

TPFA Drives Thailand's Pet Food Industry Towards Sustainability Aiming to Become the World's Number 1 at Pet Fair SEA 2024

Bangkok, 30th October 2024 - The Thai Pet Food Trade Association (TPFA) is participating in the Pet Fair South East Asia 2024, an international pet-related product and service exhibition held in a B2B (Business to Business) from 30th October to 1st November, 2024, at the Bangkok International Trade & Exhibition Centre (BITEC), Bangna. The Association will showcase the vision for creating sustainability in Thailand's pet food industry under the BCG (Bio-Circular-Green Economy) model.

Dr. Chanintr Chalisarapong, President of the Thai Pet Food Trade Association, said, "The tuna and pet food industries generate 200 billion THB in export revenue annually, with an additional 50 billion THB from the domestic market. Currently, Thailand ranks second in the world for the production and export of pet food products for dogs and cats, following Germany."

The association has organized a seminar titled "Challenges in the Pet Food Export Market from Thailand's Perspective," presenting market information and the import-export landscape for wet pet food for dogs and cats with the opportunities and challenges for the industry. Dr. Chanintr predicts, "Thailand is well-prepared and highly capable. Our members use tuna as a raw material in pet food products, creating 3-4 times more value with the same number of raw materials. It is expected that in the second half of this year, the value will reach 100 billion THB. By 2025, Thailand has the potential to be the world's number 1 due to an increased investment of 15 billion THB, with more than 30% allocated to R&D (Research and Development centers)."

Dr. Chanintr highlighted 3 key objectives that the association is pushing forward. **The first is supporting the use of domestic raw materials**, creating balance and fairness in pricing throughout the entire supply chain, from Thai fishermen, the chicken industry, packaging, retail-wholesale, and consumers. In 2024, the association established guidelines for purchasing fish and quality standards for buying fish from commercial fishing vessels in Thai waters for the canned fish and pet food industries. **The second is responsible labor practices.** The association promotes and inspects members to ensure compliance with Good Labor Practices for tuna processing and pet food factories. This year, guidelines for fair labor recruitment were also established. **The third is promoting and exploring new markets in collaboration with the**

Ministry of Commerce and supporting the Thailand-EU FTA. This presents an opportunity to negotiate reduced tariffs on certain pet food products to enhance Thailand's competitiveness.

Reducing Global Warming Under the BCG Principles

According to the national strategic plan, Thailand aims to reduce greenhouse gas (GHG) emissions by 40% by 2030 and achieve net-zero GHG emissions by 2065. **Dr. Chanintr stated, "The association recognizes the importance of climate change and global warming. Our members have increasingly shifted towards using clean energy."** Currently, the association, with 28 members, is collaborating with the Carbon Management Service Sustainable Environment Research Institute, Chulalongkorn University, on a project to study the implementation of the Carbon Footprint for Organizations (CFO) in the pet food industry between 2024-2029.

Dr. Chanintr concluded, *"The association supports free trade for pet food products that meet standards, quality, and legal compliance to promote fair competition. We have collaborated with public and private sectors, such as the Ministry of Agriculture and Cooperatives, the Ministry of Commerce, The Thai Chamber of commerce and the Board of Trade of Thailand, Thai Metal Packaging Association as well as civil society and international organizations, to exchange ideas and seek solutions to trade obstacles, both tariff and non-tariff barriers, ensuring that Thailand's pet food industry becomes the world's number 1 and continues to grow sustainably."*

