

Market Snapshot Thailand

Supply / Demand Basics

- Total feed production in Thailand in 2013 was estimated at 16 million metric tons with primary sectors being swine, poultry and aqua.
- The largest crusher, Thai Vegetable Oil (TVO), accounts for more than 50% of the total capacity and supplies about 40% of the total soybean meal consumed in the country.
- Thailand ranks among the top 20 global broiler producers and is a major exporter of poultry products to EU and Japan. Prior to the bird flu outbreak, Thailand accounted for 8.3% of world poultry exports and was the number one exporter to the EU and Japan, falling to third place after the outbreak.
- Thailand is the 5th largest aquaculture producer in the world and the largest producer of shrimp in Southeast Asia.
- Total projected imports for U.S. soybeans into Thailand in 2014 is 490TMT and for soybean meal 150TMT, a 30% and 5% share of the market respectively ~ 25 Million Bu market for U.S. Soy.

Country Overview

- Population 69M. The World Bank upgraded Thailand's income categorization from a lower-middle income economy to an upper-middle income economy in 2011. (source: World Bank)
- Despite facing a number of political challenges, Thailand has made great progress in social and economic issues. Sustained economic growth and impressive poverty reduction. (source: World Bank)
- In Southeast Asia, Thailand ranks as the 21st largest economy globally with more than \$655 billion dollars.

Trade / Commercial Overview

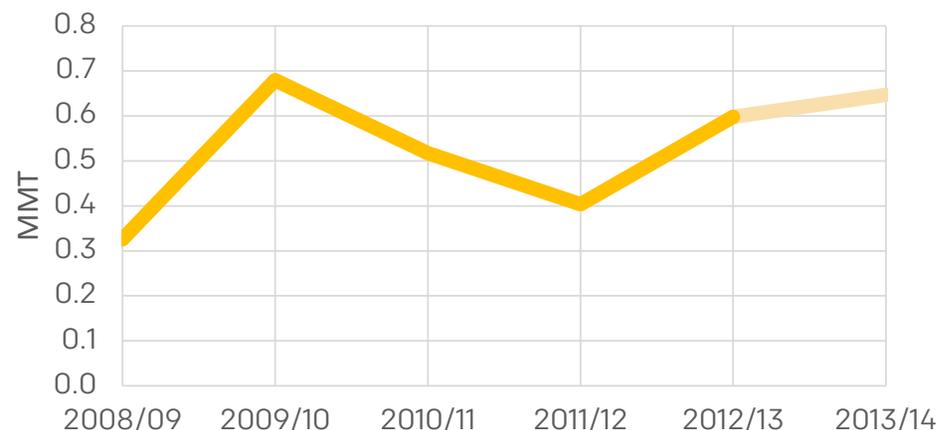
- Thailand has the largest and most sophisticated soy food and beverage industry in Southeast Asia. It is estimated that per capita consumption of soy beverages in Thailand is 12 liters per year, ranking it number 3 in the world.
- Thailand is currently the United States' 25th largest goods trading partner with \$37.1 billion in total (two ways) goods trade during 2012. Goods exports totaled \$11.0 billion; goods imports totaled \$26.1 billion.
- Thailand has one of the most sophisticated agricultural industry in S.E. Asia.
- Biotechnology acceptance is a moderate issue but primarily as a result of the restrictions placed on the country by their exports markets (e.g. poultry exports).

Policy and/or Commercial Issues

- Implications from the formation of the ASEAN Economic Community (AEC) in 2015 as relates to developing a single production base, common market, and a single competitive economic region, is yet to be determined

Total Soy Imports: 2012/13 (MMT)				
Commodity	Total Imports	Imports to Data from the U.S.	U.S. Market Share	Market Assessment
Soybeans	1.867	0.568	30.4%	Growing
Soymeal	2.874	0.030	1.0%	Growing
Soyoil	0.000	0.000		Stable
TOTAL	4.741	0.598	12.6%	

Imports from U.S.



The data for 2008/09 -2012/13 are actual exports as indicated reported by the U.S. Census Bureau. The data for 2013/14 are the amount sold to each country as of February 6 as reported by USDA/FAS. It includes amounts sold and shipped as well as unshipped sales. All data are metric tons.

Key Projects Thailand

Project Type	Key Projects
Trade Servicing	Regional Buyers Conferences
Trade Servicing	Risk Management and U.S. Soy Supply Workshops
Trade Servicing	Southeast Asia Trade teams to the U.S. - Feed and Food groups
Technical Servicing	Feed technology and nutrition workshops
Technical Servicing	Aquaculture feed demonstrations and technical teams
Technical Servicing	Leveraging through sponsorships