

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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**Date:** 10/18/2010

**GAIN Report Number:** TH0145

## **Thailand**

**Post:** Bangkok

### **Bangkok Newsletter - October 2010**

**Report Categories:**

Agricultural Situation

Market Development Reports

**Approved By:**

**Prepared By:**

FAS Bangkok Staff

**Report Highlights:**

TH0145 "SAWASDEE THAILAND" provides the latest information on Thai agricultural situation, market access for U.S. products, and upcoming events.

## **General Information:** **HOT NEWS**

### Reshuffling of High-Level Personnel at Thai Ministries

As of October 1, the following are newly appointed personnel at the Ministry of Agriculture and Agricultural Cooperatives (MOAC), Ministry of Commerce (MOC), and Ministry of Natural Resources and Environment (MONRE):

1. Mr. Chalernporn Piroonsarn, Permanent Secretary, MOAC
2. Mr. Sakchai Sriboonsue, Secretary General, National Bureau of Agricultural Commodity and Food Standards (ACFS), MOAC
3. Mr. Jirakorn Kosai-sawee, Director General, Department of Agriculture, MOAC
4. Mrs. Srirat Rastapana, Director General, Department of Trade Negotiations (DTN), MOC
5. Mrs. Nantawan Sakuntanark, Director General, Department of Export Promotion (DEP), MOC
6. Ms. Nisakorn Kositratna, Secretary General, Office of Natural Resources and Environmental Policy and Planning, MONRE

## **MARKET ACCESS UPDATE**

### Deadline on Plant Audits Approaching

The Department of Livestock Development (DLD) notified APHIS/Bangkok on March 16, 2010 that U.S. establishments that intend to continue shipping day-old poultry, boar semen and bovine semen to Thailand must be audited by October 16, 2010. While the DLD has not officially responded the APHIS comments asking the DLD's acceptance on a system audit option, APHIS and FAS/BKK are negotiating with the DLD for an alternative solution to this impasse.

### Audit of U.S. Seed Potatoes in 10 States is under Review

Officials from the Department of Agriculture (DOA) conducted a system approach audit of U.S. seed potato production sites in July 2010. If successful, U.S. seed potatoes from Wisconsin, Colorado, Maine, New York, Nebraska, Wyoming, Montana, North Dakota, Minnesota, and Michigan will be eligible for seed potato exports to Thailand, which in addition of the current 4 states that are eligible to export which include California, Idaho, Oregon, and Washington. The results of this audit will be finalized by the Committee on Plant Quarantine in November.

## **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).

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

Thai company wants to import corn gluten meal (USA origin) 500 MT, if U.S. exporters are interested please contact Mr. Amrendra Shukla, Fairway (Thailand) Co., Ltd., Email: [ricky@fairway-thailand.com](mailto:ricky@fairway-thailand.com).

A Thai company is interested in importing feed wheat, DDGS, stabilized rice bran (SRB), Interested exporters please contact Dr. Thanapat Thanuthansombat, Director of Chulakarn Co., Ltd., Email: [shulakarn@gmail.com](mailto:shulakarn@gmail.com).

## **UPCOMING EVENTS**

### The American Hardwood Design Camp III Coming Soon

Three organizers: American Hardwood Design Camp (AHEC), Thailand Furniture Industries Association (TFA), and U.S. Department of Agriculture (USDA) of the American Hardwood Design Camp III have organized a series of seminars and workshops for 10 teams of upcoming and professional designers. The event will start on October 13 & 14 with an educational seminar which will provide background on the current situation of the worldwide furniture industry, its trends, and designs focused on American hardwood. On October 15, the teams will tour furniture facilities and attend a 4 day workshop to apply their skills and abilities in developing imaginative furniture designs. Mr. Jarrod Lim, an award winning future designer, and Bob Sebestina, a U.S. wood grading expert, will be conducting these events. As in the past camps, the designs will be showcased at the 2011 Thailand International Furniture Fair.

### Thai Agricultural Bank on a Study Tour on U.S. Crop Support and Insurance Programs

The Bank for Agriculture and Agricultural Cooperatives (BAAC) will conduct a study tour in the United States from October 9-18, 2010 for their executive level employees. The visit will focus on USDA's agricultural crop support and insurance programs. In light of this, FAS/W has arranged meetings with USDA agencies involved in these programs such as FSA, ERS and RMA.

### United States Potato Board Dehydrated Potato Training in the US

The United States Potato Board (USPB) has invited Ritdha Marketing, a leading Thai food importer, to participate in a workshop on the uses of U.S. dehydrated potato products. This workshop will be held in San Francisco, California and Idaho Falls, Idaho from October 18-20. More information on U.S. potatoes is available at [www.uspotatoes.com](http://www.uspotatoes.com)

### Cotton Incorporated's Outreach

On October 26-28, Ms. Jenna Caccavo and Mr. Spike Ngai from the Cotton Incorporated will be travelling to Thailand to visit textile and garment manufacturers and cotton importers to talk about the latest market trends in the industry and provide an overview of Cotton Incorporated's activities in the region. Visit [www.cottoninc.com](http://www.cottoninc.com) for more information.

### VIV 2011 Update

VIV 2011 will be held in Bangkok on March 9-11, 2011. The number of U.S. companies that will exhibit at USDA's sponsored "USA Pavilion" is steadily increasing. Among the companies that have confirmed their participation are Ibberson International and the National Swine Registry which will exhibit in Hall 1, where livestock equipment and technology will be showcased. JBS United, Omega Protein, Green Vet Biotechnology, Star Labs, and U.S. Grains Council will be exhibiting in Hall 2 which is set aside for feed ingredients and additives. If interested as exhibitors, please contact Sharon Cook, USDA/FAS Trade Services Staff, Washington, D.C., Email: [Sharon.cook@fas.usda.gov](mailto:Sharon.cook@fas.usda.gov).

### Connect USA Event in Chiang Mai

On October 14 at Le-Meridian Hotel in Chiangmai, the Foreign Agriculture Service and the U.S. Commercial Service in Bangkok Thailand will host a half-day seminar highlighting U.S. government sponsored programs and resources that assist in connecting Thai and U.S. businesses. The seminar will be attended by Thai local businesses, business associations, and U.S. and international companies based in northern Thailand. More information is available at [www.buyusa.gov/thailand/en/cmmia.html](http://www.buyusa.gov/thailand/en/cmmia.html).

### Private Label Manufacturers Association (PLMA) Buyers Mission in Chicago

Sri Chock Chai Supermarket, a major Thai food importer, has been selected to join PLMA Buyers Mission organized by the Food Export Association of the Midwest USA and Food Export – Northeast during November 11-16, 2010 in Chicago. The importer will meet with U.S. value-added food companies and attend PLMA's annual show. PLMA's Private Label Trade Show is the place where retailers and suppliers meet to build their private label business. More information on the show is available at [www.plma.com](http://www.plma.com).

### Real California Cheese Demo and Product Showcase in Thailand

The two day seminar introducing California cheeses to bakery shops, pastry chefs, importers, and culinary professions will be brought to Bangkok by the California Milk Advisory Board (CMAB) and the Office of Agricultural Affairs (FAS), Bangkok office during October 14-15 at UFM Cooking School. The event will kick off with a demonstration and training on California cheeses by Chef Robert, the American Culinary Federation's Executive Pastry Chef and Certified Culinary Educator and follow by a second day product showcase targeted to the importers and distributors in Thailand. Looking to build upon these successes, the aim of CMAB's event is to provide a comprehensive understanding of California cheeses, its variety, and their applications among chefs, bakery shops, hotels, restaurants, and importers in Thailand. More information about California cheese can be found at [www.realcaliforniamilk.com](http://www.realcaliforniamilk.com).