

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Report Highlights:

TH9163 "SAWASDEE THAILAND" provides the latest information on the Thai agricultural situation and market access. This month read about the latest price support measures for Thai rice, the approval of the import protocol for U.S. seed potatoes, and the status of Thailand's import soybean quota.

General Information:



SAWASDEE THAILAND

Issue 11/2009

HOT NEWS

Thai Government Adopts Additional Price Support Measures for Rice

On October 1, 2009, the Thai Government replaced its rice mortgage scheme for a price insurance scheme ([TH 9112](#)). However due to price declines, on October 20 the government implemented additional measures, including the direct purchase of 2.0 million tons of paddy from farmers at benchmark prices and an on-farm mortgage scheme of 1.5 million ton of paddy.

MARKET ACCESS UPDATE

Final Import Protocol for U.S. Seed Potatoes to Thailand

On October 13, 2009, the Thai Department of Agriculture approved a new import protocol for U.S. seed potatoes. The protocol is the result of an audit conducted by Thai officials on U.S. production areas and seed certification procedures in August, 2009. Under this protocol, seed potatoes must originate from California, Idaho, Oregon, and Washington. See [TH9115](#) for more information.

Thailand's Soybean Quota Allocation Process on Track

Sources in the Ministry of Commerce reported that the 2010 soybean TRQ was reviewed by the Committee on Soybeans and Soybean Oil in early October. The proposal is likely to be submitted for Cabinet approval in early November. If approved the Commerce Minister will announce the quota allocation sometime in late November-early December.

MARKET OPPORTUNITIES

Looking for U.S. Dried Fish Maw

A Thai importer is looking for U.S. dried fish maw, premium quality, golden color and weight between 600-1,000 grams. Please contact Mr. Pipat Sahachalermmpat, Manager, Siam Sterling & gold Co., Ltd., 15/15 Mu 8 Soi Watgumphaeng, Bangwaek Road, Talingchan, Bangkok 10170. Tel. +66 (0) 2865-0291/2 Email: siamsilver@hotmail.com.

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.

UPCOMING EVENTS

American Hardwood Design Camp II

The American Hardwood Design Camp II kicked off on October 10. November, activities include a design workshop and judging designs. A team of judges from Thai Furniture Association and the faculty of King Mongkut Institute of Technology, will announce the winning designs which will be showcased at the Thailand International Furniture Fair (TIFF) in March 2010.

Beam Global Thailand to Launch Maker's Mark Bourbon Whisky in Thailand

Beam Global Thailand will officially launch Maker's Mark Bourbon Whisky, an American spirit, in Thailand on November 5th at the Dusit Thani Hotel Bangkok. Ambassador Eric G. John and the Office of Agricultural Affairs in Bangkok will join 50 leading players in the Thai beverage industry to launch the product. More information about Maker's Mark is available at www.makersmark.com.

Eastern Cattle Show in Pattaya City

Pattaya City Hall, in conjunction with Brahman Breeding Facilitate Association, will be organizing the Eastern Cattle Show in Pattaya City from November 13-15. This event brings together the leading Brahman breeders in Thailand. Representatives from the U.S. Livestock Genetics Export (USLGE) will be able to showcase U.S. cattle genetics to Thai customers. Visit www.uslge.org for more information.

"Flavor of USA" Food Promotion and USA FAIR 2009

The Food Export Association of the Midwest USA and the Office of Agricultural Affairs together with Siam Paragon have organized the "Flavor of USA" food promotion event. This event will take place on November 18-30, 2009 at the Gourmet Market, Siam Paragon Mall, and will promote products from the Northeast and Midwest of the USA. This event is being organized in tandem with the USA Fair 2009 "Clean and Green", the annual fair showcasing U.S. companies organized by the American Chamber of Commerce and U.S. Embassy in Thailand. Visit www.usafair2009.com for more information.

"What I Love Best about California Grapes" Essay Contest

Consumers who purchase more than a kilogram of California grapes at any retail outlet in Bangkok will have an opportunity to write an essay on "What I Love Best about California Grapes". The winning essays will be officially announced and awarded on November 29, at Central World. This activity, sponsored by the California Table Grape Commission, aims to create and maintain brand loyalty.

Thai Delegation to FAO Meetings in Rome

Two Thai delegations will be heading to Rome to attend FAO meetings. Mr. Korbsak Sabhavas, Deputy Prime Minister, will lead the delegation for the “World Summit on Food Security” on November 16th and Mr. Theera Wongsamut, Thailand’s Minister of Agriculture, will lead the Thai delegation to the FAO Conference (36th Session) on November 23.

WUSATA Retail Trade Mission to USA

The Western United State Trade Association (WUSATA) is organizing a retail trade mission throughout California, Washington and Nevada for buyers from Thailand, Vietnam, and Philippines on December 6-12, 2009. This will be a great networking opportunity for U.S. and Thai businesses to explore opportunities of U.S. products in the Thai retail sector. Ritdha Marketing Co. Ltd. and ProspersLink Co. Ltd from Thailand will be joining this mission. More activities from WUSATA are available at www.wusata.org.

APEC Food Defense Workshop in Songkla

Following successful training activities on food defense in June and July of 2009, a U.S. team is scheduled to conduct another APEC Food Defense Workshop from December 15-16, 2009 at the Prince of Songkla University in Songkla, Thailand. The goal of this workshop is to promote U.S. exports and to minimize risks of deliberate contamination of traded agricultural items.