



Mr. Damrongdej Chalongphuntarat

Q&A WITH CHIEF EXECUTIVE OFFICER

1. WHAT CHALLENGES HAVE THE RECENT OUTBREAK OF BIRD FLU BROUGHT TO CPP?

In recent years, there have been reports of bird flu outbreaks in many regions and countries, including China. These outbreaks have indeed scared consumers away from consuming and having direct contact with poultry. However, to date, there have been no cases of infection detected in any of our 120 poultry farms.

We do not think people will actually give up eating chicken because of the bird flu. In our opinion, the outbreak of bird flu has and will continue to create opportunities for us in the long run, as it has raised consumer awareness about food safety, and in turn has increased demand for high quality, branded products such as ours.

2. WHAT PREVENTIVE MEASURES HAVE CPP ADOPTED TO ACHIEVE ZERO INFECTIONS?

CPP has adopted a completely closed management system for poultry breeding and poultry hatching in order to achieve zero infections. All our farms operate under a complete bio-security system, which includes a comprehensive vaccination program to guarantee the safe production of breeders. In addition, farms maintain a detailed recording system in order to insure traceability of all products.

Experts from China and Thailand regularly examine the farms and rigidly carry out disinfection, epidemic prevention and scientific immunization programs. In combination, these approaches have worked for us to achieve our zero infection goals.

3. | WHAT DO YOU MEAN BY “CLOSED-END SCIENTIFIC FARMING”?

By closed-end scientific farming, we mean maintaining strict separation of our poultry breeding areas from any human or outside contact. Access to our poultry breeding areas is strictly limited to only those responsible workers who have been completely sanitized and properly outfitted before they have access to any of the breeding facilities. Vehicles are required to pass through sanitized driveways. These measures ensure the breeding areas are completely quarantined and prevent bacterial or viral infections.

All breeding units are located indoor and served by computer controlled automated feeding and water lines, and automated heating, ventilation and cooling systems. Only necessary access by human or outside contact prevents any potential cross infection.

4. | IS EATING POULTRY SAFE?

To date, there is no evidence that one can catch bird flu by eating cooked poultry. What is known is that bird flu is transmitted to humans through direct exposure to living or dead infected poultry.

Heat kills the bird flu virus. The virus will die in heat of 70 degrees Celsius or higher if cooked for a minimum two minutes, meaning cooking poultry thoroughly will kill the virus.

5. | HAVE YOU SHARED WITH OTHER POULTRY FARMERS THE CORRECT PREVENTIVE MEASURES FOR THE DISEASE?

Partners of CPP can enjoy our quality services. We provide them with high titre maternal immunity day-old chicks, balanced nutritious feed, a scientific immunity program, as well as professional vaccinations and technological guidance. We also provide poultry farmers with standardized poultry house design, automatic feeding equipment and stringent preventive policies and isolation facilities. These facilities guarantee a comfortable environment for chicken to grow, raising their resistance to diseases and increasing their survival rate. To date, no cases of bird flu have been reported in poultry farms that work with CPP in the PRC.