

Conclusions

1. Thailand's dairy industry has experienced a decline in milk production at a time when milk consumption is growing. Government policy is aimed at expanding the cattle and dairy industries as soon as possible.
2. Unless Canada establishes a presence in Thailand now, it will be all the more difficult to penetrate the market in the future; however, the opportunities will not be presented on a platter. If Canada maintains a focussed approach, backed by resources, it will be able to obtain a market share.
3. Success depends on obtaining a strong livestock base, good feed system and strong farm management.
4. In the past Canadian cattle has had difficulty in competing in price with Australia/New Zealand/Europe even though the quality of Canadian cattle may be better.
5. There is good potential to begin exporting milk and dairy products to other ASEAN countries in the next five years.
6. The pasteurized milk market has good growth potential and will overtake the currently dominant UHT milk in the long run.

Recommendations

1. Efforts should be directed towards the export of semen, followed by embryos and to a lesser extent cattle, and to establishing model farms (breeding systems) to service the farming community with good breeding stock, semen, consulting help, etc.
2. Consider joint ventures with Thai firms, where the Canadian company develops the processing facility and the Thai partner is responsible for the development of the dairy herd.
3. Canadian exporters should form a consortium to pursue cattle projects with private companies in Thailand who have firm financial positions. Canada can emphasize the importance of good herd and better farm management. Canada is internationally recognized as one of the world's best sources for superbly efficient and quality dairy cattle and breeding stock. Canada has an excellent genetic pool and maintains the highest health standards in the world.
4. Utilize Canada's expertise in pasteurization of fluid milk and production of creams. Joint venture and technology transfer possibilities.
5. Participate in developing model farms as a method of gaining a market share.