

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Thailand

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Agricultural Situation

Market Development Reports

**Approved By:**

**Prepared By:**

FAS Bangkok Staff

**Report Highlights:**

TH9183 "SAWASDEE THAILAND" provides the latest information on Thailand's agricultural situation, market access, market opportunities and events. In this issue learn about the upcoming arrival of New York apples, Krispy Kreme's plan to enter the Thai market, Thailand's approval of its soybean tariff-rate-quota, new good manufacturing practice (GMP) requirements for imported food products, the latest rice crop survey, and upcoming events.

## **General Information:**

### **HOT NEWS**

#### USA Apples - Soon in Thailand

The first shipment of New York state apples will arrive in Bangkok shortly. This is a result of successful negotiations between a Thai importer and New York growers and shippers, during a buyers mission in New York state. The Thai importer has placed an order for two new-to-market varieties through USA Apples®. For more information on USA apples, please contact USA Apple Export Council's Southeast Asia Representatives - Mr. Richard Lieu at [richelieu@lieumktg.com.sg](mailto:richelieu@lieumktg.com.sg) or Ms. Tulip Apiradee at [tulip@successmarketing.co.th](mailto:tulip@successmarketing.co.th).

#### Krispy Kreme Coming to Thailand Soon

Great news for premium donut lovers in Thailand! Krispy Kreme Doughnut Corporation announced an agreement with KDN Company Limited, a local Thai company, for the development of 20 Krispy Kreme retail shops in Thailand over the next five years. The company expects Krispy Kreme to be well received in Thailand stating that “the Thai people are very fond of sweets”. More information about Krispy Kreme at [www.krispykreme.com](http://www.krispykreme.com).

#### Thai Agricultural Sector Forecast to Grow in 2010

According to the Thai Agricultural Economics Office, the farm sector will grow by 2.1 percent in 2010. Most of this growth will be a result of the government’s “Strong Thailand” economic program that will provide the agricultural sector a total of BHT 200 billion (\$6 billion), primarily towards irrigation and crop support programs.

### **MARKET ACCESS UPDATE**

#### Unlimited Soybean Imports Approved by the Cabinet

On November 17, the Thai Cabinet granted unlimited soybean imports for 2010, by setting boundless quotas through the Ministerial Notification on the Tariff Rate Quota (TRQ) for Soybean Imports 2010. However, in order for its implementation to take place, the Minister of Commerce must sign this notification. Trade sources believe that the notification should be endorsed within the first half of December.

#### Additional Products to Require Good Manufacturing Practice (GMP) Certification

The Thai Food and Drug Administration added ready-to-cook and ready-to-eat as well as rice based noodles as foods subject to GMP certification for their production processes, production equipment and food storage installations as described in the Ministry of Public Health (MOPH) Notification No.

193. More information is available in [TH9164 Additional Products to Require GMP Certification](#).

#### Thai FDA Defines Additional Plants Used as Raw Materials for Herbal Tea

The Thai Food and Drug Administration notified the WTO their draft regulation for additions of plants and plant parts to their list of raw materials that can be used for the production of herbal tea. In 2008, Thailand imported \$2.8 million of herbal tea from the US. More information is available in [TH9167 Thai FDA Defines Additional Plants Used as Raw Materials for Herbal Tea](#).

#### Crop Survey Revealed Better-Than-Expected Rice Production

MY2009/10 crop assessment in the northeast indicated higher-than-expected rice production. The upward revision is 4-5 percent above last year's production, as a result of an increased harvested area and yield improvements attributable to favorable weather conditions. Second-season crop planting is underway, and increased planting area is expected due to soaring prices.

### **MARKET OPPORTUNITIES**

#### DVC Product Presentations

FAS/Bangkok can help facilitate digital video conference with Thai importers. Please contact us for more information at [agbangkok@fas.usda.gov](mailto:agbangkok@fas.usda.gov).

### **UPCOMING EVENTS**

#### Food Defense Workshops in Thailand

A US Government team is conducting two Food Defense Awareness Workshops at Prince Songkhla University from December 15-16, 2009 and at Kasetsart University on December 18. The workshops will target seafood processors, university and government officials. This activity is an extension of the APEC Food Defense Pilot Project in Thailand designed to raise food defense awareness in order to reduce the risk of food supply tampering.

#### APHIS-Department of Livestock Development to Hold Technical Consultations

An APHIS team is scheduled to visit Thailand from January 14-15, 2010 for technical consultations with the Thai Department of Livestock Development. The parties will deliberate on issues relating to animal health cooperation and pending import protocols.

#### American Hardwood Design Camp (AHDC) II Shifting to Production Stage

The AHDC is in the final stage as amateur and professional designers completed the workshop and came up with commercially viable furniture designs. Prototype production of these designs will begin this month, and should be ready in time for exhibition at the Thailand International Furniture Fair 2010

in March of 2010.