

Impact of long-term investment in upgrading food safety standard

Comparing the price of S-pure pork at Gourmet market and price of pork at normal market

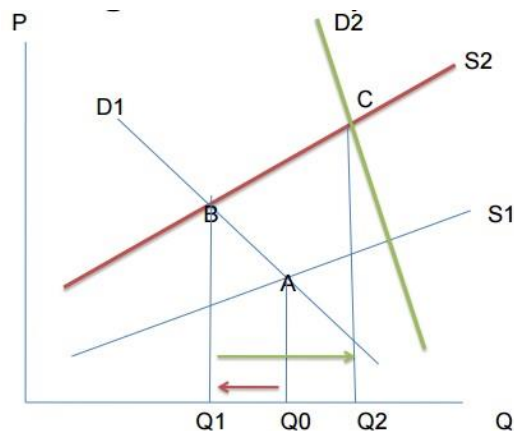
	S-pure pork	Normal pork
Pork belly	290 baht	135 baht
Pork fresh ham	300 baht	130 baht
Pork butt	430 baht	140 baht

Comparing the price of S-pure beef at Gourmet market and price of beef at normal market

	S-pure beef	Normal beef
Top sirloin	680 baht	230 baht

Comparing the price of S-pure chicken at Gourmet market and price of chicken at normal market

	S-pure chicken	Normal chicken
Chicken middle wing	225 baht	90 baht



S-pure meat is considered as organic meat since the company claim that they use the special technology called “SPF” (Specific Pathogen Free) which can guarantee that their meat has no chemical and safe for consuming.

Moreover, the amount of pigs launched to the market are limited to 1000; 600 of them are for exporting and 400 of them are for domestic consumption.

With the information provided above, we can conclude that as nowadays, people concern more about the organic food that is good for health. Therefore, the demand of S-pure meat is shifted upward and less elastic (people are willing to pay and has no many choices to choose). While for the supply side, it shifts leftward according to the amount of pigs launched per day are limited. So, higher demand but lower supply makes the equilibrium prices is higher (C) than the initial one (A).