

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

Voluntary - Public

**Clearance Office:** Office of Country and Regional Affairs (OCRA)

**Date:** 5/6/2009

**GAIN Report Number:** TH9071

## Thailand

**Post:** Bangkok

### Bangkok Newsletter - May 2009

**Report Categories:**

Agricultural Situation

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**Report Highlights:**

“SAWASDEE THAILAND” provides the latest information on the Thai agricultural situation and U.S. export opportunities. In this issue you will find information about the suspension of U.S. pork products and swine genetics over A/H1N1, the final draft import protocol for U.S. potatoes, market opportunities for U.S. exports to Thailand; and other upcoming events.

**General Information:**



# SAWASDEE

# THAILAND

Issue 5/2009

## **HOT NEWS FROM THAILAND**

### **Thailand's Reaction to A/H1N1**

The Thai Public Health Ministry issued an travel advisory for Thai citizens to avoid travel to the United States and Mexico over concerns for A/H1N1. U.S. Cooperators or State Regional Trade Group planning to sponsor Thai participants to various USDA programs may encounter possible cancellations or delays due to the travel advisory.

### **APEC Food Defense Project Phase 2**

Phase 2 of the APEC Food Defense Thailand Pilot Project will kick off with a workshop, held May 25-29 at Katsetsart and Chulalongkorn Universities. Participants will include select Thai food producers and trade associations. The goal of the Food Defense Pilot Project is to establish Thailand as a sustainable partner in providing regional outreach on Food Defense. The Food Defense initiative aims to strengthen the security of food supplies and manufacturing processes. Phase 3 of the project will be conducted in June 2009 with individual companies.

## **MARKET ACCESS UPDATE**

### **The Suspension of U.S. Pork Products and Swine Genetics over A/H1N1**

On April 27, the Department of Livestock Development banned all pork and pork products, including swine genetics, from Mexico, the United States, or any other country that reports an outbreak of A/H1N1. Product on the water loaded prior to April 27 will be allowed entry as long as the shipment loading date can be clearly established. The ban covers all products including meat, offal's, live animal, semen, embryos, and hides and skins. However, the ban does not cover processed pork products such as canned foods or food in sealed containers. The Thai Food and Drug Administration, under the Ministry of Public Health, is responsible for processed meat products and has not issued any product bans.

### **Final Draft of Import Protocol for U.S. Potatoes**

On April 17, the Thai Department of Agriculture (DOA) notified USDA of its final draft import

requirements for U.S. potatoes; including seed potatoes, potatoes for processing, and potatoes for consumption. This final draft will be submitted to the Plant Quarantine Committee for recommendation within the next few weeks before becoming official in the Royal Gazette.

Although the DOA modified some conditions from its original draft, requirements regarding production area audits and virus tolerance levels for U.S. seed potatoes remained in the final version.

## **MARKET OPPORTUNITIES**

### **DVC Product Presentations**

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

### **Showcase Your U.S. Food and Agricultural Products**

FAS/Bangkok has initiated the “New Product Showcase Zone” in our office. The display features U.S. food and agricultural products not currently being marketed in Thailand. This is an excellent opportunity to display your products and receive feedback. Please contact [agbangkok@fas.usda.gov](mailto:agbangkok@fas.usda.gov) for additional information.

## **UPCOMING EVENTS**

### **World of Food Asia 2009**

FAS/Bangkok plans to attend World of Food Asia 2009, May 13-15, in Bangkok to promote new U.S. food products and provide updates on U.S. products, suppliers, import regulations and promotional activities conducted by cooperators. We welcome your promotional materials at our booth. Please contact FAS/Bangkok for delivery details. More information about the show can be found at [www.worldoffoodasia.com](http://www.worldoffoodasia.com).

### **Cotton USA T-Shirt Design Contest**

The Cotton Council International will conduct the Cotton USA T-shirt Design Contest during May – June 2009. The contest will be advertised throughout Thai media and will be open to the general public. The winner which will be announced in June 2009 will receive a cash award of 50,000 baht. The winning design will go forward to the global Cotton USA T-shirt Design Contest where the winner will win a visit to New York.

### **Thai Buyers to National Restaurant Show**

The Western United States Trade Association has sponsored 12 buyers from Thailand, Singapore and Malaysia to attend the National Restaurant Show 2009 (<http://show.restaurant.org/NRA09/public/enter.aspx>) in Chicago during May 12-21. During the show, participants will meet with California and Idaho based suppliers. U.S. exporters interested in meeting the Southeast Asian participants should contact Amanda Albers at [Amanda.Albers@agri.idaho.gov](mailto:Amanda.Albers@agri.idaho.gov) or Alicia Rios at [alicia.rios@scccd.edu](mailto:alicia.rios@scccd.edu)

### **Gourmet One Food Service Company to Summer Fancy Food Show**

Food Export Association of the Midwest USA ([www.foodexport.org](http://www.foodexport.org)) will sponsor one Thai representative from the Gourmet One Food Service Company (<http://gourmet-one.com/index2.php>) to participate in the Summer Fancy Food Show and Buyers Mission during June 25-June 30. The participant will get an opportunity to meet with over 30 buyers during the Summer Fancy Food Show, one of the leading U.S. food specialty shows. More information about this show, can be found at the following URL:  
<http://www.specialtyfood.com/do/fancyFoodShow/LocationsAndDates>

### **Fourth of July Celebration**

The American Embassy in Bangkok will be hosting the Annual Fourth of July Celebration for nearly 1,500 guests comprised of diplomatic and business contacts. The U.S. Embassy greatly appreciates any donation of wines for the event. Donating wine to the event is also an excellent opportunity to showcase your business to Bangkok's international and diplomatic community. Please contact [agbangkok@fas.usda.gov](mailto:agbangkok@fas.usda.gov) for additional information.