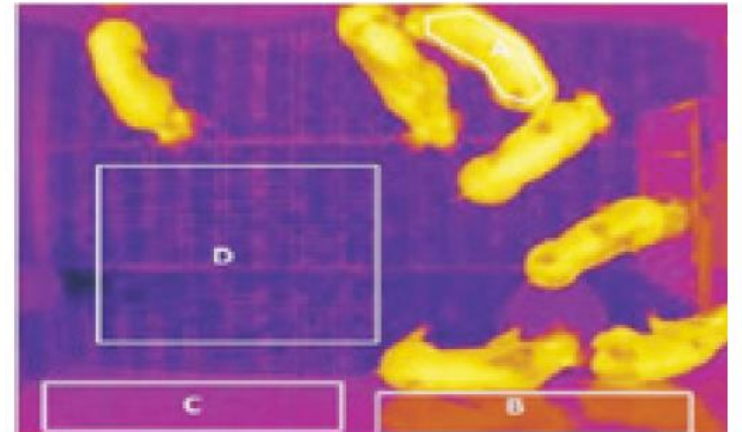
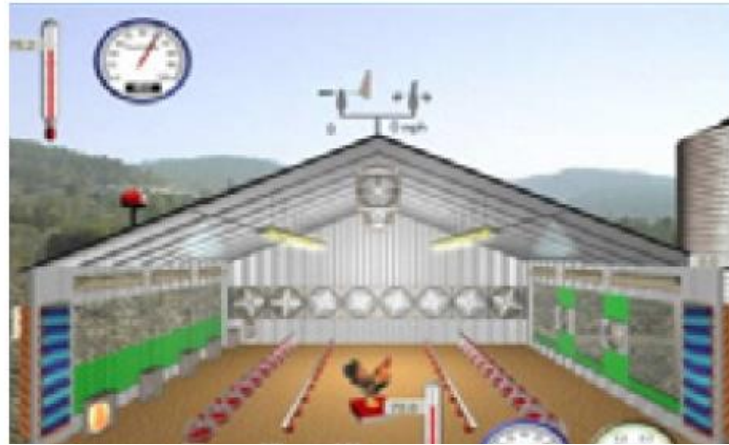
*Freedom to express normal behavior*



*Freedom from fear and distress*



# ANIMAL WELFARE: CPF SMART FARMS



## 2021 Performance:

- **27%** of sows raised in group gestation pen housing system
- Increase production capacity of cage free egg by **150%** per year based on Year 2020
- **65%** environmental enrichment for broiler

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## Balance of Nature

**Goal:** Take action towards positive environmental impact throughout our value chain

### Ambitions:



Climate, Water & Waste  
Excellence



Responsible Sourcing  
for the Planet



Waste to Value





# RESPONSIBLE SOURCING FOR THE PLANET



## BIODIVERSITY AND ZERO DEFORESTATION COMMITMENT

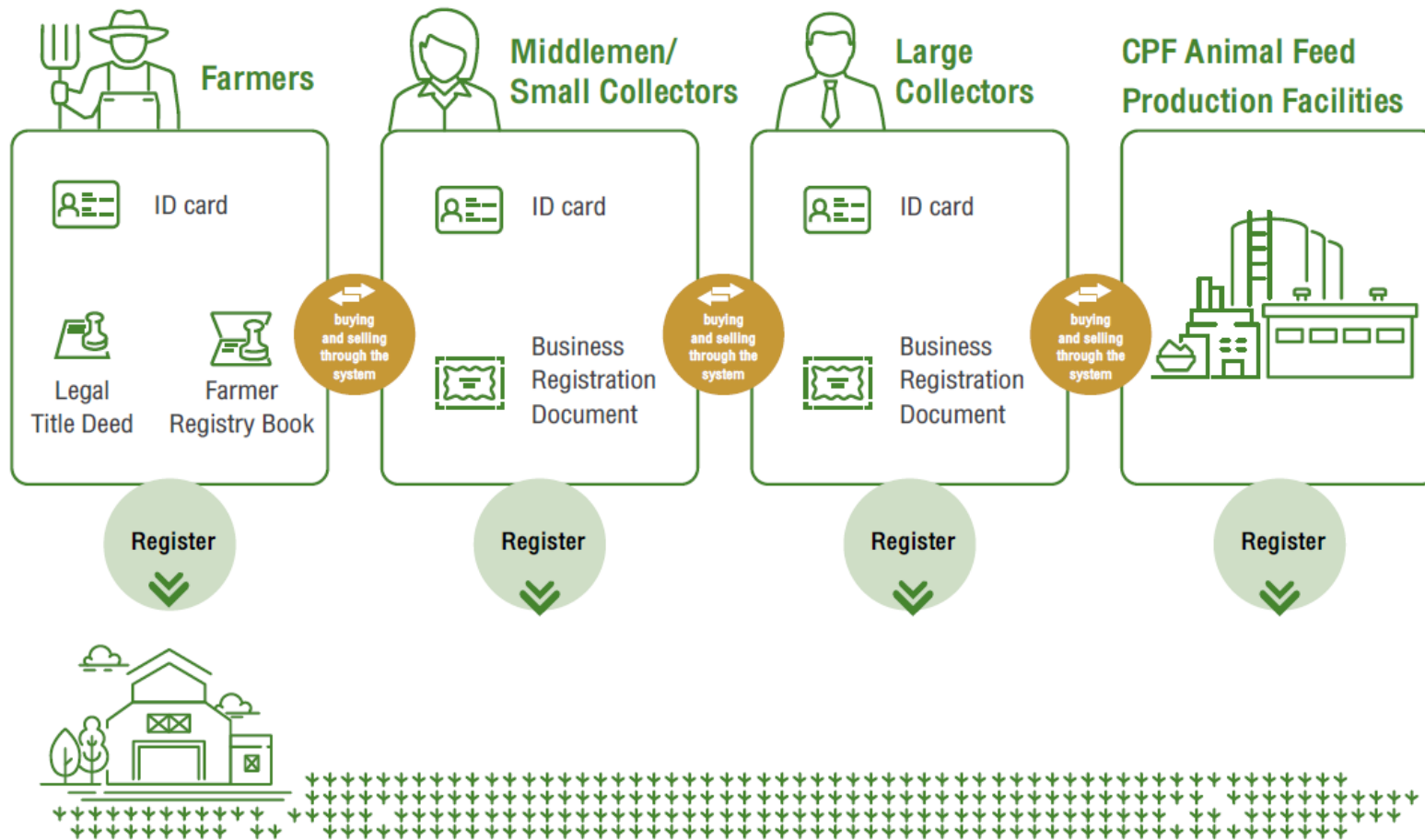


ความมุ่งมั่นด้วยความหลากหลายทางชีวภาพและภาคีด้านการลดไม้ทำลายป่า  
บริษัท เจริญโภคภัณฑ์อาหาร จำกัด (มหาชน) และบริษัทย่อย

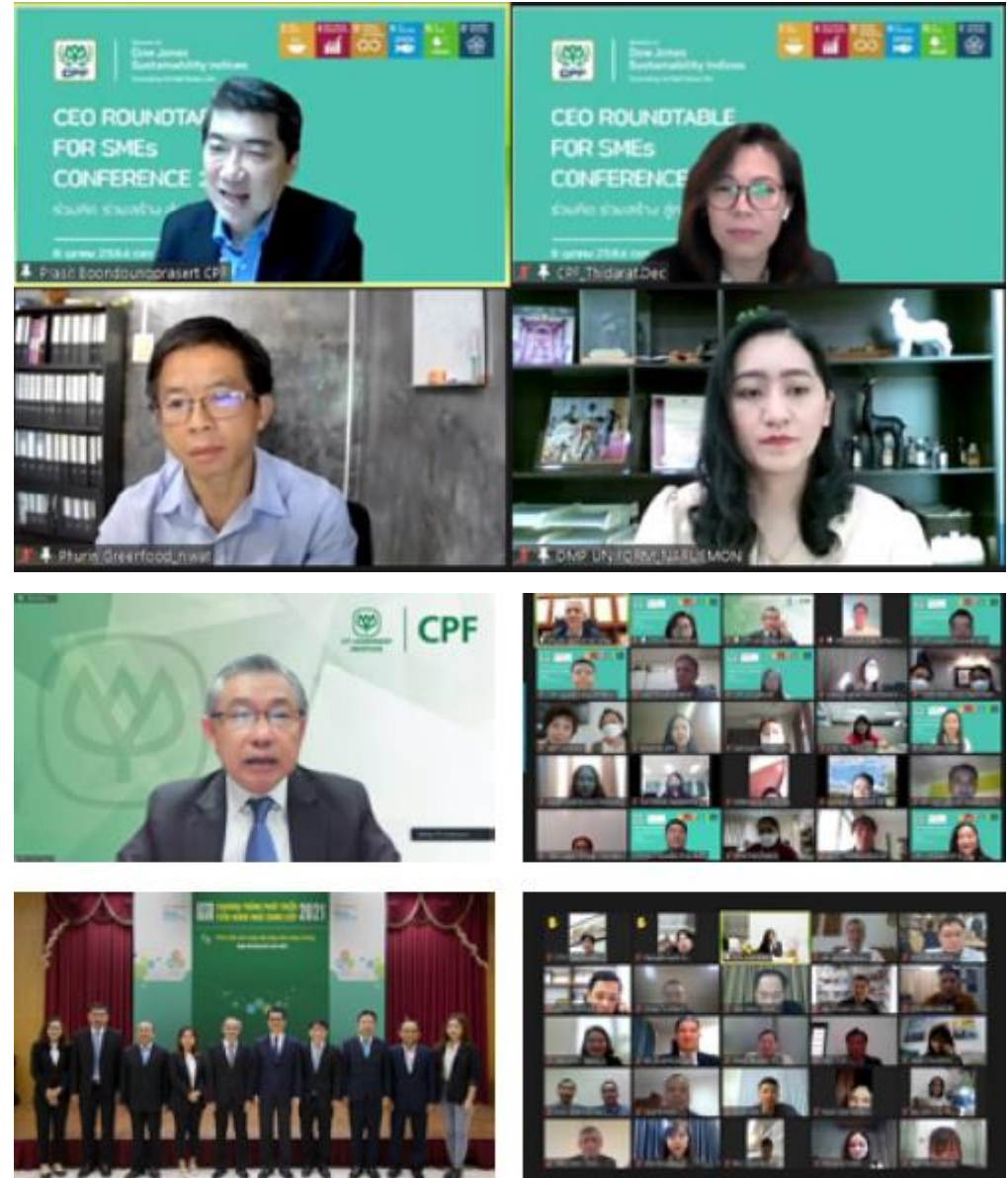
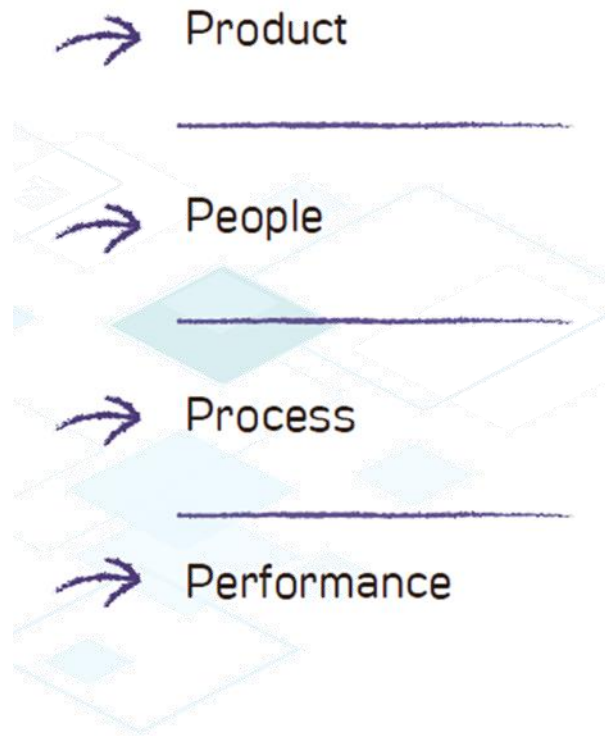


**2030 Target: 100%** of key raw materials from deforestation-free areas

# MAIZE FOR ANIMAL FEED TRACEABILITY SYSTEM



Since 2020: 100% of maize fed to CPF feed factories come from deforestation free area of 0.32 mil hectares



## Farmers are Life Partners



# UN SDGS IMPACT VALUATION FOR CONTRACT FARMING



**4.28** times

social return on investment (SROI)

with a total social achievement value of

THB **4,574** million





## FOOD LOSS AND FOOD WASTE POLICY



นโยบายด้านการสูญเสียอาหารและขยะอาหาร  
Charoen Pokphand Foods Public Company Limited



## 2030 Targets

- ✓ To promote reduction of food loss throughout the value chain
- ✓ **ZERO** food waste in business operations

# CPF FOOD LOSS REDUCTION ACTIVITIES



Innards, feathers and eggs to feed raw materials

**121,000 t/yr**

**306,000 tCO2e /yr**



Crushed eggshells for composting or soil improvement material for farmers

**1,000 t/yr**

**2,500 tCO2e per year,**



Treating wastewater using a biogas system

**14,000**

**tCO2e per year**

# CPF FOOD WASTE REDUCTION ACTIVITIES



- ✓ Reduced surplus food by giving an equivalent to **15,000** meals to vulnerable communities
- ✓ Reduced food waste of **3** tons
- ✓ Reduced GHG emissions more than **8 tCO<sub>2</sub>e**







# CPF 2030

## Sustainability in Action

For more information, please contact:

Ms.Jeeranee Janrungautai

Corporate Sustainable Development Office, Charoen Pokphand Foods PLC

E: [jeeranee.jan@cpf.co.th](mailto:jeeranee.jan@cpf.co.th)