Betagro Group Company Limited

Founded in 1967 with a registered capital of Baht 10 million, the Betagro Group began as a single entity, Betagro Company Limited, to produce and distribute animal feed. Its headquarters were originally located in Pom Prab, Bangkok, and its first feed mill in Prapadaeng, Samut Prakan province.

From that time, Betagro has grown from strength to strength; beginning with the establishment of its first animal husbandry facility in Pak Chong, Nakhon Ratchasima province, comprising poultry and swine farming, feed mill and hatchery. Success of this venture was soon followed by the company’s expansion into the strategically located and resource rich province of Lop Buri. There, comprehensive production facilities that included feed production, hatchery, poultry and swine raising, fresh and frozen chicken processing, hygienic pork processing, and manufacturing of processed frozen SPF pork products, were soon to position Betagro as a leading conglomerate in the agro-industry.

To complete the supply chain of poultry and swine integration, and to support its core competencies in the agro-industry, Betagro soon after established a number of specialised companies. These businesses are now engaged in production, husbandry and genetic development in swine, broilers and layers, plus establishment of breeder farms and manufacture and distribution of veterinary medicines. The company has also formed collaborative arrangements with farmers to provide contract farming for broilers and layers and to include fattening swine, production and distribution of hygienic and fresh pork, chicken, eggs, as well as processed foods, for distribution to both domestic and international markets.

Today, the Betagro Group is recognised as being at the forefront of Thailand’s agro-industry and food business, engaged in animal feed production, livestock, and animal health products, and most importantly, high-quality, safe food products. Distributed to local and overseas markets, these leading, branded products respond to the diverse needs of consumers across the globe, reflecting Betagro’s guiding principle: "Let’s Make Life Better."

History

2007  Betagro Co., Ltd a leading producer of pet feed and aquatic feed and BTG Feedmill Co., Ltd. which produces high quality chicken feed have officially opened to upgrade the level of production at both plants to ensure all products reach internationally accepted standards in Pattana Nikom, Lop Buri province.

2006  HRH Princess Maha Chakri Sirindhorn graciously officiates at the opening of Betagro Science Centre, Thailand Science Park, Klong Luang, Pathum Thani province.

2004  Thai SPF Products attains Hazard Analysis Critical Control Point accreditation for its Specific Pathogen Free SPF swine farms from the International Organization for Standardization (ISO) and Management System Certificate Institute (MASCI), the first and only facility in South East Asia to achieve this accreditation.
2003  Betagro Science Centre established at Thailand Science Park as a centre for research and development in animal feed, diseases and pharmaceuticals. Betagro establishes Thailand's most modern veterinary pharmaceutical plant and begins building a chicken feed mill in Lop Buri province, specifically designed in line with Betagro’s food safety policy.

2003  Betagro Food Complex 2 commences operations in Lop Buri province as a quality safe food development and manufacturing base.


2002  Betagro Group receives an award from the Swine Raisers Association of Thailand recognising its efforts in pioneering Specific Pathogen Free (SPF) swine farming, assuring consumers of pathogen and chemical free pork, including freedom from growth hormones and B-agonists.


2001  Better Foods Co., Ltd., joins with Non-formal Education Department, Ministry of Education and Ministry of Labour and Social Welfare to establish ‘School for Factoryworkers’ in Oom noi, Krathum Ban, Samut Sakorn province to provide continued education for employees.


1999  Betagro Group sets up “Betagro Fund for Agricultural Projects in Rajaprajanugroh Schools’ to celebrate the Sixth Cycle Birthday of His Majesty the King.


1996  Betagro Group headquarters relocated from Pom Prab district to Betagro Tower, North Park, Vibhavadi, Bangkok.

1994  Management and staff join forces to establish ‘Sai Tarn Club’, later registered as ‘Sai Tarn Foundation’ in 1996, with the objective of supporting educational needs of children around the country.

1993  Joint venture with Sumitomo Corporation of Japan inked to establish SPF Products and to produce and manufacture SPF swine to ensure pathogen and residue free quality pork for consumers.

1988  Better Pharma Co., Ltd., Thailand’s first veterinary pharmaceutical manufacturer receives Good Manufacturing Practice (GMP) from the Food and Drug Administration (FDA), Ministry of Health, an award they would continue to receive until the present time.

1987  ‘Betagro Vidhya School’ initiated in Pak Chong, Nakhon Ratchasima province, under the Office of Basic Education Commission, Ministry of Education, to commemorate Betagro Group’s 20th Anniversary and provide educational support and scholarships to needy children.
1980 Better Foods Co., Ltd., established as a joint venture with Toshoku of Japan to process fresh and frozen chicken plant.

1967 Betagro Co., Ltd. inaugurated, and first feed mill established in Pra Pradaeng, Samut Prakarn province.

Vision

To develop and produce high quality, safe and nutritious food products from our modern and firmly established agro-industrial, research-based operations for the benefit of people around the world.

Mission

- Foster employee skills and professional development throughout the organisation
- Ensure customer and consumer satisfaction through efficient human resource management and continuous improvement of work processes
- Strive for excellence of Betagro branded products and services through extensive research and development
- Establish marketing and production networks in prime locations across the globe
- Generate sustainable stakeholder benefits for customers, business partners, employees, joint ventures, and shareholders alike

Our Products

Layer feeds, Broiler feeds, Native chicken feeds, Duck feeds, Complete pig feeds, Cattle feeds, Aqua feeds, Pet food and Concentrate feeds.

Regional Development

Regional branches, strategically located throughout the country, provide Betagro Group with solid production and distribution bases. Businesses include animal feed and distribution for broiler and layer chicken, swine, cattle, shrimp, fish and pet food; swine and layer chicken farming; contract farming for broiler and layer poultry; contract farming for fattening swine; production and distribution of pork, chicken, eggs and food products. These integrated operations benefit end consumers by providing high quality, fresh, hygienic food produce, processed through technologically advanced facilities.
the same time, regional operations can help to create jobs and increase income of people in local communities.

Betagro’s manufacturing is a guarantee of feed product quality; starting from the selection of top quality raw material, processed under the keen eye of production experts, to continuous research and development that gives Betagro’s feed customers the assurance of age-appropriate nutritional value.

With its own feed mills strategically located across the country, Betagro is able to efficiently serve the needs of agriculturalists, while minimizing transportation costs and providing a constant supply of feed to Betagro’s own farms.

**Group of Companies**

Betagro Holding Company Limited  
Betagro Public Company Limited  
Betagro Agro Industry Company Limited  
Betagro Northern Agro Industry Company Limited  
Betagro Northern Company Limited  
Betagro Southern Company Limited  
Betagro (Cambodia) Company Limited  
Betagro (Laos) Company Limited

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Food Safety: the absolute priority of the Betagro Group
At Betagro Group, the need to achieve absolute food safety and premium quality has always been a fundamental guiding principle. Today, more than ever the need to conform to the very highest standards in safety and quality is of paramount concern at all levels of the Group’s operations.

Food Safety & Quality Assurance
Complete consumer confidence in Betagro product quality and safety is achieved through meticulous inspection procedures and protocols applied to all stages of every production process, ensuring that all food products are free from chemical residues, germs or contaminants.

Betagro e-Traceability
Thailand’s first official source back-tracking in the food industry using traceability software to detect the origins of raw materials and products accurately and rapidly throughout the production process.

HACCP and TQM
The Hazard Analysis & Critical Control Point system is implemented under the guidance of system specialists and assured of continuous operation and progress evaluation through the Total Quality Management system.

International Quality Standards
An ongoing goal for the Betagro Group is the incorporation of international quality standards into its network of farms, plants and other facilities, and especially to expedite the establishment of ISO 9001:2000 and Good Manufacturing Practice.

Food Safety Awareness
A vital and continuous activity is raising awareness of the importance of food safety in Betagro employees at all levels through compulsory training and improvement of working practices with special focus on staff responsibility for consumer health and the consistent production of high quality, safe, food products.

Vision
At Betagro we are dedicated to improving the quality of life for people through our products and services. We are therefore committed to delivering high quality products and solutions that enrich people’s lives. Our aim is to become one of the most admired brands in the world.

Mission
- Develop employee capability at all levels
- Continuously improve work processes
- Research and develop innovative products and services
- Build a comprehensive marketing and production network in prime areas worldwide
- Create long-term relationships and mutual benefits with customers, business partners, employees, joint venture partners, and shareholders

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BETAGRO GROUP
Market leader in the agro-industrial and food business integration in Thailand

Founded in 1967, under the name Betagro Co., Ltd., the Betagro Group began its operations as a producer and distributor of a comprehensive range of animal feedstuffs. Its first production plant and distribution base was located in Phra Pradang district, Samut Prakan province.

Today, Betagro Group is the market leader in the fully integrated agro-industrial and food business sector in Thailand. Its operations cover animal feed production, livestock, animal health products, and premium quality food products for the domestic and export markets, catering to diverse consumer demands under the Betagro policy of Let’s Make Life Better.

Betagro Business Units
Operating food and food-related businesses for domestic and overseas product distribution at integrated agro-industrial and food production bases

The five core business units are:
1. Regional and Feed Business
2. Poultry Integration
3. Swine Integration
4. Animal Health Business
5. Others

Regional and Feed Business
Satisfying the demands of farmers and consumers nationwide for premium products

The Betagro Group operates regional branches throughout the country. Each functions as a manufacturing and distribution base for Betagro products. The regional network includes feed mills, swine farms, layer farms, contract farms and manufacturing and distribution facilities for pork, chicken, eggs and other food products. The regional businesses offer consumers top quality products, create employment opportunities and help to increase the incomes of local people.

Poultry Integration
Establishing consumer confidence through Betagro e-Traceability

Betagro’s comprehensive poultry integration operations include chicken feed mills, breeder farm-hatcheries, broiler farms, contram farming, fresh and frozen chicken processing, cooked chicken products and chicken meatball and sausage products for both the export and local markets.

Each and every production process of Betagro chicken products can be quality inspected retrospectively via a special e-Traceability System while the Assured Chicken Production (ACP) standardizes quality control throughout the production process.

Swine Integration
Innovating and upgrading the swine industry in Thailand

The Swine Integration Business oversees the operation of swine feed mills, the operation of breeder farms, top-grade fattening swine farming and pork further processing for local distribution, cooked pork production and concentrated soup base manufacturing.

A major contributor to the swine industry, Betagro Group is the first to introduce Specific Pathogen-Free Technology (SPF) to the country’s swine farming and distribution operations. The SPF technology keeps swine free of major diseases without the use of antibiotics during their grow out. The end results are fresh and hygienic products for consumers.

Animal Health Business
Developing animal health products in support of the growth of Thailand’s livestock industry

The Animal Health Business places a high level of importance on the development of products to enhance animal health and to elevate the standards of the livestock industry in Thailand. The group operates advanced production bases for animal pharmaceuticals and feed supplements from its own state-of-the-art facilities. While representing leading international companies for pet products, Betagro is, at the same time, committed to research and development to improve its own products on a continuous basis.

Additionally, Betagro processes corn cobs into products for industrial uses. The products are used by various industries, both locally and overseas.

Others
Enhancing business potential through diversification

The Betagro Group has capitalized on its potential for expansion by implementing a policy of continual diversification into additional areas that include those directly related to its core businesses and other innovative enterprises that demonstrate clear potential for growth. New additions include production and distribution of farming equipment, pet food distribution, economic crop plantation under the Pasak Hillside Forest - a resort catering to holiday makers and tourists that also serves as a destination for meetings and seminars. A laboratory services facility based on advanced technology and equipment at Betagro Science Center in Thailand Science Park represents another addition to the widening range of enterprises within the Group.