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Case study : Group housing for Pig production

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- Betagro Overview
- Pig Welfare landscape in Thailand
- Case study: Betagro group housing for pig production

" A trusted agro and food corporation dedicated to enriching people's lives with **BETTER FOOD** "

Vasit Taepaisitphongse
CEO I Chief Executive Officer



BETAGRO

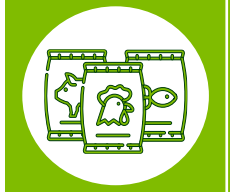
Thailand's leading fully integrated food company

From farm to table

Business across Value Chain

Upstream

Feed



- Livestock Feed
- Aqua Feed

Animal Health & Tech



- Animal Health
- Farm Equipment
- Lab Service

GGP/ GP/ PS + Fattener / Broiler



- Swine
- Poultry
- Layer
- Fish

Own farm / contract farm

Midstream

Slaughterhouse



- Swine Slaughterhouse
- Poultry Slaughterhouse
- Egg Grading / Packing House
- Fish Processing Factory

Processed Food



- Cooked Product Plants
- Process Meat Factories
- Central Kitchen
- Assembly Kitchen

Downstream

Distribution Channel





Domestic

- Own Channel
- Branches
- Betagro Shops
- Betagro Deli
- Hygienic Meat Shops

Export

Japan / EU / HK /AEC / etc.


S Pure
So Pure กว่าใคร
รายแรกของโลก ที่ไม่ใช้ยาปฏิชีวนะ 100%
RAISED WITHOUT Antibiotics
CERTIFIED BY NSF
การันตีคุณภาพระดับเวิลด์คลาส
SAFE | SUPER FOOD | SUPERIOR TASTE
Japan Quality
3S
SAFE
SUPER FOOD
SUPERIOR TASTE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PURE จากฟาร์มที่ดี
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ได้เนื้อนุ่ม ชุ่มฉ่ำจากธรรมชาติ


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Japan Quality
3S
SAFE
SUPER FOOD
SUPERIOR TASTE
Golden Place
UFM Fuji Super

Pig Welfare Landscape in Thailand

Policy, Producers, and Market Drivers

Policy

- **Mandatory Farm GAP standards (TAS 6403)**
- **The Animal Welfare Act (2014)** enforce baseline pen dimensions, hygiene, and stocking density
- **100% group housing remains voluntary under national law to safeguard small and medium-scale producers**

Producers

- **Integrator-Led Commitments:** Driving 100% group housing across owned and contract farms.
- **Tropical & Biosecurity Challenges:** Requires heavy CapEx for EVAP climate control and stringent post-ASF disease management protocols
- **Contract Farmer Support** Integrators provide engineering blueprints, training, and financing packages to offset reduced sow stocking density.

Market drivers

- **Two-Tier Market:** Price-sensitive mainstream vs. urban premium demand
- **Global Brand Targets:** Multinational food service and retail group-housing mandates
- **Export Compliance:** High-standard welfare audits driving Asian and European exports

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2017 Historic Milestone

- Signed landmark partnership as the region's first major agri-food pioneer.
- Set a new industry standard for commercial sow welfare across Southeast Asia.
- Scientific guidance on housing design, environmental enrichment, and animal behavior.
- Global Showcase: Recognized globally as a successful welfare transition model in tropical developing markets.

Case Study: Betagro group housing for pig production







Global Challenges in Sow Group Housing Systems

Capital & Financial Burden

- **High Retrofit CapEx:** Heavy initial investment for barn conversions and smart feeding systems (ESF).
- **Reduced Capacity:** 10%-20% lower sow capacity per existing barn footprint.
- **Margin Pressure:** Higher production costs without guaranteed market price premiums.

Animal Behavior & Health

- **Mixing Aggression:** Social hierarchy fighting causing skin lesions and lameness.
- **Feed Competition:** Submissive sows face uneven feed intake without protected stalls.
- **Early Gestation Risk:** Stress during embryo implantation can reduce farrowing rates.

Labor, Tech & Biosecurity

- **Stockmanship Gap:** Requires advanced behavioral observation over routine stall checks.
- **Tech Maintenance:** Demands continuous servicing of ESF/RFID systems and gilt training.
- **Disease Transmission:** Open social pens allow faster pathogen spread across cohorts.

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Thank you