

Food sustainability makes Thailand a global base for quality products

Founded in 1981, GFPT is a fully integrated food company that specializes in chicken production, processing and distribution for both the local Thai and international markets. Through the latest production technology, the company ensures quality, freshness and safety to its global customers. It is currently growing, with the goal of becoming one of the top three chicken producers in Thailand in the next few years.

Japan and the EU account for 95 percent of GFPT's exports, so Japan's lifting of its ban on fresh chicken from Thailand on Feb. 1, 2014 has opened the door for more opportunities for the company.

"From Japan, we are expecting initial demand of 80,000 metric tons, eventually reaching 200,000 metric tons of fresh Thai chicken," says Anan Sirimongkolkasem, GFPT's chairman of the executive committee. "We are very confident of this, and our Japa-

nese importers have expressed their optimism as well. It makes good business sense for Japan because of better logistics compared to its other major supplier of chicken, Brazil."

Sirimongkolkasem also believes the two countries are ideal business partners, given Thailand's long-standing relationship with Japan. "The Japanese have always believed in the Thai industry," he comments. "They understand the Thai market, and have shown their trust and commitment throughout the years — as you can see from their investments. Another area in which we work very closely with them is R&D, to ensure our products are appropriate for Japanese tastes."

Sirimongkolkasem notes that GFPT has always believed in creating synergies with its partners to attain excellence in meeting clients' demands. For example, he has been partners with Nichirei — one of Japan's top producers of frozen foods — for 20 years. In 2008, GFPT started a joint venture company with Nichirei. Another of the company's key joint ventures is its partnership with McKey Food Services, together with the U.S. company Keystone, which supplies chicken to McDonald's Japan.

"Our partners' confidence in our production system is very important," he explains. "They see the merit of our involvement from end-to-end in the supply chain. We own the feed mill, farms and processing facilities — so our quality and stan-



Anan Sirimongkolkasem,
Chairman of the Executive
Committee of GFPT

dards are maintained throughout the whole process."

One area in which Sirimongkolkasem is very passionate is food sustainability in light of the world's growing population and limited resources. In recognition of his efforts in this respect, GFPT has been nominated for The Stock Exchange of Thailand's Company Performance Award, while Sirimongkolkasem has also been nominated for the Best CEO award.

Additionally, analysts have promoted GFPT stock as a top pick for its profitability and stable performance. "This has been important so that the public can see our transparency and how we run the business — that is why analysts are comfortable with us and we've had astounding stock performance in 2014," Sirimongkolkasem concludes. ♦
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