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CP Foods addresses misleading info about black chin tilapia in Thailand

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Thailandâ??s Charoen Pokphand Foods Plc (CP Foods) is addressing the spread of misleading images and messages about black chin tilapia in public forums, which have caused misunderstandings and damaged the company's reputation. Kobboon Srichai, Head of Corporate Affairs at CP Foods, emphasised that these false claims have been widely shared, resulting in significant harm to the company.

One false image claims to depict Yisan Farm's earthen fish pond used for breeding black chin tilapia from 2011 to 2014, incorrectly stating that the farm raised the fish continuously from 2010 to 2017. However, this is not Yisan Farm and the project was halted in January 2011, with all fish fry destroyed. Another image falsely claims to show the selection of black chin tilapia eggs for breeding at Yisan Farm, but the depicted location and activities do not align with CP Foods' practices.

An aerial photo inaccurately shows the farm's layout, misidentifying areas within the farm. The red-framed area claimed to be a fish pond is a shrimp pond, and the yellow-framed area labelled as a fish breeding and nursery pond is used for improving the breeding of Nile tilapia, red tilapia, and sea fish.

CP Foods is actively working on five cooperative projects to support problem-solving, including collaboration with the Department of Fisheries to catch fish and release sea bass fry, addressing a significant decrease in fish populations in some areas. Recently, CP Foods joined activity with the Samut Songkhram Provincial Fisheries Office and is collaborating with leading universities on research for food product development and long-term fish population control.

Prime Minister Srettha Thavisin has expressed confidence in the Ministry of Agriculture and Cooperatives' ability to manage the spread of black chin tilapia. Srettha discussed the risks of black chin tilapia spreading through flooding and water overflow, and the Ministry's comprehensive strategy involving short-term, medium-term, and long-term measures to control the situation.

CP Foods urges the public not to believe or share the false information circulating about black chin tilapia and to rely on accurate and verified sources for information.