

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## **Thailand**

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**Report Highlights:**

TH1118 "SAWASDEE THAILAND" provides the latest information on Thai agricultural situation, market access for U.S. products, and upcoming events.

## **General Information:**

### **MARKET ACCESS UPDATE**

#### Thai FDA Revising Provision of Food Additive Labeling

On August 17, the Thai Food and Drug Administration notified WTO (G/TBT/N/THA/389) "Food Additives (No. 2)". The notification deals with the new food additive labeling requirements. The new food additive labeling will require all food additives to be labeled in Thai language. "Food Additive" must precede the name of the additive and must subsequently include the INS number, the quantity of food additive components in percentage in descending order, food serial number, name and address of importer and producing country. "Lot Number" wording, net contents, manufacture and expiry date, and usage instructions. More details are available at GAIN Report Number: TH1117 at [www.fas.usda.gov](http://www.fas.usda.gov).

#### Thai FDA's Guideline Daily Amounts (GDA) Labeling in Effect

On August 24, 2011, the Thai Food and Drug Administration (TFDA)'s regulation on the new nutrition labeling system displaying the Guideline Daily Amounts (GDA) became effective. The GDA nutrition labeling system, as proposed by the TFDA, will provide guidance on energy, sugar, fat, and sodium, and is mandatory for five groups of snack foods: fried or baked potato chips, fried or baked popcorns, rice crisps or extruded snacks, crackers or biscuits, and filling wafers. More information is available at [Thai FDA's New Guideline Daily Amounts \(GDA\) Labeling Gain Report](#).

#### Cochran Fellowship Program "U.S. Administration on Plant Variety Protection"

On August 20 – September 2, four Thai Plant Variety Protection (PVP) officials of the Department of Agriculture (DOA) participated in the Cochran Fellowship Program on U.S. Administration on Plant Variety Protection PVP. The purpose of the program was to showcase how the U.S. implements its PVP law for the benefit of agricultural development. The program also provided an opportunity to delve into the legal aspects of the PVP law and how the U.S. government and seed industry work together to ensure that a fair, effective, and transparent system is in place. The information obtained from this program will be used to amend the Thai PVP law and regulations in order to be UPOV (International Union for the Protection of New Varieties of Plants) complaint which would encourage research and development of new varieties for the benefit of Thai society.

### **UPCOMING EVENTS**

#### Food and Hotel Thailand 2011

Food and Hotel Thailand will be held during September 13-16, 2011 at Royal Paragon Hall Exhibition and Convention Center. This must-go trade is ideal for chefs, food and beverage professionals, hotels groups and caterers, and bakeries who want to learn about the latest trends in the food and hospitality

industry. Last year the show hosted 758 exhibitors from 36 countries and attracted 26,037 trade visitors from 62 countries. This year the U.S. Potato Board, U.S. Meat Export Federation, and U.S. Poultry and Egg export Council together with U.S. food exporters will showcase a variety of new and existing U.S. products. More information is available at [www.foodhotelthailand.com](http://www.foodhotelthailand.com).

### Food in the Future 2011

The Office of Agricultural Affairs along with the US Potato Board, US Dry Pea and Lentil Council, Nutrition SC and Berli Jucker will feature innovative U.S. food ingredients at the USA Pavilion at “InnovAsia 2011: Food in the Future (FIF2011)” from September 15-17, 2011 at Queen Sirikit Convention Center. The event will provide updates on recent innovations, trends and market outlook in the innovative food industry. More information is available at <http://www.nia.or.th/fif2011>.

### Food Ingredients Asia 2011 - Largest Food Ingredient Show in Southeast Asia

Food Ingredients Asia will be held once again in Bangkok during September 21-23, 2011 - the leading international trade event for food ingredients. In 2009, the show attracted 130 exhibitors from 20 countries and 6,225 visitors from 45 countries. This year the following organizations will participate in the USA Pavilion: The Wright Group, Western United States Trade Association (WUSATA), Aloha Medicinals, Commercial Creamery, LaBelle, Pacific Valley Foods, and SunOpta, U.S. Dry Pea and Lentil Council, and US Dairy Export Council. The FI Asia Show is a USDA-endorsed show. Any U.S. company interested in participating should contact Sharon Cook at [sharon.cook@fas.usdda.gov](mailto:sharon.cook@fas.usdda.gov). Additional information about this show can be found at <http://fiasia-thailand.ingredientsnetwork.com/>.

### Southeast Asia Fresh Retail Inbound Buying Mission

The Western United States Agricultural Trade Association (WUSATA) has invited two Thai companies, Ek-Chai Distribution System and Vachamon Food, to participate in the “Southeast Asia Fresh Retail Inbound Buying Mission” to California and Washington State. The buying mission will provide the opportunities to meet with U.S. fruits and vegetables suppliers, visit fruit orchards, and participate in retail tours. In total six buyers from Thailand, Singapore and Vietnam will participate in this buying mission from September 18-24. More information is available at [www.wusata.org](http://www.wusata.org).

### CCI's U.S. Fashion Educational Tour

Cotton Council International (CCI) is conducting its U.S. Fashion Educational Tour to Los Angeles and New York City in which the three top finalists of the 2011 COTTON USA Design Challenge and Thai fashion media will participate during September 5-11, 2011. The participants will conduct a photo-shoot in Hollywood, California and participate in New York’s Fashion Week. More information is available at [www.cottonusa.org](http://www.cottonusa.org).

### APEC Regional Food Defense Workshop

Building on the APEC Food Defense Pilot Project held in Peru in 2008 and Thailand in 2009 and 2010, FAS/OSTA will be holding the last such event in Bangkok on September 19-20, 2011. The workshop

will showcase the work of the APEC Food Defense Pilot Project economies and provide government, academia, and industry participants food defense model that can be implemented in the rest of the APEC community.

### Risk Communication Workshop

The United States Embassy in Bangkok, in cooperation with Biotechnology Alliance Association and Agricultural Mass Media Association of Thailand, will organize a workshop on “Biosafety Communication” from September 28-30, 2011. The purpose of this workshop is to train agricultural biotechnology stakeholders to communicate with the public on issues related to biotechnology. The event will include a special presentation on “The Status of Agricultural Biotechnology Crops in China: Development and Prospect” presented by Professor Dr. Zhe Zhen, China Academy of Science. Dr. Andrew Powell and Dr. Andrew Roberts, risk communication experts from Asia BioBusiness, will be the lead trainers on this upcoming workshop.