

Voluntary Report – Voluntary - Public Distribution

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Report Name: Successful US Food Showcase at US Pavilion-Thaifex Anuga Asia 2022

Country: Thailand

Post: Bangkok

Report Category: Export Accomplishments - Marketing, Trade Events and Shows, Promotion Opportunities, Trade Show Evaluation

Prepared By: Sukanya Sirikeratikul

Approved By: Eric Mullis

Report Highlights:

The successful physical U.S. pavilion at Thaifex Anuga Asia 2022 featured a variety of U.S. food and beverages products and partnered with nine U.S. cooperators and one state department of agriculture as well as 16 importers. Thaifex Anuga Asia was well attended this year with over 51,000 visitors.

The California Milk Advisory Board featured ESL milk, sweetened condensed milk, ice cream, Mexican cheese, grilling cheese, cheese sauce, snack cheese, various types of specialty cheese, various types of commodity cheese, butter, and cream cheese.



The U.S. Dry Pea and Lentil Council and the U.S. Dry Bean Council featured a variety of peas, lentils, and chickpeas as well as U.S. beans.



The Popcorn Board featured U.S. butterfly and mushroom kernels.



The U.S. Potato Board featured U.S. frozen and dehydrated potatoes.



The U.S. Meat Export Federation featured frozen U.S. beef. The U.S. Meat Export Federation displayed a variety of U.S. beef cuts in a 360 degree freezer showcase at the show, while Post organized the U.S. beef cooking and sampling station to feature U.S. beef contributed by importers including Jagota Brothers, NSL Foods, Pan Food, Siam Food Services, Tohkaiya, and Udom Supply Imex.



The Washington Apple Commission featured the Washington Apple Cosmic Crisp variety and other varieties.



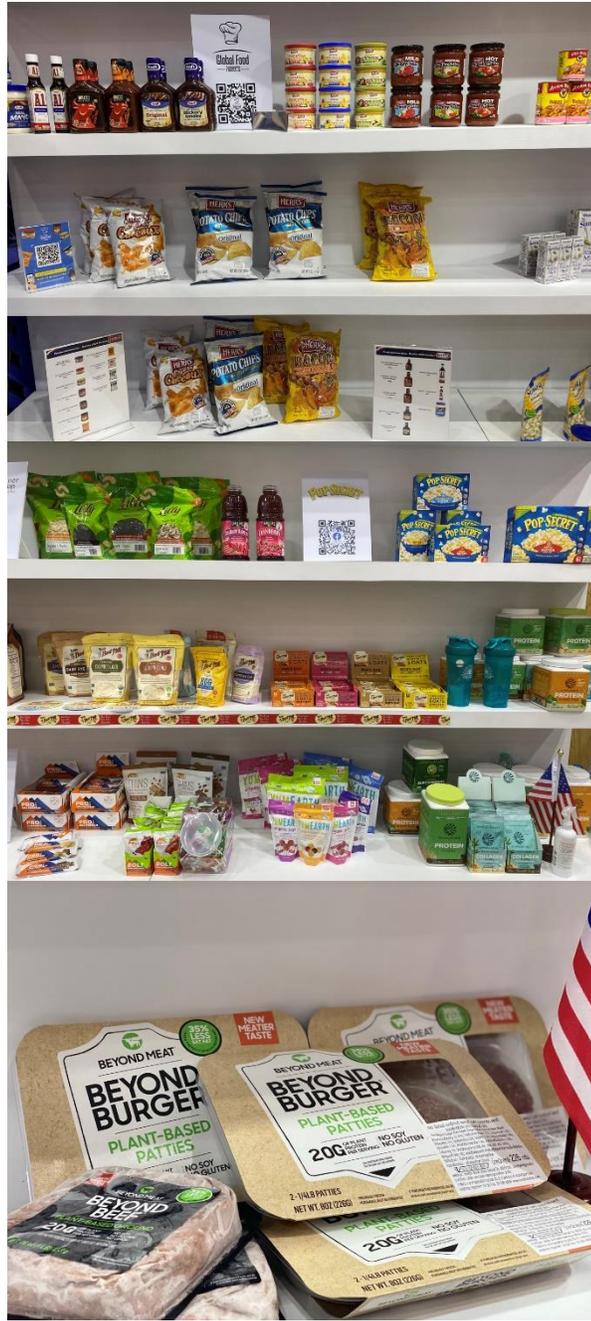
The Washington State Department of Agriculture (WSDA) featured all agricultural products from Washington State including Northwest cherries from Washington State Fruit Commission/Northwest Cherry Growers.



The following sixteen Thai importers also showcased their products at the USDA booth:

- Jagota Brothers Trading Co., Ltd.
- Global Food Products Co., Ltd.
- Heritage Food and Beverage Co., Ltd.
- Howei Co., Ltd.
- JR F&B Co., Ltd.
- Khotcher Global Food Co., Ltd.
- Midhaven Foods Co., Ltd.
- NSL Foods Pcl.
- Pan Food Co., Ltd.
- Piriyaful International Co., Ltd.
- Siam Food Services Co., Ltd.
- Sunshine Market
- The Commercial Company of Siam Ltd.
- Tohkaiya Co., Ltd.
- Udom Supply Imex Co., Ltd.
- Winner Group Enterprise Pcl.





Testimonials from the exhibitors:

- Participation at Thaifex Anuga Asia 2022 was a great opportunity to reconnect with the importers, restaurants, chefs, and also start new relationships in Thailand and in other markets. (Potatoes USA)
- The 1st trade show for introducing Alaska Seafood products in Thailand. Good opportunity to create brand awareness and generate leads. (Alaska Seafood Marketing Institute)
- The show allowed us to meet some "hard-to-reach customers" and they were open to discuss business opportunities at the show. (The Popcorn Board)

- ThaiFex Anuga Asia 2022 is a great opportunity to let us meet new targets including importers, retail buyers, and consumers. It was a good time to create awareness for our products. (Washington Apple Commission)
- It was a great show, even better than pre-COVID. Hope the show can keep its momentum to draw in more international and local customers. Great to be meet in person with quality customers and contacts. (California Milk Advisory Board)
- This is another great event for us to promote the use of U.S. peas, lentils, chickpeas, and beans. The popular trend towards plant-based products helped us to meet with new users and buyers. (U.S. Dry Pea and Lentil Council and U.S. Dry Bean Council)
- Excellent opportunities to network with Thai consumers to generate awareness of Northwest Cherries. Thank you! (U.S.A. Northwest Cherries Growers)
- This is WSDA's first time to exhibit at Thaifex. Good pavilion location and Post's outstanding services. (Washington State Department of Agriculture)

End of the Report.

Attachments:

No Attachments.