



CP Cambodia Co., Ltd.

PRESENTATION 2022



POOHRICH SINWAT

(D.V.M., MSc.)

- **Deputy General Manager,**
Strategic Development and Marketing,
C.P. Cambodia Co., Ltd. [2014 – Present]
- **Vice President,**
Thai Business Council in Cambodia (TBCC)
[2016 – Present]

STRATEGIC DEVELOPMENT	95%
MARKETING & PUBLIC RELATION	80%
VETERINARY	70%

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About CPF & CPC

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ABOUT CPF

- Charoen Pokphand Foods Public Company Limited is the leading agro-industrial and food conglomerate in the Asia Pacific region from Thailand
- The Company operates in 16 countries, exports products from Thailand to over 30 countries, covering over 4 billion population around the world.
- CPF operates integrated agro-industrial and food business with its objectives to provide products in high quality and environmentally and socially responsible manner.



HISTORY

CP Cambodia

NOW and FUTURE

KITCHEN
OF THE
WORLD



2022

2020

2015

2008

1999

1996



FIVE STAR
BUSINESS

SWINE BUSINESS



FOOD BUSINESS



RETAIL & OUTLET



FEED BUSINESS &
POULTRY BUSINESS



BUSINESS OVERVIEW

Leading Agro-industrial and Food Conclomerurate

01

FEED BUSINESS

Feed Manufacturing and Distribution

The company is one of the world's leading animal feed manufactures. We bring along extensive expertise and experiences in researching and innovating animal feed products and productions.



02

FARM BUSINESS

**Animal Breeding, Animal Farming,
and Primary Processing**

The Company engages in farm business, starting from selection and development of breeding based on the demand of locality as utilization of advance, eco-friendly technology, and animal welfare.

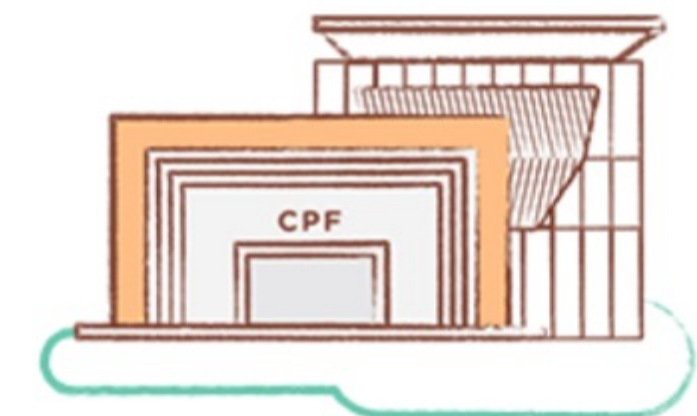


03

FOOD BUSINESS

Production of Cooked Products

The Company aim to develop food products with great taste, utmost convenience, and variety of healthy food with internationally-certified manufacturing standard and customer centric product development.





FEED BUSINESS



FEED BUSINESS

Feed is the cornerstone of animal farming and quality food production. CPF's feeds are accepted and trusted by farmers in Thailand and all over the world.

Products and Services

- Animal feed – swine feed, chicken feed, both in the form of concentrated feed and complete feed in powder and pellets.
- Breed Stock
- Technical advice on farm management





FARM BUSINESS



SWINE BUSINESS

Strong breed, quality feed and good farm management are critical factors for sustainable success of CPF's farming business in Thailand and in other countries worldwide.

Swine Breeder and Piglet

- Breeder Boar and Sow CPF swine breeder is continuously improved through natural genetic selection, resulting in high quality breeder. CPF's sow is free of disease and gives large litter size, thereby improving production efficiency for farmers.
- Piglets Bred from high quality breeder, CPF's piglets are healthy and fast growing.



POULTRY BUSINESS

The Company's animal farming system is free growth hormone, not overpopulated, and ensures that wounded or sick animal will be treated or cured by veterinarians of the farms who shall check the health condition of animals during the animal husbandry period.

Day-old Chicken

- Broiler and Native Day-old chicken from quality parent stocks from certified farm and hatchery, CPF day-old chicken are high quality, healthy and meaty.
- Layer Day-old Chicken is easy to raise, good feed conversion ratio, produce large number of eggs





FOOD BUSINESS



The FIRST Standard Food Factory in Cambodia

CP Food Factory earn certificates of Good Manufacturing Production (GMP) and Hazard Analysis and Critical Control Point (HACCP) for Food and Processing Factory.



FOOD BUSINESS

Slaughterhouse

The Company gives meticulous attention to the slaughtering process as it is one of the important steps to obtain key raw material which will directly impact the quality of safe foods free of residual. CPF strictly complies with animal welfare standards, starting from gently catching of chicken.

Food Processing

The Company strives to develop quality and safety in the whole production process, by utilizing technology and robotics together with international management standards



CP BRAND PRODUCT

The Company is committed to the health and wellbeing of consumers and strives to **"Fulfill a Good Life"** for people of all ages. The Company offers varieties for consumers to choose products that are fresh, processed and cooked under CP BRAND and SUPER CHEF.



CP FRESH MART RETAIL STORE

CP Fresh Mart Retail Stores are retail stores that focus on products relating to cooking. CP Fresh Mart sells fresh food products, cooked and ready-to-eat products, and dry foods under standard of CP Brand, CP Fresh Mart brand, and other leading retail brand.

CP Fresh Mart is an embodiment of food products that are fresh, clean, safe and high quality. This has given Cambodia people access to foods that have diversity and are healthy.



CP FRESH SHOP BUSINESS

This business is to promote consumers in the community to have access to foods that are fresh, clean, safe and high quality. It is also a business that builds careers to generate income for entrepreneurs.

In 2020, the company launched the CP Fresh Shop Project in Cambodia for entrepreneurship, so that community will have access to fresh, clean, safe, and high-quality products.

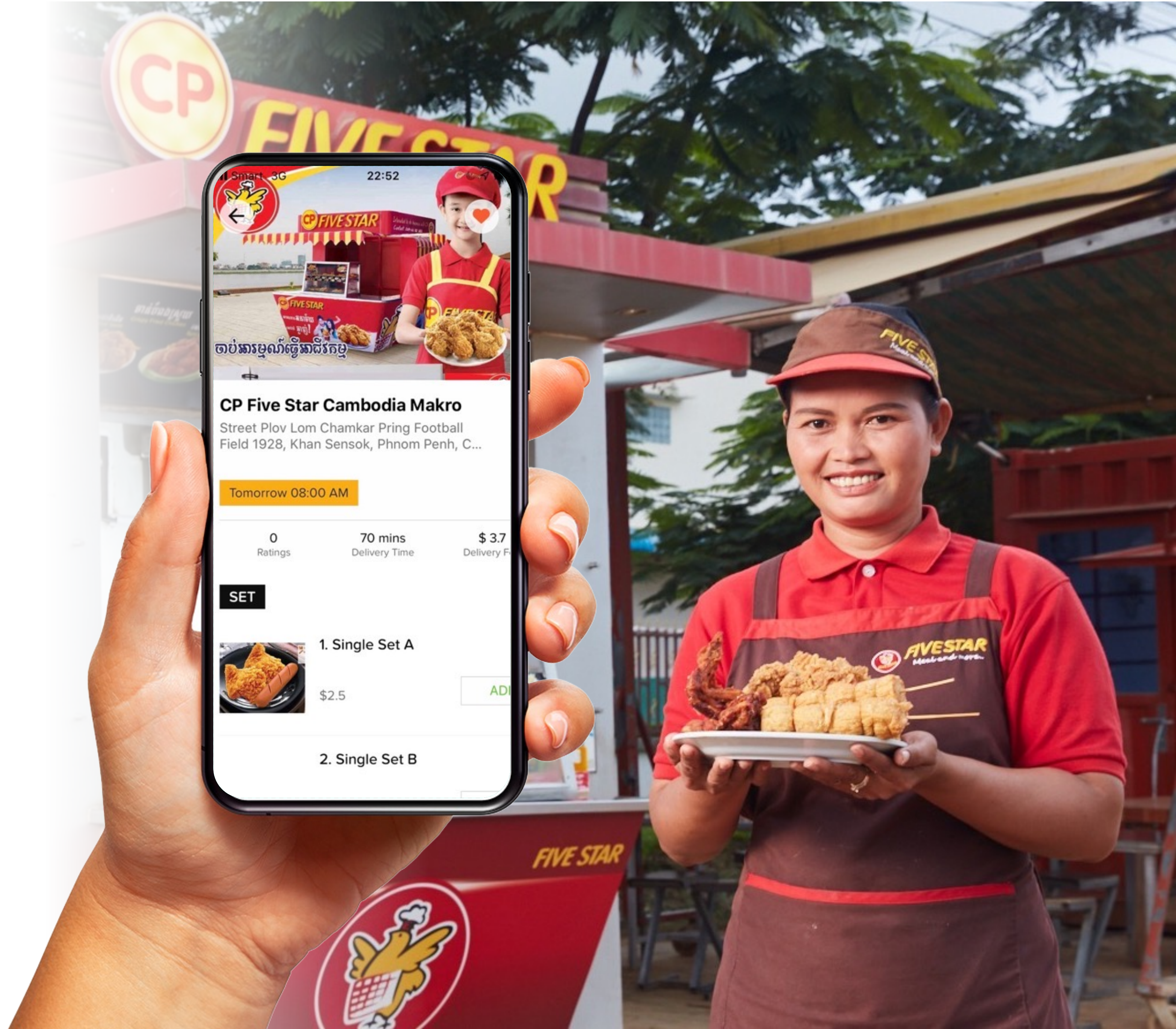


FIVE STAR BUSINESS

To provide consumers with more convenience to access its products, the Company has invested to expand its distribution channels.

5-Star Business is the management of 5-Star sale points in franchise format, in order to create jobs and build careers to individuals who wants to operate their own business.

Delivery service partners:



STAR COFFEE BUSINESS

Coffee business is the most popular business in Cambodia. STAR COFFEE is a franchise business that offer a reasonable price for investment. This year, there are 3 shops in 2 areas, Phnom Penh and Siem Reap province, and plan to expand the business in future.





SUSTAINABLE DEVELOPMENT

SUSTAINABLE DEVELOPMENT

The Company has determined strategic directions for corporate social responsibility to sustainability under the “3 pillars;

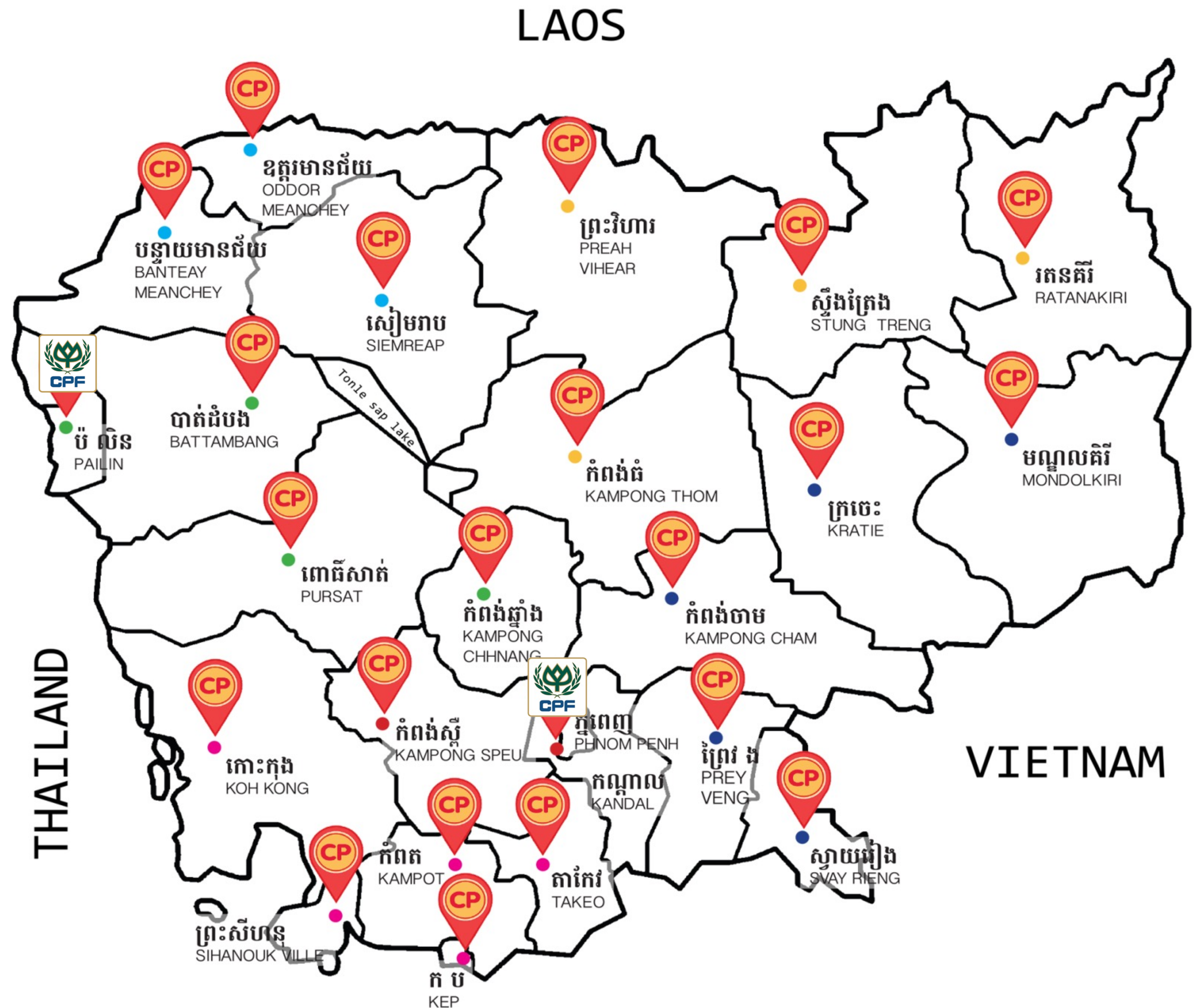
1. Food Security
2. Self-Sufficiency Society
3. Balance of Nature



SUMMARY

CP Cambodia

- 2 Animal Feed Factories
- 1 Food & Processing
- 2 CP Fresh Mart
- 5 CP Fresh Shop
- 350+ FIVE STAR KIOSK
- 1,000+ Contract Farmers
- 17 CP Office Branches
- Services cover 25 provinces



CONTACT US

Digital Media

Please visit us for more information;



Facebook.com/cpcambodia



CPCambodiaOfficial



www.cpcambodia.net

290k+
total followers

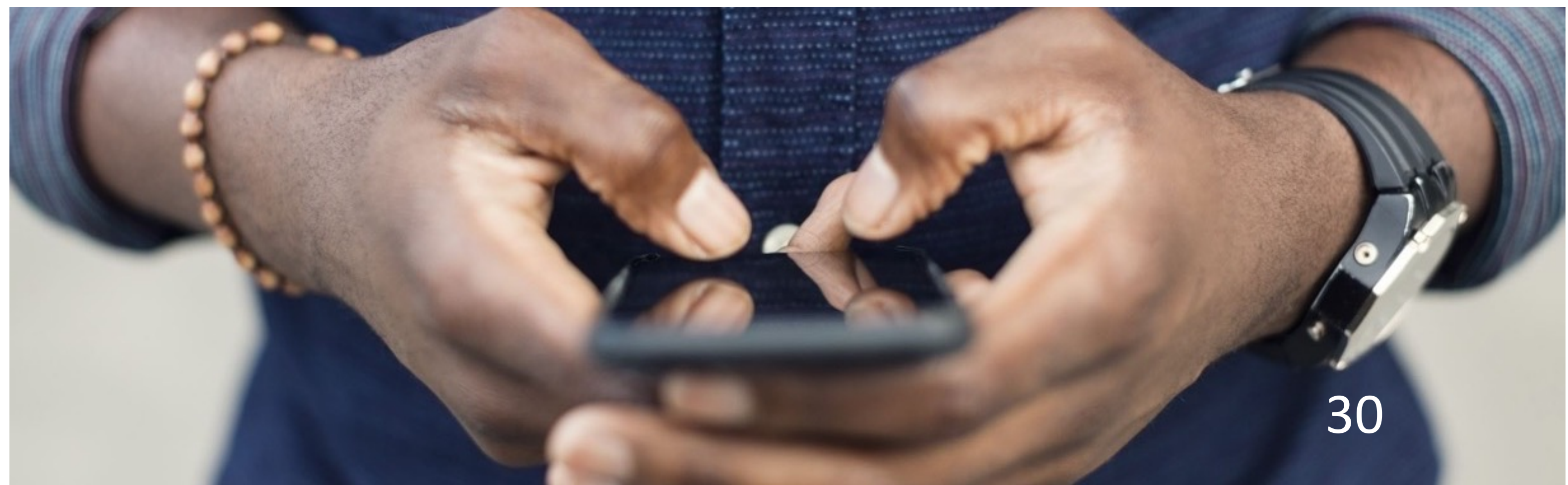
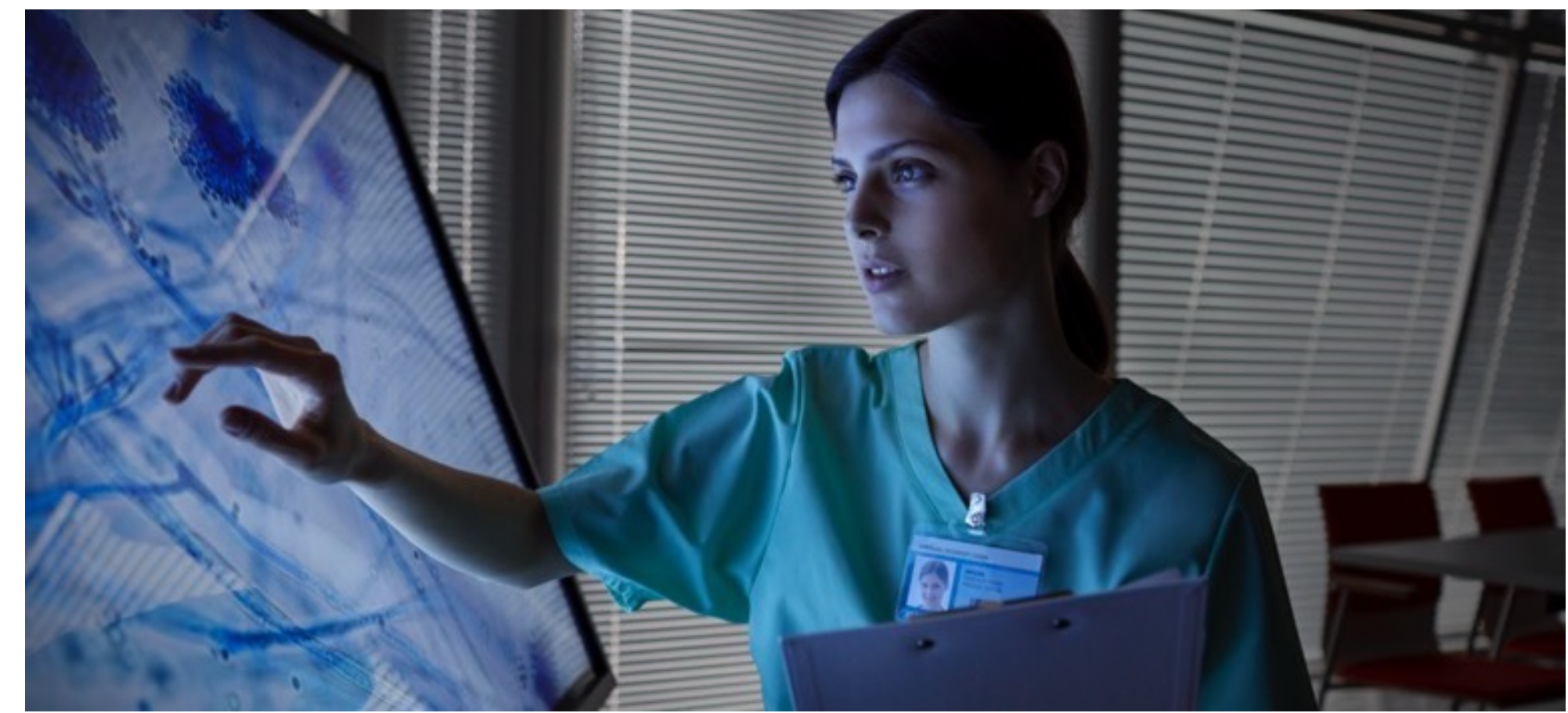




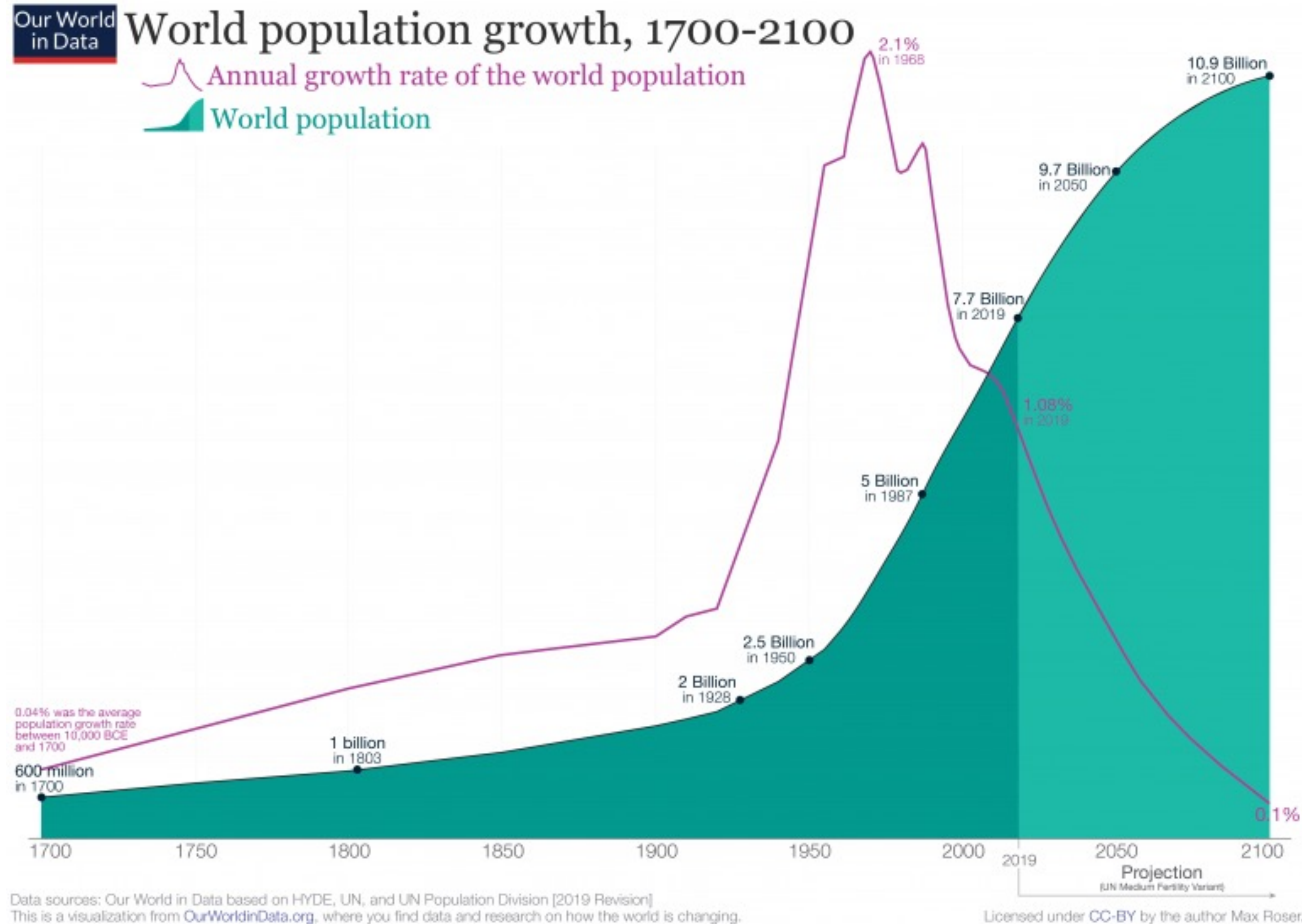
FOOD INNOVATION







World Population

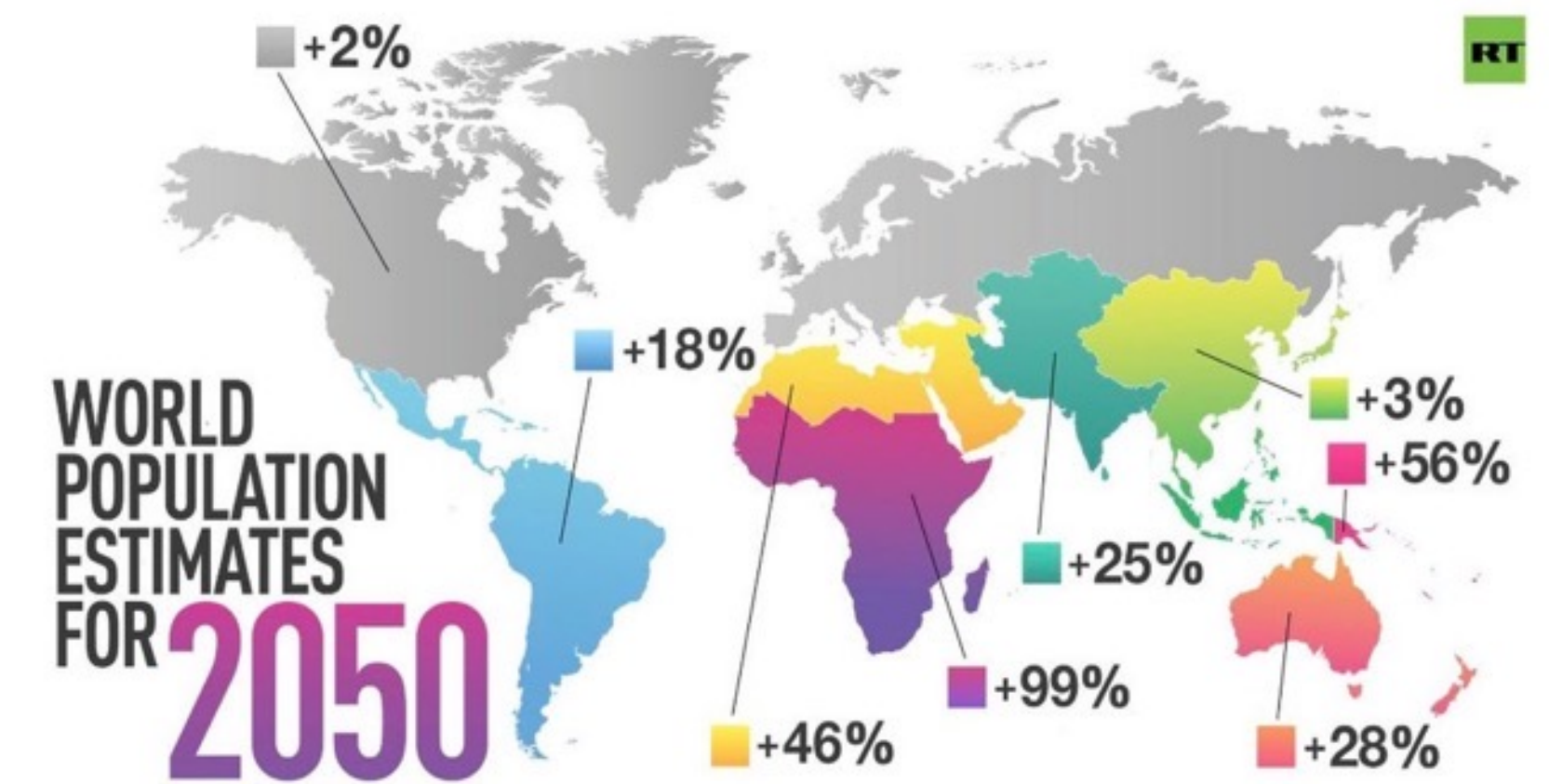


In 2050, there will be

9.7 Billion

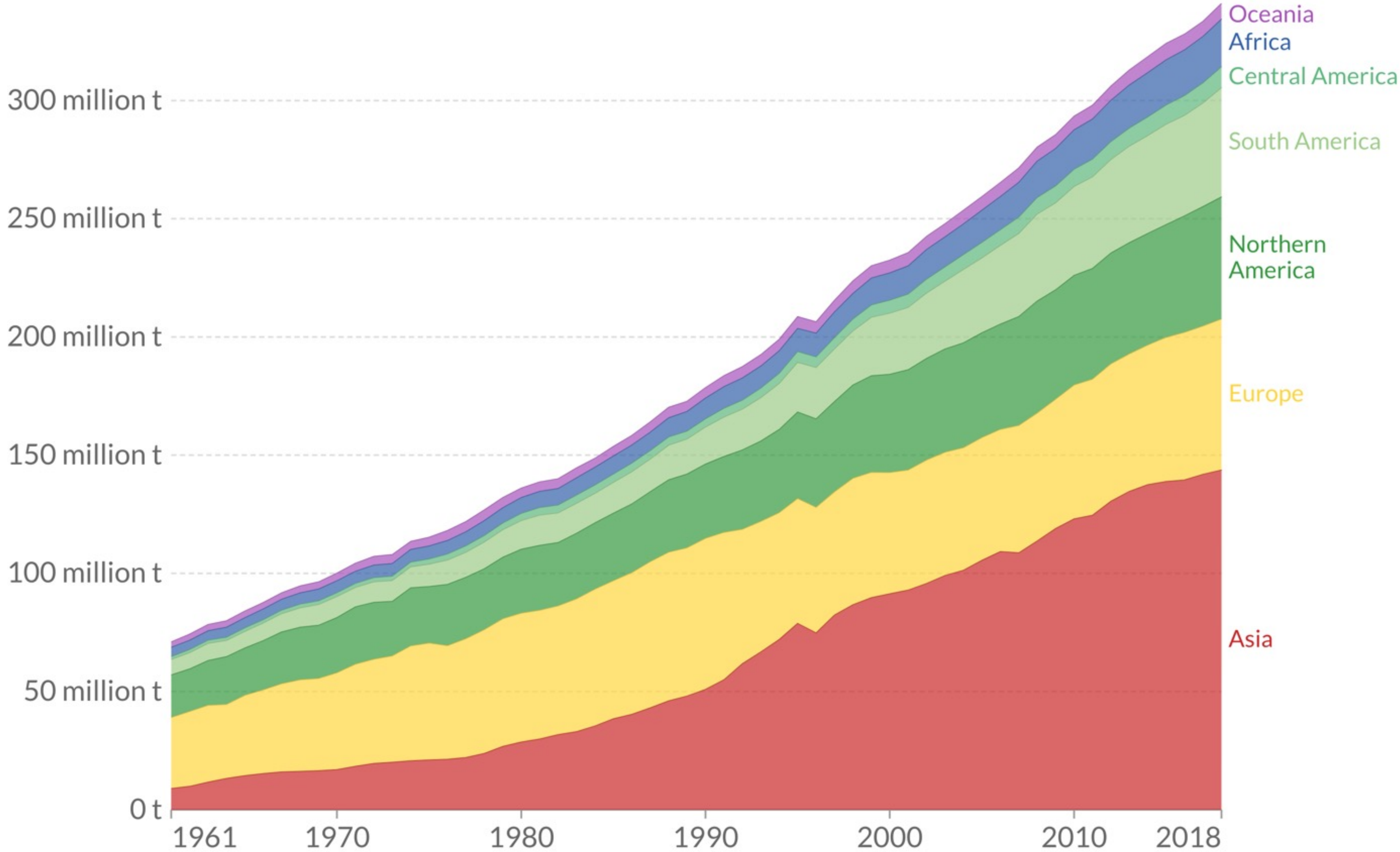
(+1.7 billion) people in the world.

However, the areas of food production is limited.



https://www.reddit.com/r/MapPorn/comments/d0ewm1/world_population_estimates_for_2050/

Global meat production, 1961 to 2018



Source: UN Food and Agriculture Organization (FAO)

**The
Guardian**

**Huge reduction in meat-eating
'essential' to avoid climate breakdown**



16,000 scientists sign dire warning to
humanity over health of planet

The Washington Post

Climate and Environment

**The profound planetary consequences of
eating less meat**

 **SUSTAINABLE
DEVELOPMENT** **GOALS**



Global impact on Agribusiness

- Health & Safety
- Consumer Behavior
- Global demand increase
- Technology Transformation
- Sustainable Development





Cambodia Economy

GDP
billion (\$)



Total GDP
25.29\$
billion

GDP per capita
1,633\$
per person

Growth rate
-3.1%
from 2019

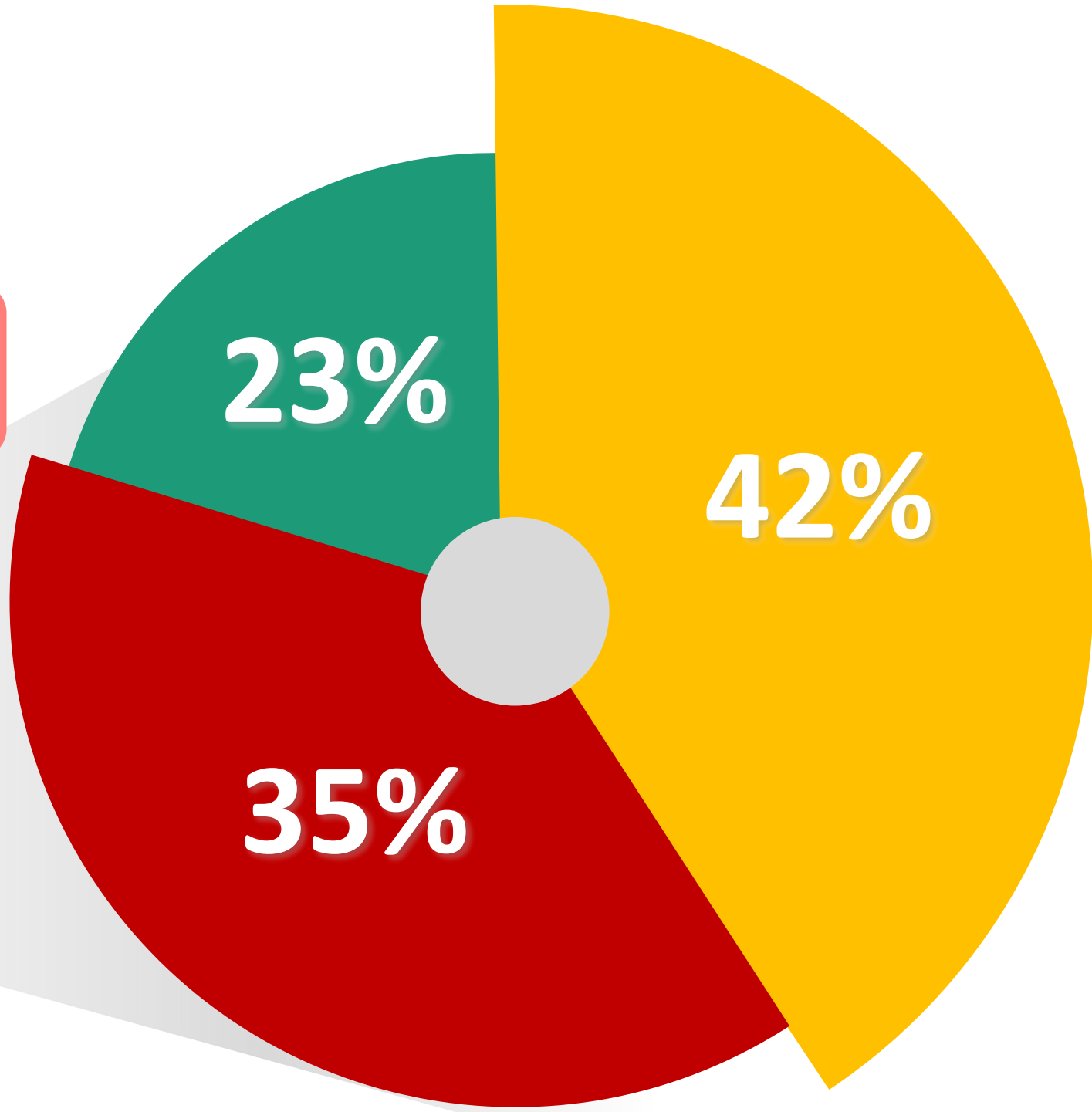
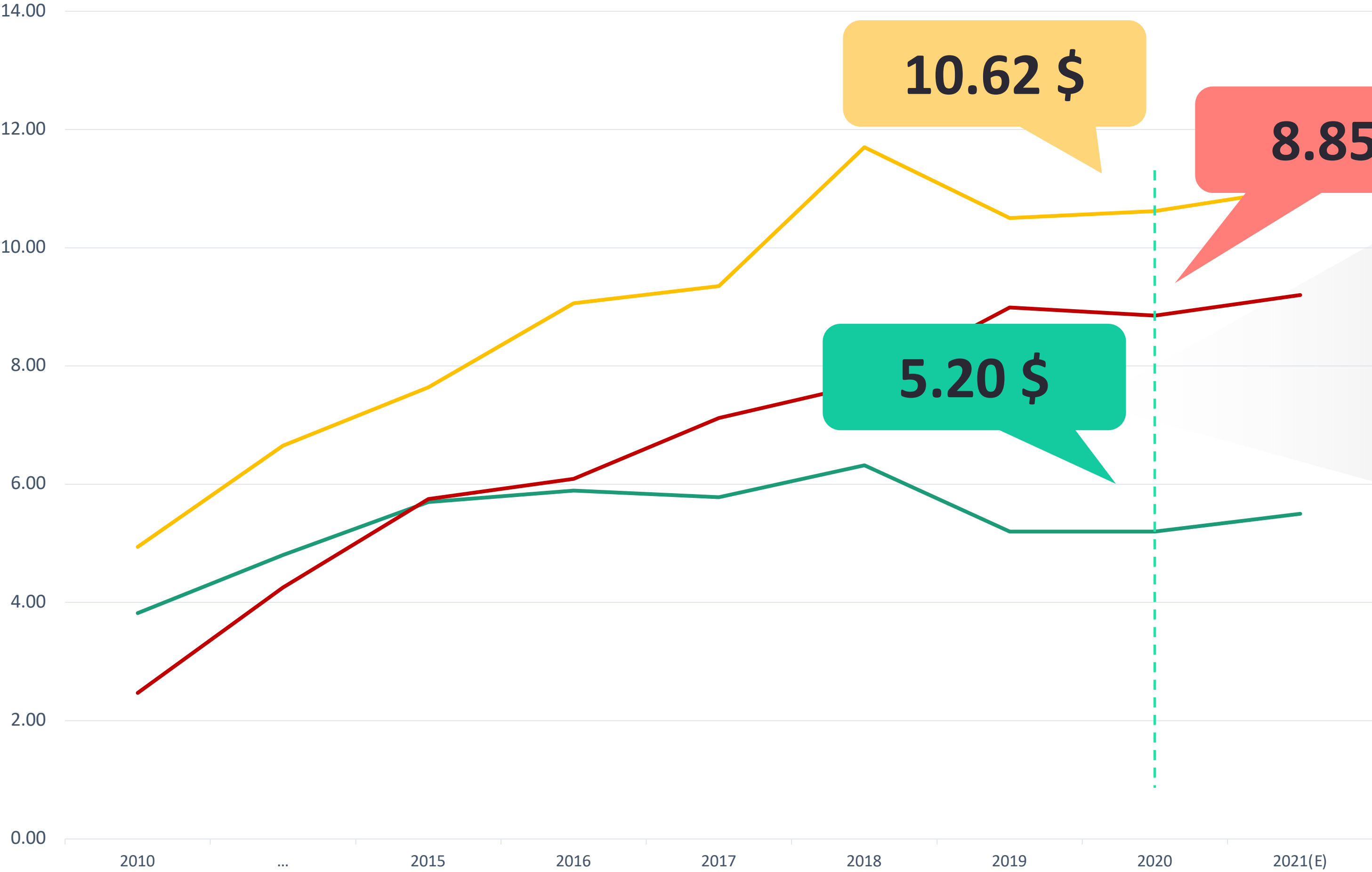
Inflation rate
2.9%
from 2019

Import
16.18\$
billion

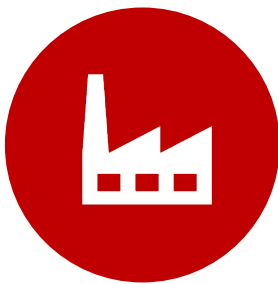
Export
15.68\$
billion

Cambodia Economy

GDP
billion (\$)



Agriculture



Industry



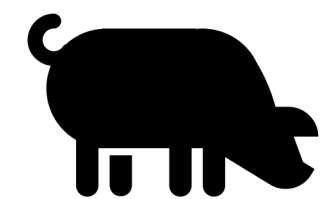
Service

Population

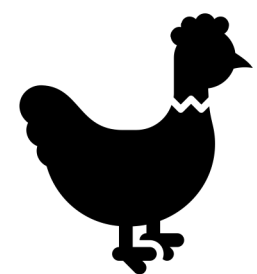
16.72 million

Meat Consumption

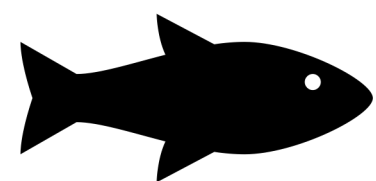
Per person per year



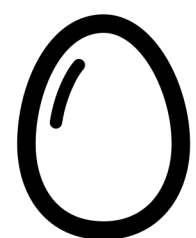
10 Kg



10 Kg



50 Kg

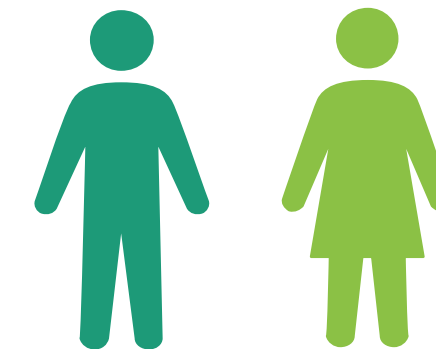


85 eggs

Age

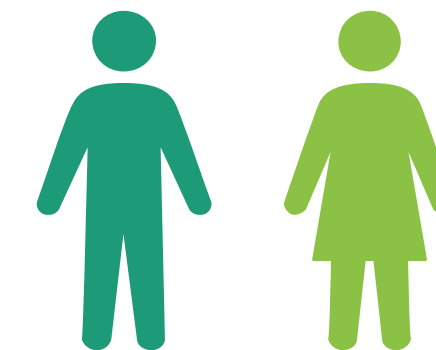
Number

60+



1.5m
(9%)

46-60



2.2m
(13%)

31-45



3.5m
(21%)

16-30



4.5m
(27%)

0-15



5.0m
(30%)



**How can we develop agri-business
and food innovation?**

5 TRENDS FOR FUTURE



DIGITAL & VERTICAL FARMING



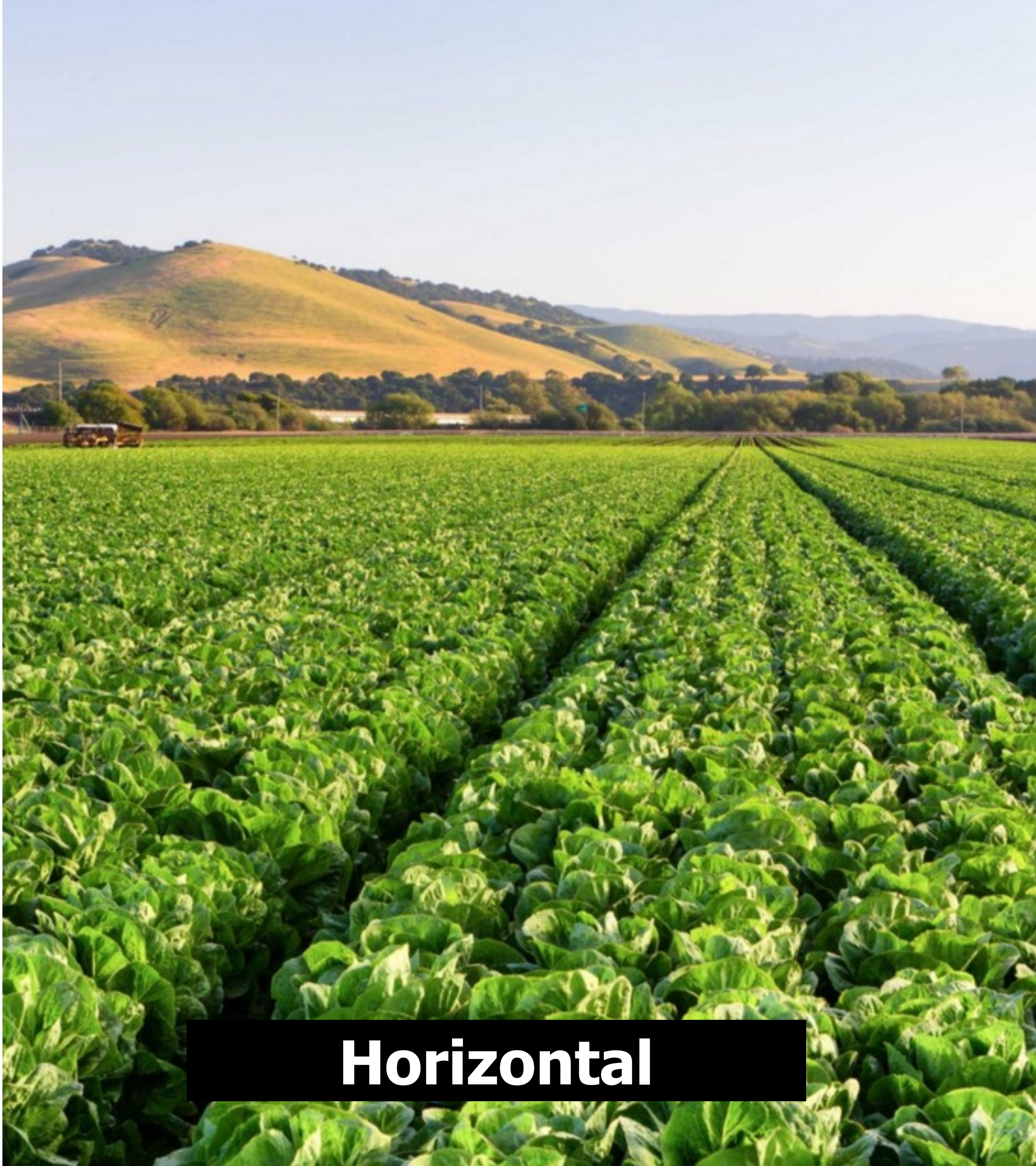
Traditional



Digital

Internet of Things (IoT)





Horizontal



Vertical

“

Panasonic may be known for its consumer electronics, but the Japanese company is also venturing into indoor agriculture.

– *Business Insider*









“

In 2014, Panasonic started growing leafy greens inside a warehouse in Singapore and selling them to local grocers and restaurants. At the time, the 2,670-square-foot farm produced just 3.6 tons of produce per year.

Panasonic's greens are all grown indoors year-round, with LEDs replacing sunlight. The growing beds are stacked to the ceiling in order to achieve a higher yield in the limited space.

– ***Business Insider***



PLANT BASED MEAT



“

The plant-based industry has grown immensely over the past few years, making it readily available nationwide.

Alternative meats have skyrocketed in popularity due to a rise in overall awareness about meat's impact on the environment and overall health.

Insider

<https://www.insider.com/plant-based-meat>

BEYOND
BURGER

PLANT-BASED

NOW EVEN
MEATIER
MARBLED JUICINESS
COMPLETE PROTEIN

NON
GMO
PROJECT
VERIFIED

BEYOND
SAUSAGE

PLANT-BASED SAUSAGE

BEYOND MEAT
BEYOND
BURGER

NOW EVEN
MEATIER
MARBLED JUICINESS
COMPLETE PROTEIN

BEYOND MEAT
BEYOND
BURGER

PLANT-BASED

NOW EVEN
MEATIER
MARBLED JUICINESS
COMPLETE PROTEIN

BEYOND
MEAT.
BEYOND
SAUSAGE

PLANT-BASED SAUSAGE

100%
PLANT
BASED

BEYOND
MEAT.
BEYOND
SAUSAGE

PLANT-BASED SAUSAGE

100%
PLANT
BASED

100% ORIGINAL

16G

OF PLANT
PROTEIN
PER SERVING

SOY FREE
GLUTEN FREE

FORMULATED FOR
NET WT. 14 OZ (400 g)



100% of the
beef in the
bun is plant-based

IF FROZEN - KEEP AT -18°C
LOT: 2124 08 24 08









PLANT-BASED

แพลนต์เบส

อร่อยใหม่! เนื้อไก่จากพืช

แพลนต์เบส ป๊อป
1 บั๊กเก็ต

119.-

แพลนต์เบส ป๊อป
7 ชิ้น

49.-

26 ส.ค. 2564 - 29 ก.ย. 2564

MEAT
ZERO



MEAT ZERO

นักรักไก่จากพืช
PLANT-BASED CHICKEN NUGGET

พืชผักล้วน
ไม่มีเนื้อสัตว์

13 โปรตีน
ต่อ 100 กรัม
เบียร์คือน้อย 880 กรัม ต่อ 100 กรัม
115 แคลอรี

VEGETARIAN
FLEXITARIAN

ไม่มีและสารสกัดจากสัตว์เป็นส่วนประกอบ

โปรด
หมั่นออกกำลังกายให้แข็งแรง

น้ำหนักสุทธิ 200 กรัม
Net Weight



INSECT PROTEIN

A close-up photograph showing a person's hand holding two large, yellowish, segmented insect larvae (likely mealworms) over a white plastic bowl. The bowl contains a larger quantity of similar larvae mixed with a dark, fibrous substrate. In the background, there are green, blade-like leaves, possibly from a plant like corn or sorghum. The text "INSECT PROTEIN" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

INSECT PROTEIN



1,900 Eatable Species

2 billion available to eat



Good Nutrition

Low-fat

High-fiber

Excellent-mineral



CRICKETS CAN HELP CUT GREENHOUSE GASSES

CO₂ production per 1 kg of mass gain



2850 g



1130 g



2 g

1 KG
of
PROTEIN

 **SENS**



30 000 l



40 kg



250 m²



3 500 l



7 kg



55 m²



15 l



3 kg



15 m²











TECH & SCIENCE

Lab-Grown Meat Is Coming to America, FDA and USDA Announce

BY **HANNAH OSBORNE** ON 11/19/18 AT 6:53 AM EST



FDA and USDA is working to regulate meat grown from cells.

ISTOCK

LAB MEAT

A laboratory setting with a petri dish containing red meat, various test tubes, and lab equipment. The image is overlaid with a semi-transparent blue filter. The text "LAB MEAT" is centered in white, bold, sans-serif font.

LAB MEAT



Synthetic Meat

Grow on stem cell

Original taste



Environmental Friendliness

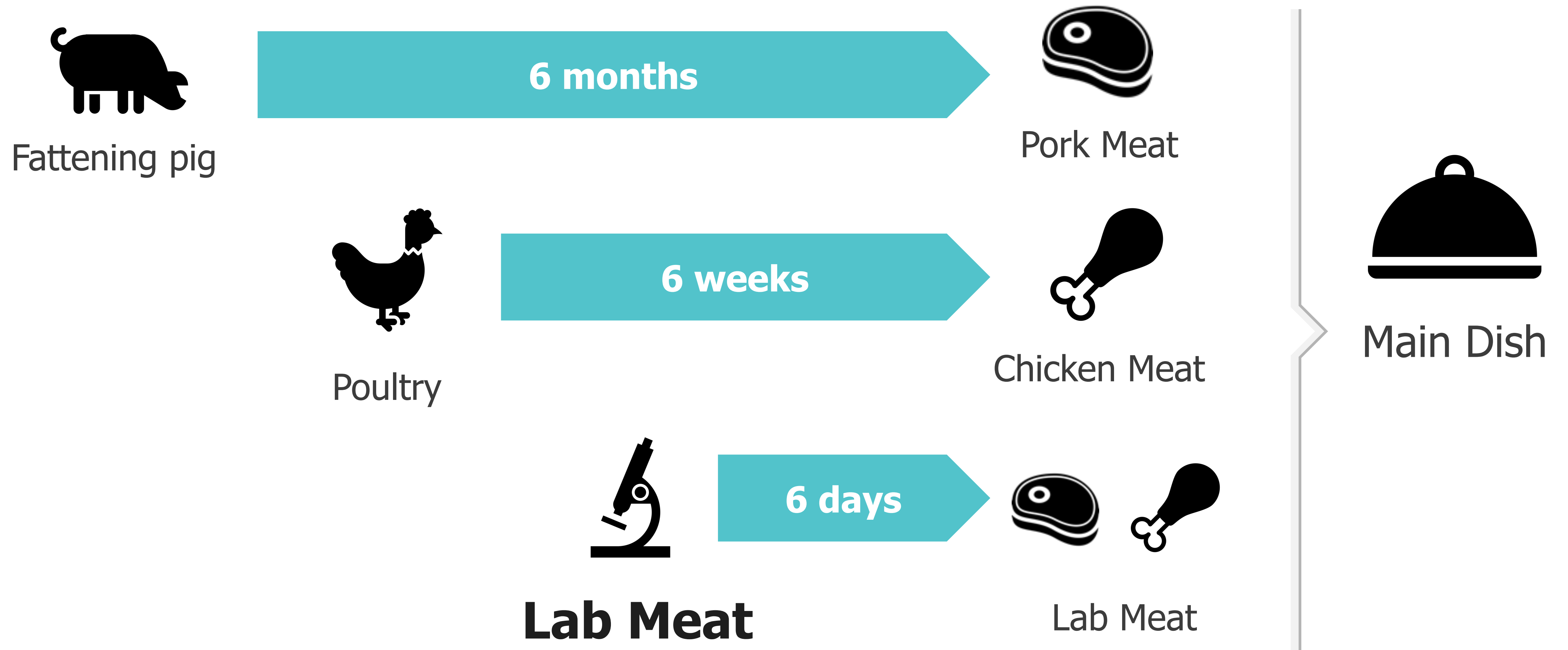
Reduce pollution

Reduce energy

Reduce production time



Supply Chain





Lab-grown Meat

FUTURE OF PROTEINS



Cooking instructions:
Grill or pan fry for half minutes
till at medium heat. Season to your taste
and they are delicious

PLEASE DO NOT OVER COOK



LAB-GROWN
CHICKEN



LAB-MEAT-8993



CULTURED MEAT

Meat produced by in vitro cell
culture of animal cells.

| CRUELTY FREE | SAFE | HEALTHY |
| ENVIRONMENTALLY FRIENDLY |

Eat meat with a clear conscience.

NET WT. 17OZ (482g)



South China Morning Post



Home > Science news > Diners enjoy world's first restaurant meal made from lab-grown meat



Diners enjoy world's first restaurant meal made from lab-grown meat

<https://www.sciencefocus.com/news/diners-enjoy-worlds-first-restaurant-meal-made-from-lab-grown-meat/>

Published: 15:14, June 24, 2021, Updated: 15:29, June 24, 2021

PDF View

Israelis taste the future with lab-grown chicken

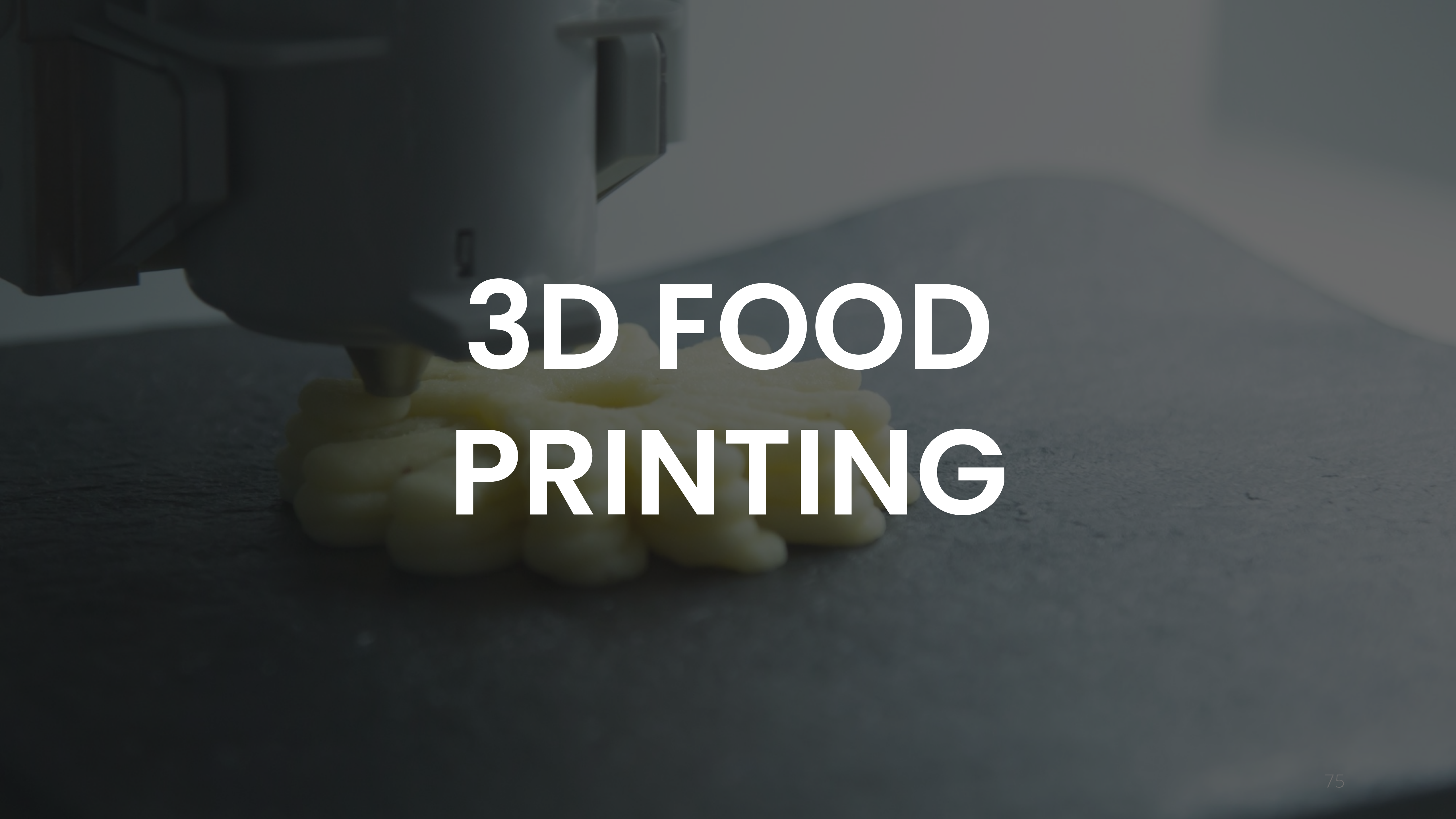
By Agencies via Xinhua



An Israeli chef serves burgers made with "cultured chicken" meat at a restaurant in the town of Ness Ziona on June 18, 2021. (JACK GUEZ / AFP)

<https://www.chinadailyhk.com/article/225376#Israelis-taste-the-future-with-lab-grown-chicken>



A close-up photograph of a 3D food printer's extruder nozzle, which is a dark, cylindrical component, positioned just above a freshly printed, yellow, flower-like food structure. The structure is composed of multiple layers of extruded material, showing a textured, slightly irregular surface. The background is a dark, out-of-focus surface, likely the printer's bed. The overall lighting is soft, highlighting the texture of the printed food.

3D FOOD PRINTING

3D FOOD PRINTING

The Winner demonstrated the power of 3D printing to create complex, even dynamic shapes that would be impossible to produce any other way, and while it'll still be a bit of time before such creations appear on grocery store shelves, Barilla is continuing to work hard on prototyping their pasta printer, which they've been developing for about five years..



A world map composed of dots on a green background. The map is centered and covers most of the frame. The dots are a lighter shade of green than the background. The text "THANK YOU" is overlaid on the map.

**THANK
YOU**