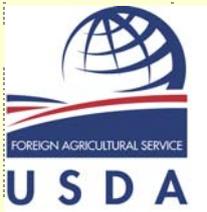
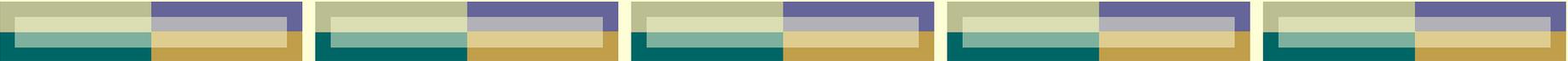


Introduction to Programs and Services Office of Agricultural Affairs FAS/USDA

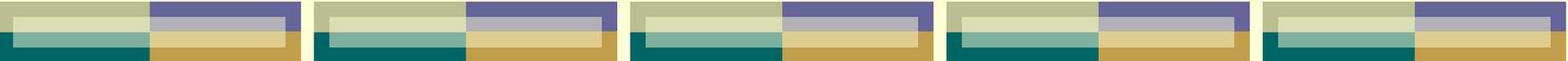


Sukanya Sirikeratikul
Marketing Specialist
U.S. Embassy, Bangkok Thailand
September 18, 2007



Who is the Foreign Agricultural Service (FAS)?

- The Foreign Agricultural Service (FAS) of the American Embassy in Bangkok represents the interests of the U.S. Department of Agriculture (USDA) in Thailand to improve foreign market access and promote the sale of U.S. food and agricultural products.
 - There are 101 FAS overseas offices in over 80 countries worldwide to support U.S. agricultural interests abroad.
 - Key markets function as service centers for U.S. exporters and Thai buyers seeking market information.
 - Helping Thai importers locate U.S. suppliers of specific products.
 - International trade agreements and negotiations, the collection and analysis of statistics and market information, and market development.
- 



Activities for Thai Importers

- Cochran Fellowship Program
 - Quality Sample Program
 - Buying Trade Mission
 - Seminars and Workshops
 - Trade Shows
 - In-store Promotions
 - Menu Promotions
- 

Next Year Interesting Food Shows in USA



International Boston Seafood Show

February 24-26, 2008

Boston Convention & Exhibition Center, Boston, Massachusetts



FMI Show

May 5-7, 2008

Mandalay Bay Convention Center, Las Vegas



NRA Show

May 17-20, 2008

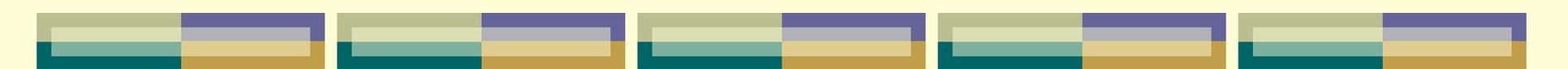
McCormick Place, Chicago, Illinois



All Things Organic Show

April 27-29, 2008

McCormick Place, Chicago, Illinois



U.S. Trade Associations

- American Soybean Association
- Blue Diamond Growers
- Cotton Council International
- California Pistachio Commission
- California Table Grape Commission
- California Tree Fruit Agreement
- Northwest Cherry Board
- Pear Bureau Northwest
- Raisin Administrative Committee
- U.S. Dairy Export Council
- U.S. Meat Export Federation
- U.S. Poultry & Egg Export Council
- U.S. Wheat Associates
- USA Dry Pea & Lentil Council
- United States Potato Board
- Washington Apple Commission
- Wine Institute of California

ข้อมูลเพิ่มเติม <http://www.usdathailand.org/en/prgrms/thimcar.htm>



U.S. State Regional Trade Groups (SRTGs)



Western U.S. Agricultural Trade Association (WWW.WUSATA.ORG)

Food Export Association of the Midwest U.S.A. (WWW.FOODEXPORT.COM)

Food Export USA – Northeast (WWW.FOODEXPORTUSA.ORG)

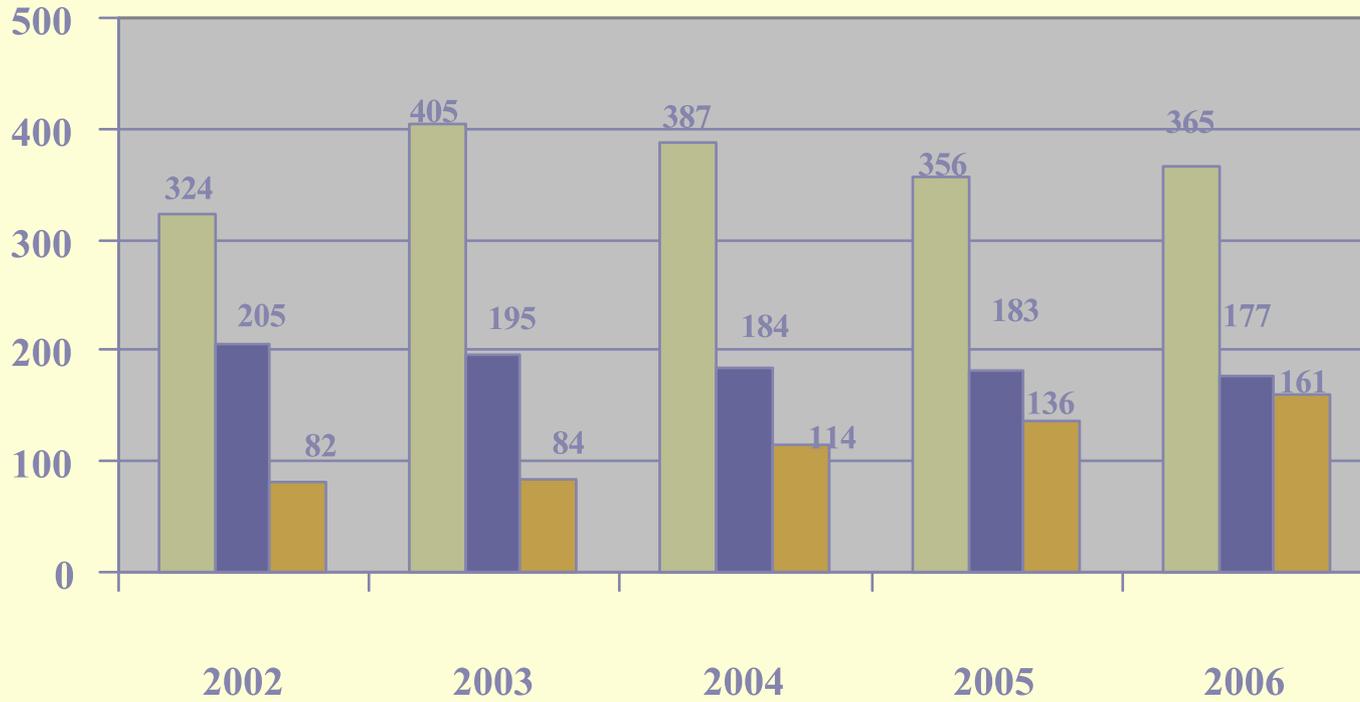
Southern United States Trade Association (WWW.SUSTA.ORG)

U.S. Food and Agricultural Trade in Thailand

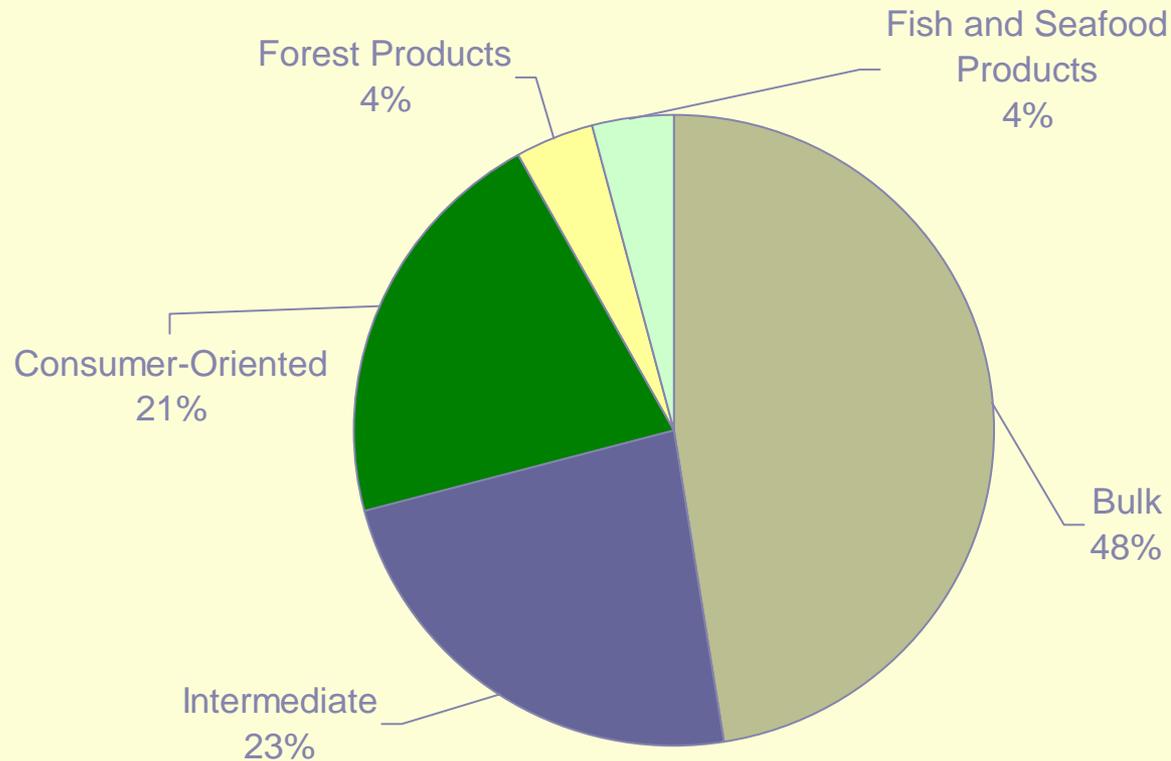


U.S. Agricultural Exports to Thailand

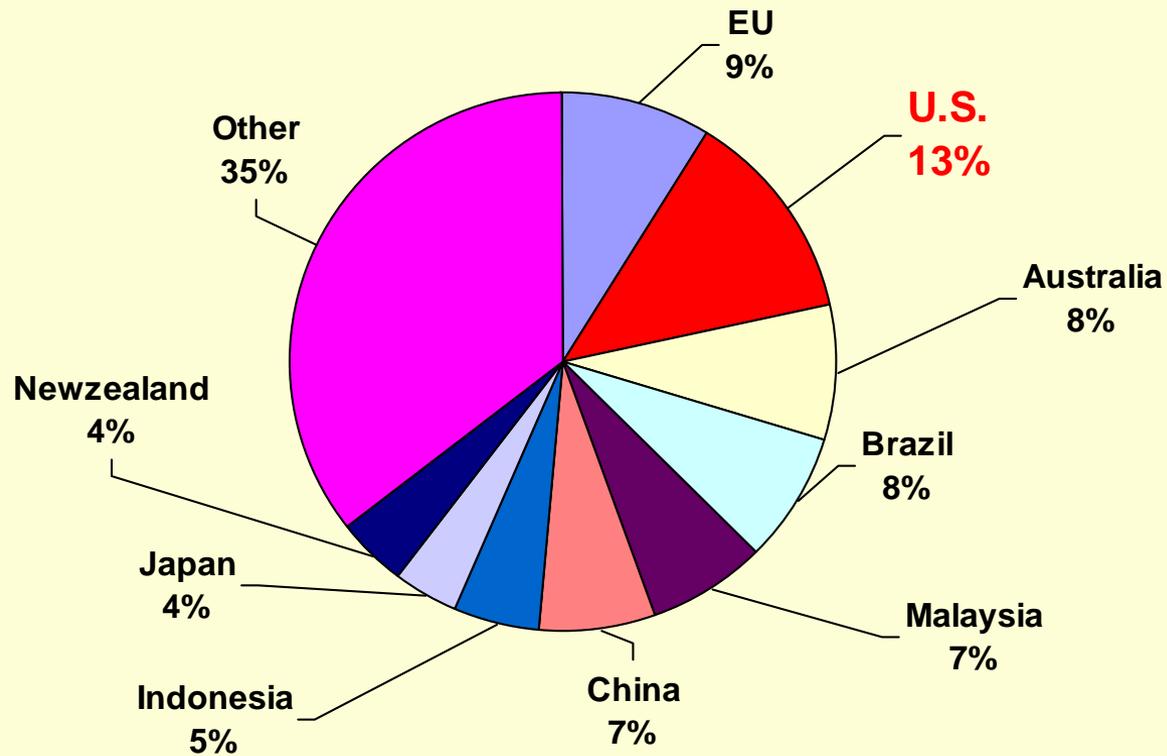
Value (Million US\$)



Thailand is currently the 17th largest export market for U.S. agricultural products. Thailand imported US\$769 million of U.S. agricultural products in 2006.



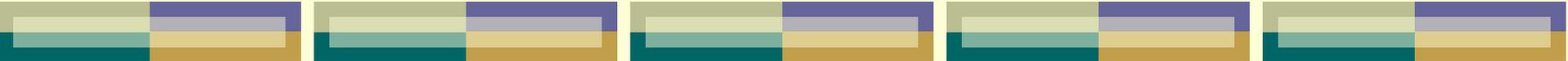
Agricultural Imports from World in 2006



Top Five U.S. Agricultural Exports to Thailand

Unit: Million (US\$)

Product/Year	2002	2003	2004	2005	2006
Cotton	123	155	188	184	148
Soybean	114	181	77	84	122
Wheat	63	54	98	71	81
Animal Feed	43	45	53	67	55
Hides and Skins	50	56	53	52	46



Top Five U.S. Food Exports to Thailand

Unit: Million (US\$)

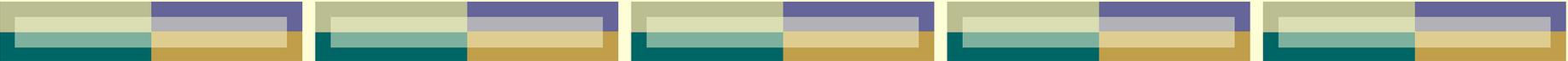
Product/Year	2002	2003	2004	2005	2006
Milk Products	21	11	21	31	36
Seafood	29	41	49	37	122
Processed Fruits and vegetables	12	13	17	23	81
Fresh Fruits	10	12	12	19	55
Snack Food excl. nuts	7	8	10	12	46



Best Market Prospects

- Snack Food
- Confectionary
- Wines
- Beef/Poultry/Seafood
- Frozen Food
- Fresh Fruits
- Frozen Fruits and Vegetables
- Fruit Juices
- Organic Food
- Seasonings
- Bakery Ingredients
- Food Ingredients





Market Opportunities

- The expansion of retail business, particularly, hypermarkets, supermarkets, and convenient stores.
Almost 6,000 convenient stores around Thailand.
 - About 10 percent of the total population lives in Bangkok, which accounts for 90 percent of the sales of fast moving consumer goods.
 - The demand for imported processed food and raw materials used for re-processing and re-exporting has increased.
 - High growth in the number of hotels, resorts and other tourist accommodations leads to an increase in the number of imported food items to support more tourists.
 - Untapped Health Conscious Consumers
- 

No. of Retail Outlets in Thailand as of December 31, 2005

Hypermarket		Wholesale Club	
Big C	49	Makro	29
Carrefour	24	Convenience Store	
Tesco (Total Hyper)	72	7-Eleven	3798
-Tesco Lotus Hypermarket	56	Jiffy (Conoco)	147
-Tesco Lotus Value	16	Select (Shell)	111
Supermarket		Sfarmart (Caltex)	181
FoodLand	9	Tigermart (Esso)	103
Home Fresh Mart (Total)	9	Tesco Lotus Express	245
-Gourmet (The Emporium)	2	Tops Daily	5
-Home Fresh Mart (The Mall)	7	Mini Big C	1
Jusco	7	Familymart	599
Tesco Lotus Supermarket	23	Bai Chak/Lemon Green (Bang Chak)	87
Tops (Total)	89	V.Shop	800+
-Tops Supercheap	74		
-Tops Marketplace	12		
-City Market by Tops	1		
-Central Food Hall	2		
Villa	11		
Rimping Supermarket	4		

Source: ACNielsen



SAWASDEE THAILAND

Issue 5/2007

THIS ISSUE HIGHLIGHTS

- Hot News
- Market Access and Policy Update
- Market Opportunities
- Upcoming Events

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HOT NEWS FROM THAILAND

Contaminated Chinese Foods Rejected at Thailand's Northern Border

On August 17, Thailand banned a variety of Chinese fruits, vegetables, seafood and other foods after health officials found high levels of toxins and cancer-causing chemical residues. Despite banning certain food products, Thailand will not impose any additional import requirements on imported Chinese food products, but rather vigorously enforce existing requirements. Imports of Chinese fruits and vegetables have increased more than 100 percent since the October 2001 "Early Harvest Program" agreement between Thailand and China, which rapidly reduced tariffs on fruits and vegetables. Last year imports of Chinese fruits reached a record high of \$83 million.

USDA Approves Six Thai fruit to the U.S.



On June 20, 2007, the U.S. Department of Agriculture's Animal and Plant Health Inspection Service (APHIS) announced conditions to allow the importation of six fruits: litchi, longan, mango, mangosteen, pineapple and rambutan from Thailand. The final rule became effective on July 23, 2007.

According to Thai officials, a delegation from USDA's APHIS is scheduled to inspect a Thai irradiation facility in mid October 2007. Once the facility is approved, Thailand plans to make their first shipment in early November, of which may include mangosteen, pineapple, mango, and longan.



U.S. Department of Agriculture
 Foreign Agriculture Service

Office of Agricultural Affairs
 Embassy of the United States
 Bangkok, Thailand



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U.S. EXPORTER

ASSISTANCE

Overviews of all services provided to U.S. Exporters



As an overseas office of U.S. Department of Agriculture (USDA), we serve as diplomat, negotiator, analyst, and marketing representative for U.S. agricultural producers, processors, and exporters. The office provides information used to plan and develop strategies for improving market access, promoting world food security, protecting U.S. interests under trade agreements, and developing programs and policies to make U.S. farm products more competitive. We work with other USDA and Federal agencies, international organizations, State and local government, the U.S. private sector, the Royal Thai Government, and local importers, distributors, and retailers.

WHAT'S NEW

- [Sawasdee Thailand Newsletter - ...](#)
- [Institute of Food Technologist...](#)
- [FDA Notification No. 281: Food...](#)



IMPORTER

ASSISTANCE

Overviews of all services provided to Thai Importers



U.S.-THAILAND AGRICULTURAL TRADE RELATIONS

Updates on the Free Trade Agreement and more



CAPACITY

BUILDING

Government officials and private sector representatives are welcome to apply



OTHER COUNTRIES COVERED

Burma, Cambodia, and Laos



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The United States exports more meat than steel, more corn than cosmetics and more fruits and vegetables than household appliances. [Show Factsoids](#)



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- ▶ [U.S. Exporter Assistance](#)
- ▶ [Buying U.S. Products](#)
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Highlights

USDA, DOE Announce \$18 Million Solicitation for Biomass Research and Development

USDA Secretary Johanns says the grants will fund "essential research that not only will lead to the creation of new, sustainable energy sources, but also will create new uses and markets for agricultural products." (06/11/07)
— Renewable Energy Grant Money Announced (USDA Radio News; 06/11/07 - [real, mp3](#))
— Energy, Agriculture Departments Provide \$8.3 Million in Funding for Biofuels Research (06/07/07)
— Information about the research projects

G-8 Nations Address Energy Efficiency, Open Markets and Concluding Doha Agreement

President Bush concludes successful trip to Europe and the Group of Eight Countries' Summit. (White House; 06/11/07)

USDA Radio News Updates on Agricultural Trade

— Canada Challenges U.S. Farm Subsidies (06/08/07; [real, mp3](#))
— Korea To Resume Inspection of Quarantined U.S. Beef (06/08/07; [real, mp3](#))
— USDA Rechecking Third-Party Export Procedures (06/08/07; [real, mp3](#))

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- o [Learn about grant opportunities as a Faith-Based Community Organization](#)

Announcements and Events

- o [What's New](#)
- o [FAS Events](#)
- o [Trade Shows](#)
- o [Deadlines for funding opportunities](#)
- o [U.S.-Georgia Trade & Investment Mission](#)
June 11-15, Tbilisi, Republic of Georgia
- o [Sixth AGOA Forum](#)

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