

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY  
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT  
POLICY

Voluntary  Public

**Date:** 2/9/2011

**GAIN Report Number:** TH1017

## **Thailand**

**Post:** Bangkok

### **Bangkok Newsletter - February 2011**

**Report Categories:**

Agricultural Situation

Market Development Reports

**Approved By:**

**Prepared By:**

FAS Bangkok Staff

**Report Highlights:**

TH1017 "SAWASDEE THAILAND" provides the latest information on Thai agricultural situation, market access for U.S. products, and upcoming events.

## **General Information:**

### **HOT NEWS**

#### Palm Oil Imports Likely To Reach 150,000 Tons within the First Two Months

On January 11, 2011, the Thai Government agreed to import 30,000 tons of crude palm olein to ease concerns on the short supply of palm oil. The imports will be done through the Public Warehouse Organization, a public agency under Ministry of Commerce, to be the sole importer. The first shipments of palm oil from Malaysia reportedly arrived in the last week of January, however the shortage continues as shelves are running empty. As a result of February 4, the Committee on National Oil Palm Policy proposed to the Cabinet additional imports of 120,000 tons of crude palm olein by February. The committee expects that the supply should normalize by late March when the new-crop would enter the market in force.

#### Dean & DeLuca Plans to Open More Gourmet Shops in Thailand

Due to a successful reaction to a Dean & DeLuca Café in Bangkok since its launch in September last year, the company plans to open two gourmet markets and five premium cafes in Bangkok by 2013. The company sees great potential in Thailand as Thai's are increasingly eager to try new fine food products, especially those of western origin. Dean & DeLuca, a gourmet and specialty foods retailer from New York Dean & DeLuca was founded in 1977 in the SoHo neighborhood of New York City. Its products include fine foods, premium drinks and high-end kitchenware. More information is available at [www.deandeluca.com](http://www.deandeluca.com).

#### Updated List of Color Additives Permitted to Thailand is Available On-Line

The Office of Agricultural Affairs has updated a list of food and color additives which use is permitted in Thailand. The list is available at GAIN Report: Food Additives - Coloring Permitted in Thailand. The report also includes the relevant ministerial notifications on food additives and the set maximum amounts for each color additive to be used in specific food products.

## **General Information:**

### **HOT NEWS**

#### Palm Oil Imports Likely To Reach 150,000 Tons within the First Two Months

On January 11, 2011, the Thai Government agreed to import 30,000 tons of crude palm olein to ease concerns on the short supply of palm oil. The imports will be done through the Public Warehouse Organization, a public agency under Ministry of Commerce, to be the sole importer. The first shipments of palm oil from Malaysia reportedly arrived in the last week of January, however the shortage continues as shelves are running empty. As a result of February 4, the Committee on National

Oil Palm Policy proposed to the Cabinet additional imports of 120,000 tons of crude palm olein by February. The committee expects that the supply should normalize by late March when the new-crop would enter the market in force.

#### Dean & DeLuca Plans to Open More Gourmet Shops in Thailand

Due to a successful reaction to a Dean & DeLuca Café in Bangkok since its launch in September last year, the company plans to open two gourmet markets and five premium cafes in Bangkok by 2013. The company sees great potential in Thailand as Thai's are increasingly eager to try new fine food products, especially those of western origin. Dean & DeLuca, a gourmet and specialty foods retailer from New York Dean & DeLuca was founded in 1977 in the SoHo neighborhood of New York City. Its products include fine foods, premium drinks and high-end kitchenware. More information is available at [www.deandeluca.com](http://www.deandeluca.com).

#### Updated List of Color Additives Permitted to Thailand is Available On-Line

The Office of Agricultural Affairs has updated a list of food and color additives which use is permitted in Thailand. The list is available at GAIN Report: Food Additives - Coloring Permitted in Thailand. The report also includes the relevant ministerial notifications on food additives and the set maximum amounts for each color additive to be used in specific food products.

### **MARKET ACCESS UPDATE**

#### Additional Ten U.S. State Approved for Export Eligibility of Seed Potatoes

On January 4, 2011, the Department of Agriculture, Ministry of Agriculture and Cooperatives, endorsed a ministerial notification that allows for ten additional U.S. States to export seed potatoes to Thailand. This notification will come into full force once it is published in the Royal Gazette. The new states include Colorado, Maine, Michigan, Minnesota, Montana, Nebraska, New York, North Dakota, Wisconsin, and Wyoming. The U.S. states approved prior to this notification are California, Idaho, Oregon, and Washington.

#### Seeking Import Tariff Reduction on Several Feed Ingredients by the Thai Feed Industry

The Thai feed industry recently requested the government to reduce import tariffs for several feed ingredients, from the current 2-10 percent to zero, after the government refused its request to raise prices for complete feeds. The requested products include peas, wheat products (flour, gluten, and bran), distiller dried grains soluble (DDGS), brewing waste, soybean meal, peanut meal, sunflower meal, and rapeseed meal. A committee, co-chaired by Minister of Agriculture and the President of the Thai Feed Mill Association, will review this proposal later this month, if endorsed this measure would boost U.S. exports of several products, especially DDGS and wheat gluten.

### **MARKET OPPORTUNITIES**

#### Looking for U.S. Manufacturers or Suppliers

Thai companies want to import:

Malt extract 5-8 tons per month, if U.S. exporters are interested please contact Ms. Phornvimol Charuthanawat, Mintana Co., Ltd., Email: [phornvimol@mintana.com](mailto:phornvimol@mintana.com).

Corn gluten meal (USA origin) 500 MT and wheat flour (feed grade) 1000 MT per month, if U.S. exporters are interested please contact Mr. Roy Bartlam, Fairway (Thailand) Co., Ltd., Email [roy@fairway-thailand.com](mailto:roy@fairway-thailand.com).

Lactose 200 MESH about 400 MT for trial order, if U.S. exporters are interested please contact Mr. Saisit Chatametikul, Director of Maxway Co., Ltd., Email: [Saisit@maxway.co.th](mailto:Saisit@maxway.co.th).

## **UPCOMING EVENTS**

### 2011 U.S. Cotton Market Update

Cotton Incorporated and COTTON USA will conduct a seminar on “2011 U.S. Market Update” on Wednesday, February 24, 2011 at Siam Kempinski Hotel in Bangkok. The seminar will be presented by Mr. Mark Messura, Senior Vice President of Cotton Incorporated. The presentation will provide an update on the U.S. cotton situation to the Thai cotton industry. For more information, please visit: [www.cottoninc.com](http://www.cottoninc.com) and [www.cottonusa.org](http://www.cottonusa.org).

### The Southern United States Trade Association (SUSTA) Visits Thailand

Mr. Jerry Hingle, Executive Director of SUSTA, will travel to Thailand during February 21-24. During his time in Thailand, Mr. Hingle will be able to assess market opportunities in Thailand and meet with key food importers. Thailand represents one of the most attractive food and drink markets in the Asia-Pacific region. Driven by hypermarkets and convenience stores, Thailand is the second most dynamic retail market in Asia after China and offers unbounded opportunity for U.S. products. In 2010 (Jan-Nov), Thailand imported \$223 million in consumer oriented foods from the US. More information on the Southern United States Trade Association is available at [www.susta.org](http://www.susta.org)  
APEC High Level Policy Dialog on Agricultural Biotechnology in March

In 2011, APEC will be hosted by the United States. In support of the different dialogues, the US will host the 10th Annual Meeting of the APEC High Level Policy Dialogue on Agricultural Biotechnology (HLPDAB) on March 1-2, 2011 in Washington, D.C. The event will include a Private Sector Day on February 28. This year's meeting will address policies that would aid the advancement of agricultural biotechnology solutions to address food security and climate change challenges.

### Workshop on New Innovative Coated Foods with U.S. Pea Flour

Agrisource, the USA Dry Pea and Lentil Council's ASEAN representative, along with Interflour-UiTM R&D and Commercialization Centre of Malaysia and the Institute of Food Research and Product Development of Kasetsart University will conduct a technical workshop: “Development of New

Innovative Coated Foods with U.S. Pea Flour Short Course” on March 2-4 in Bangkok, Thailand. The workshop targets food R&D and production professionals from ASEAN countries. In 2010, the market value of U.S. peas in ASEAN countries was \$1.9 million. For more details, please visit: [www.pea-lentil.com](http://www.pea-lentil.com)

#### USA Pavilion at VIV Asia 2011

Meet us at the USA Pavilion at VIV Asia 2011 on March 09-11, 2011 at BITEC in Bangkok. The USA Pavilion, sponsored by FAS/USDA, will include in its lineup key suppliers of U.S. feed ingredients, equipment products and livestock technology. Asian feed industries and traders will be able to meet with U.S. feed ingredient suppliers in Hall 2 with the following companies: Agniel Commodities, Green Vet Biotechnology, Illinois Department of Agriculture (Amlan International), International Feed, JBS United, Omega Protein, Star Labs, The Delong Company, and the U.S. Grains Council. Additionally, Hall 1 will feature feed equipment and technologies from Ibberson International, Illinois Department of Agriculture (AG World, Inc.), National Pasteurized Eggs, and National Swine Registry. For more information, please visit: [www.vivasia.nl](http://www.vivasia.nl).

#### American Hardwood Design Camp Exhibition at TIFF 2011

The Thailand International Furniture Fair (TIFF 2011) for the third year in a row will showcase furniture prototypes made of U.S. hardwood. These prototypes were devised by up and coming designers who participated in the American Hardwood Design Camp III sponsored by the American Hardwood Export Council (AHEC), the Thai Furniture Association (TFA), and FAS/Bangkok. The prototypes are produced by TFA members who are furniture manufacturers. The show will be on March 15-20, 2011 at BITEC Bangna in Bangkok. For more information, please visit: [www.thailandfurniturefair.com](http://www.thailandfurniturefair.com) or <http://www.thaitradefair.com/2011/tiff/>.

#### Seafood Buying Mission to Boston Seafood Show

Food Export USA - Northeast is sponsoring a Seafood Buyers Mission for the 2011 International Boston Seafood Show. Gourmet One Food Service Co. Ltd, a leading food service importer in Thailand has been selected to join the event. The International Boston Seafood Show will be held during March 20-22, and it is the largest seafood show in the United States. The Seafood Buyers Mission will consist of pre-scheduled matchmaker meetings with between U.S. seafood exporters and mission participants. More information on Boston Seafood Show is available at [www.bostonseafood.com](http://www.bostonseafood.com)

#### Food Export Midwest's Food Ingredients Buying Mission

Berli Jucker Public Company Ltd, a leading Thai food ingredient importer, has been selected to join Food Export USA Food Ingredients Buying Mission to the Institute of Food Technologists (IFT) Show during June 10-16, 2011. The company will have an opportunity to attend the IFT show in New Orleans, Louisiana where it will meet with leading food ingredient suppliers. The IFT show is the biggest food ingredients show in the United States, more information on the show is available at [www.ift.org](http://www.ift.org).

