

There is a growing quantity of meat products being imported into Thailand from various countries around the world. The majority are high-end products imported for tourists, expatriates and mid to upper income Thai consumers.

IMPORTS OF FRESH MEAT PRODUCTS - 1992

MEAT PRODUCT	VOLUME (TONS)	VALUE (BAHT*)
Beef	92	14,976,415
Pork **	101	5,302,283
Lamb	90	5,355,449

* 19 Baht = C\$1 Source: Department of Business Economics

** Includes processed ham, bacon, sausages

SOURCE OF MEAT IMPORTS - 1992

	BEEF(%)	PORK(%)	LAMB(%)
United States	45	45	15
Australia	30	--	20
New Zealand	--	--	65
China	--	30	--
Others	25	25	--

Source: Department of Business Economics

Processed meat

The demand for processed meat products in Thailand is based on the desire to pursue 'Western' tastes. Processed meat products are also popular among expatriates and tourist visitors in Thailand who often seek that "taste of home". A large expatriate population and growing tourist trade provide a small but solid base of demand.

Over the last ten years Thai eating habits have changed. The 'westernization' of Thai tastes and habits are providing opportunities for processed meats both at the retail and institutional level; ham, bacon, sausage, and beef sectors in particular.

Breakfast eating habits, especially in the larger cities of Bangkok and Chiang Mai, are a prime example of the 'westernization' of the Thai pallet. Traditionally, breakfast has always been a rice or noodle meal that usually contains meat. While this tradition holds