

CP Foods highlights AI and automation innovations to enhance food production

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Charoen Pokphand Foods Public Company Limited (CP Foods) participated in the International Poultry Forum 2025 at IMPACT Muang Thong Thani, showcasing its sustainable broiler farming model that integrates AI technology and automation systems. These innovations promote animal welfare and are aligned with the internationally recognised "Five Freedoms" standards, ensuring healthy growth, superior meat quality free from harmful residues, and consumer confidence worldwide.

Dr Payungsak S. Tanagul, DVM, Deputy Director of Farm Standards and Regulation at CP Foods, joined the panel discussion on "Sustainable Broiler Farming: A Case Study of CPF Thailand." He presented CP Foods' best practices for sustainable poultry farming, emphasising animal welfare through Smart Farming solutions incorporating IoT and AI technology. These technologies enhance precision animal care throughout every farming stage, including automated feeding systems for appropriate feed distribution, constant access to clean water, and intelligent environmental controls managing temperature and humidity, optimising conditions for poultry at various growth stages.

AI and automation technologies support the "Five Freedoms" by alleviating hunger and thirst through automated feeding and watering systems, ensuring comfort via automated environmental controls, real-time health monitoring, stress reduction through enrichment tools, and encouraging animals' natural behaviours. Consequently, these technologies promote animal health, reduce illness, and minimise medication use.