

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

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Agricultural Situation

Market Development Reports

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Report Highlights:

TH1057 "SAWASDEE THAILAND" provides the latest information on Thai agricultural situation, market access for U.S. products, and upcoming events.

General Information:

HOT NEWS

Thai Cabinet's Response to Address Food Inflation

After several meetings in April to address high commodity prices, the Thai Cabinet approved a budget of 139.62 million baht (\$ 4.65 million) to grant a subsidy of 1.79 baht/liter of cooking palm oil to refineries for three month period from April 10 to June 30, 2011, an increase in the control price of retail soybean oil from 46.00 baht/liter (\$1.53/liter) to 55.00 baht/liter (\$1.83/liter) for the same timeframe, and an increase in retail prices for ready-to-drink milk of 0.25-8.50 baht depending on the package size- i.e., 250 cc pack, 0.8- liter bottle, and 5-liter gallon. These measures were instituted in an attempt to alleviate the burden on palm oil and milk processors due to rising commodity prices, and avoid shortages similar as the palm oil crisis earlier this year.

Market Research on U.S. Hardwood and Softwood in Thailand

Dr. Ivan Eastin, Director of the Center for International Trade in Forest Products (CINTRAFOR), will travel to Bangkok on May 22-29 for a market research project for opportunities of U.S. hardwood and softwood in the Thai furniture, flooring, and door manufacturing sectors. A weak U.S. dollar and local constraints on para-rubber supplies should provide opportunities for US hardwood and softwood in Thailand.

MARKET ACCESS

APHIS-FAS Successful in Removing Import Restrictions on U.S. Horses

Efforts between APHIS/Bangkok and FAS/Bangkok resulted in the successful removal of health-related import restrictions for U.S. horses. On April 18, 2011, the Department of Livestock Development (DLD) issued a notification in which it agreed to accept an import protocol for U.S. horses proposed by APHIS. From 2008-2010, Thailand's horse imports were \$552,890 in 2008 to \$729,822 in 2009 and \$699,682 in 2010 as polo is becoming widely popular in selected circles. Currently, 90 percent of imports are supplied by Malaysia, Argentina, and Australia; however exports of U.S. horses to Thailand will attain a value of \$300,000-\$400,000 by 2015 as marketing efforts are currently underway.

Elimination of a Starlink-Free Certificate for U.S. Corn and Corn Products

On April 28, the Thai Food and Drug Administration (FDA) notified the WTO its changes in regulation regarding Cry 9C DNA Sequence corn (Starlink corn). Under the revised regulation, the Thai FDA no longer requires a Starlink-free certificate for the import of corn and corn products. This trade enhancing measure will ease the burden on U.S. exporters of corn and corn products, which exported \$6 million worth of products in 2010. More information is available in FAS Gain Report: TH1055.

MARKET OPPORTUNITIES

Looking for U.S. Manufacturers or Suppliers

Thai companies want to import:

Egg Powder (whole egg, white & egg yolk), soy protein concentrate (65-70% protein), and distillate soybean oil (DDO), if U.S. exporters are interested please contact Mr. Anupong Santisukwongchote, Product Manager, DPO (Thailand) Ltd., Email anupong.s@dpointernational.com.

Egg Powder (whole egg, white & egg yolk), glucose, and lactose (organic), if U.S. exporters are interested please contact Ms. Pornpan Sornmayura, Marketing Manager, Kaemshaifarm Group Co., Ltd., Email: Sornmayura.p@kcf.co.th, sornmanyura.p@gmail.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.

UPCOMING EVENTS

New Washington Apple Commission Representation in Thailand

Post congratulates and welcomes AT Success Marketing Company as being appointed as new Washington Apple Commission Representation in Thailand. To contact new Washington Apple Commission Representative in Thailand, please email Ms. Theeravee Ungkuvorakul at theeravee@successmarketing.co.th.

Hands-on Pizza Workshop with California Milk Advisory Board

The California Milk Advisory Board (CMAB) will host for the first time the "Hands-on Pizza Workshop with California Cheeses" during May 19-20, 2011 at UFM Banking School. Mr. Mark Todd, the well-know California dairy consultant and known as the Cheese Dude, will create gourmet pizzas to promote the California specialty cheeses to the Thai market. The audience will sample a variety of California's finest cheeses, handpicked by Todd, that match Thai's culinary preferences. More information on California pizza cheeses is available at www.realcaliforniamilk.com.

USA Cotton to Celebrate "2011 Cotton DAY" on May 20

On May 20, 2011, USA Cotton will celebrate its "2011 Cotton Day" at the Four Seasons Hotel Bangkok. Cotton Day will feature the finalists of the "2011 Cotton Design Challenge" which a fashion shows and an award ceremony. The winner along with the 1st and 2nd runners-up will win scholarships, a trip to New York City to experience fashion at the New York Fashion Week, and finally to California where they'll be able to visit cotton fields and walk the stars in Hollywood. The theme of this year's design challenge is "Hollywood Movies Inspiration". Please visit www.cottoninc.com for more information.

The Southern United States Trade Association Joining World of Food Asia 2011

On May 25-29, the Southern United States Trade Association (SUSTA) will join World of Food Asia, Thailand's premier International trade show in the food and beverages industry. The show will be held at the IMPACT Exhibition Center, Bangkok. SUSTA will be promoting U.S. food products from the Southern US, any U.S. companies interested in participating with SUSTA should contact Ms. Marisol Rodriguez, Florida Department of Agriculture at Marisol.Rodriguez@freshfromflorida.com, Tel: (850) 488-4132 or Ms. Shehzin Jafar, Georgia Department of Agriculture at Shehzin.Jafar@agr.georgia.gov, Tel: (404) 656-3740. Additional information about this show is available at www.worldoffoodasia.com.

Thailand Agent Show 2011

The United States Department of Agriculture's Office of Agricultural Affairs at the U.S. Embassy in Bangkok and U.S. agricultural trade groups will organize the first ever U.S. Food Agent Show in Phuket on June 2, 2011 at Centara Grand Beach Resort Phuket. This event will showcase the availability of U.S. food products to local agents, hotels, restaurants, and caterers in Phuket and surrounding provinces. Some of the featured products will be U.S. beef, frozen potatoes, California raisins, and California cheeses. The event will also feature a "U.S. Product Showcase" consisting of seminars on the applications of these products as well as a cooking demonstration by Celebrity Chef in Black, Emmanuel Stroobant (www.emmanuelstroobant.com).

Food Ingredients Asia 2011

Food Ingredients Asia will be held in Bangkok again this year during September 21-23, 2011. The show has maintained its position as the leading international trade event for food ingredients. In 2009, the show consisted of 130 exhibitors from 20 countries and 6,225 visitors from 45 countries. This year the following organizations have considered joining the U.S. pavilion: Western United States Trade Association (WUSATA), U.S. Dry Pea and Lentil Council, and U.S. Dairy Export Council. The FI Asia show is a USDA-endorsed show. Any U.S. companies interested in participating should contact Sharon Cook at Sharon.Cook@fas.usda.gov. Additional information about this show can be found at <http://fiasia-thailand.ingredientsnetwork.com>.