

Animal Welfare

Raw materials from animal husbandry, whether aquatic animals or terrestrial animals, play an important role in the quality and safety of food products. Taking into account the ethical treatment of animals, the Company is committed to distributing animal products that meet quality standards. The ingredients obtained from farmed animals must not be tested on animals and there is zero tolerance for animal cruelty.

My Choice Natural Pork

My Choice Natural Pork is pork meat for health-conscious consumers. It has been distributed continuously for more than 10 years by the Company in collaboration with the Department of Livestock and Pig farmers, which develops distribution channels and creates knowledge for pig farmers by promoting the raising of pigs for independent consumption in large fields or free-range rearing. This will allow the pigs to exercise in a well designed and developed farming environment that poses a positive effect on the mood and behavior of the pig, which subsequently makes their meat lower in fat compared to pigs raised in pig stalls. Moreover, there is no usage of chemical, antibiotic or growth hormone injections, which reduces the risks to consumer safety. Herbal supplements are also used instead of drugs and chemicals, which contributes to inhibition of bacteria and building immunity. Furthermore, The Company focuses on the traceability of the source of raw materials by allowing customers to trace the origin and standard of the pork. This builds consumer confidence.



Sales growth **5%** annually

By **2027**

Central Food Hall and Tops Supermarket aim to terminate distribution of all pork raised in standing cages.

Quality At Heart

The “Quality at Heart” project is to raise the level of food safety standards to the highest possible quality for vegetables, fruits, and fresh food in an attempt to meet consumers’ new lifestyles that place emphasis on the quality of health-promoting products. The Company’s Sustainable Food Development team has jointly developed the quality standards of agricultural products from the initial processes, from cultivation to harvest, to transportation. Products under the Quality at Heart program will focus on the safety and quality of the product and take into account the environmental impact throughout the supply chain, reduce the use of plastic in the production process, reduce greenhouse gas emissions in the transportation process, and improve farmers’ quality of life for better livelihoods, while creating jobs in the community. The program also sells seasonal products at reasonable prices and emphasizes traceability within the production process.



Fruit products that are important to the economy are also selected to be in the pilot initiative of the Quality at Heart program. This includes Monthong Durian from Chanthaburi and Chumphon, Nam Dok Mai Mango No. 4 and Golden Nam Dok Mai Mango from Ratchaburi and Prachuap Khiri Khan, Plum Mango and Marian Plum from Pichit and Trat Golden Pineapple from Trat. These fruits are sold at Tops Supermarket and Central Food Hall.

5 type of fruits (8 SKUs)

8 suppliers certified for the Quality at Heart program

