

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Thailand

**Post:** Bangkok

### **Bangkok Newsletter - July 2010**

**Report Categories:**

Agricultural Situation

Market Development Reports

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**Report Highlights:**

TH0101 "SAWASDEE THAILAND" provides the latest information on audits of U.S. seed potatoes, Thailand's survey on the environment and global warming, and information on upcoming events.

## **General Information:**

### **HOT NEWS**

#### Thailand Releases Survey on the Environment and Global Warming

In April, the National Statistics Office (NSO) conducted an opinion survey on the environment and global warming. Among the survey's salient results are that 70.4 percent of the respondents view they are affected by environmental problems such as drought, flooding, and air pollution. 89 percent are satisfied with the government's environmental policy especially in the areas of water management, soil conservation, and resource and environmental management. In addition, 95.7 percent of respondents acknowledged that global warming is real and should be tackled by energy conservation and the use of alternative energy sources.

### **MARKET ACCESS UPDATE**

#### Thai Authorities to Audit U.S. Seed Potatoes in 4 States

On July 24-31 officials from Thailand's Department of Agriculture (DOA) will conduct audits of seed potato producing facilities in Wisconsin, New York, Maine, and Colorado. The successful outcome of these audits would allow these states, along with Nebraska, Wyoming, Montana, North Dakota, Minnesota, and Michigan, to be eligible to export seed potato into Thailand in the near future.

### **MARKET OPPORTUNITIES**

#### DVC Product Presentations

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

### **UPCOMING EVENTS**

#### New Innovative Vegetable protein with U.S. Dry Bean

On July 6 & 7, the USA Dry Bean Council and the Northern Crops Institute (NCI) will conduct a 2-day technical seminar titled "New Innovative Vegetable Proteins with U.S. Dry Bean Application" for industry representatives of the ASEAN region in Bangkok. Dr. Mehmet Tulbek, Technical Director of NCI, will lead the seminar and conduct one-on-one meetings with the participants. Chef Jill Sandique, Lead Trainer at the US Culinary Theatre, Philippines, will conduct a cooking demonstration using bean-based vegetable proteins. For more information, please visit [www.usdrybeans.com](http://www.usdrybeans.com) or [www.agrisource.co.th](http://www.agrisource.co.th)

#### Visitor to Thailand

On July 11-16, Michael Shean is scheduled to visit Thailand to conduct field surveys and meetings to assess the state of palm oil production, supply and demand. The visit will cover the provinces of Surat Thani, Trang and Songkhla.

#### Taste of USA by the Mall Group

The Mall Group will hold its annual "Taste of USA" during July 1-15, 2010 at their Gourmet Market and Home Fresh Mart outlets in Bangkok. The promotion will highlight an array of new U.S. food products including popcorn, cookies, chocolate, seafood, fruits, and much more. More information is available at [www.themallgrop.com](http://www.themallgrop.com).

#### USWA Conducting Cookie & Cracker Technology Course

US Wheat Associates (USWA) will be conducting the 3-week Cookie & Cracker Technology course at United Flour Mill (UFM) Baking School in Bangkok during July 12-30, 2010. This course will bring in participants from the ASEAN region and will be taught by Bakery Consultant Roy Chung and his assistant Mr. Phua Lock Yang.

#### Thai Fellows to Attend Cochran Fellowship Program

Two Thai FDA officials will be attending training in the US under the Cochran Fellowship Program; "Regulations for Low Acid Canned Food Products Program" from July 24 - August 7, 2010. Subsequently, an additional team of three Thai FDA officials and a member of the Thai Federation of Thai Industries will attend the Cochran Fellowship Program "Food Packaging Program" from July 31 - August 1, 2010. The training will help Thai officials draft the appropriate regulations for low-acid canned food products and food packaging.

#### Food Defense Collaborative Exchange Program in the US

The USFDA and FAS have along with the University of Minnesota's National Center for Food Protection and Defense (UMN-NCFPD) will sponsor a week-long workshop to on advanced food defense methodology, practices, and tools. The workshop will take place August 23-27, 2010 in St. Paul, Minnesota, at the University of Minnesota Campus. Thai Representatives from industry and academia will be attending this event.

#### "Fresh from the Sea, Green from the Fields: Bangkok, a Culinary Mecca!" - The Best of USA Seafood & Wines Paired with Produce from the Thai Royal Project

FAS/Bangkok together with the Thai Royal Project Foundation, local seafood and wine importers and restaurateurs has organized the event titled: "Fresh from the Sea, Green from the Fields: Bangkok, a Culinary Mecca!" - The Best of USA Seafood & Wines Paired with produce from the Thai Royal Project. The event will run through the month of August and will highlight how U.S. seafood and wine along with produce from the Royal Project Foundation are revolutionizing Bangkok's culinary experience. Among the activities featured will be a series of cooking classes, seminars, and restaurant

events.

### 2010 Convenience Products Buyers Mission

On October 3-8, Charoen-Pokphand (CP) All Public Company, the operator of 7-Eleven convenience stores in Thailand, will participate in the 2010 Convenience Products Buyers Mission sponsored by Food Export USA. Highlights of the trip include attending the North American Convenience Show, visits to convenience store establishments throughout the Midwest and Northeast, and face to face meetings with executives of value-added food companies. Currently, CP All runs more than 5,300 convenience stores in Thailand and is the biggest Thai retailer by market value. More information is available at [www.7eleven.co.th](http://www.7eleven.co.th).

### VIV Asia 2011

The Official USDA-Endorsed show -VIV Asia 2011 in Bangkok, Thailand, March 9-11, 2011. The show highlights feed grains, feed ingredients and additives, animal health products, farm equipments, etc. If interest in participating, please contact Sharon Cook, USDA/FAS at [Sharon.cook@fas.usda.gov](mailto:Sharon.cook@fas.usda.gov).