

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Report Highlights:

TH3001 "SAWASDEE THAILAND" provides the latest information on the Thai agricultural situation, market access for U.S. products, and upcoming events.

General Information:

MARKET ACCESS UPDATE

Thailand's Additional Import Measures for Pork Offal and Others

In October 2012, the Thai Cabinet introduced three draft notifications proposed by The Ministry of Commerce that would regulate the imports of five products including pork offal, citrus, and shallot. The notifications require that imports of the aforementioned products abide by the following: 1) Be accompanied by a phytosanitary or health certificate endorsed by the competent authority in the exporting country; and 2) Be subject to specific measures that may be elaborated by the Ministry of Commerce (MOC). In addition, the MOC will require all importers to be registered with the Department of Foreign Trade and they must also provide copies of documents pertaining to their imported products.

Thailand's Additional Inspection Measures on Imported Livestock and Uncooked Meat

The Department of Livestock Development (DLD) recently announced additional conditions regarding the inspection and certification of livestock or animal carcass production. The notification B.E. 2555 (A.D. 2012), requires that any person who wants to apply for an import permit for livestock or animal carcasses must have their production premises inspected and certified by DLD officials in the country of origin. According to DLD officials, the evaluation process can be based on systems audits. The DLD is expected to conduct an audit of the U.S. beef and turkey industries in 2013.

Procedures for Importing Corn in 2013

On October 22, 2012, the Thai Cabinet outlined the administrative procedures for importing corn in 2013. In general, this measure is unchanged from the 2012 process and covers imports under several agreements, including the Association of Southeast Asian Nations (ASEAN), Ayerawaddy-Chao Phraya- Mekong Economic Cooperation Strategy (ACMECS), WTO, and Thai Free Trade Agreements.

Corn imports can be administered by the Public Warehouse Organization (PWO) or any private importer. Private importers are eligible to import corn between March and July and must comply with the import requirements as stipulated in the Feed Quality Control Act B.E. 2525 (A.D. 1982). Imports falling under the WTO Agreement are subject to the annual quota of 54,700 metric tons. The in-quota tariff rate is 20 percent. Out-of-quota imports are subject to a tariff rate of 73 percent plus a surcharge of 180 baht/metric ton (approx. US\$ 6.0/metric ton). Since the imports of U.S. corn fall under the WTO quota, this policy will likely limit market opportunities for U.S. corn to no more than 54,700 metric tons per annum.

Thai FDA Revises Standards and Labeling Requirements for Cow Milk Products

The Thai Food and Drug Administration (FDA) notified the WTO of changes Thailand has made to its standards and labeling requirements for cow milk (G/SPS/N/THA/119/Rev.1 and G/TBT/N/THA/163/Rev.1). U.S. exporters are encouraged to review the list of permitted food additives used in milk powder to ensure product compliance. U.S. exports of milk powder to Thailand totaled \$33 million in 2011. More information is available in the Thai FDA Revising Standards and Labeling for Cow Milk Products Report - TH2111.

Thai FDA's New GMP Requirements for Low Acid and Acidified Foods

The FDA has notified the WTO of its new Good Manufacturing Practices (GMP) requirements for low acid and acidified foods in sealed containers (G/SPS/N/THA/206 and G/TBT/N/THA/406). U.S. exporters of low acid and acidified foods in sealed containers to Thailand must provide a certificate indicating the place of production and ensuring that the facility meets the standard set by the proposed regulation. U.S. exports of low acid and acidified foods in sealed containers to Thailand are estimated to be more than \$8 million annually. More information is available in the Thai FDA's GMP Requirements for Low Acid and Acidified Foods Report - TH2114.

UPCOMING EVENTS

The 5th American Hardwood Design Camp

The Thai Furniture Industries Association (TFA), American Hardwood Export Council, and the U.S. Department of Agriculture (USDA) launched the 5th American Hardwood Design Camp in November 2012. The camp enables selected teams to learn about the design-to-production process from TFA furniture manufacturers and more importantly gain knowledge of creating furniture prototypes. The final products will be displayed at the March 2013 Thailand International Furniture Fair and could result in sales contracts with participating design teams and manufacturers. Twenty teams are selected by the CAMP's sponsors. The objective of the American Hardwood Design Camp is to promote American hardwood exports to Thailand, which totaled \$18 million in 2011.

The Journey of California Cream Cheese

One of Japan's top 100 chefs, Grand Chef Yukichi Matsubara, was commissioned by the California Milk Advisory Board (CMAB) to demonstrate his techniques of using California cream cheese in bakery products. Grand chef Matsubara conducted a special baking workshop using California cream cheese with Thai pastry chefs and bakers in Chiang Mai and Bangkok in November 2012. Grand Chef Matsubara published several recipe books including the Super Patisserie Book and The Latest Style Of Boulanger Desserts – Unity Of Bread And Dessert. For more information, please contact Ms. Chanida, CMAB Thailand Representative at chanida@successmarketing.co.th

Thanksgiving Promotion at Foodland Supermarket

Foodland Supermarket together with USA Poultry & Eggs Export Council (USAPEEC) conducted a joint promotion to celebrate "Thanksgiving" in November and December in all of its outlets in Bangkok and Pattaya. The promotion included special prices on turkey dishes at the "Tooklaedee Restaurant"

and the sale of traditional American Thanksgiving meals for carry out. The carry out package included traditional roast turkey with stuffing gibley gravy, corn on the cob, grilled tomatoes, honey glazed sweet potatoes, and golden pumpkin pie with vanilla sauce. For more information, please contact Foodland Supermarket at +662 530-0220 or email: foodland@bkk2.loxinfo.co.th.

VIV Asia 2013

The USDA endorsed show, VIV Asia 2013, will be held at the Bangkok International Trade and Exhibition Center (BITEC) on March 13-15, 2013. To date, 22 U.S. companies have confirmed their participation in the USDA Pavilion and 31 additional companies will be outside the pavilion. The following companies will be in the USDA Pavilion: Formazor International, Star Labs, Delst Inc, Kuhl Corporation, Giffin Industries, Ibberson International, Simmons Engineering, Chief Industries, ACG Products, CLARCOR, Air Filtration Products, America's Best Genetics (National Swine Registry), Midwest Ag Enterprises, Sioux Steel, ProByn International, JBS United Wilbur Ellis, Brookside Agra, Amlan International, Ag World, Mirasco, American Biosystems, and the Delong Company. For more information about the show and participant fees, please contact Elliott Thomas, U.S. Representative for Imex Management, Inc. at elliott@imexmanagement.com.