

4. MEAT

Non-processed meat

Thailand has a substantial domestic production of beef cattle, swine, and broiler chickens. 1993/94 yielded exports of both chicken and beef bound primarily for Singapore, Hong Kong, and Japan. These exports were composed primarily of non-processed meat products.

THAI MEAT PRODUCTION AND EXPORT TARGETS, 1992

PRODUCTS	ACTUAL PRODUCTION 1992/93 (head)	EXPORT TARGETS 1993 (head)
Beef Cattle	735,410	6,000
Swine	8,695,000	0
Broiler Chicken	751,000,000	356,000,000

Source: Bangkok Monthly Review, Vol. 34, Oct 1993

Traditionally big meat eaters, Thais share their love of meat products with expatriates and tourists. Distribution of these products is widespread and established. Tourists and expatriates purchase meat products at restaurants, hotels, and grocery stores. The hotel market in particular offers a substantial niche market for Canadian exporters. Bangkok alone has over 25 five-star hotels and in excess of 140 hotels in other classes. Many hotels not only serve western meat products in their food and beverage outlets (restaurants), but also sell these products in small specialty food shops located in the hotel (particularly in the five star category).

Having overcome difficulties in the past (ie: limited export potential due to disease), Thai cattle farmers are not only satisfying this local demand but have also begun to export non-processed meat products; beef exports to Japan and Singapore continue to increase. The more mature state of this industry means that some ventures are no longer possible. However, opportunities do exist for the transfer of Canadian expertise. As Thai producers target the South East Asian market they will have to re-examine their production practices. Currently Thai breeding/raising techniques are more basic. In addition to the transfer of up-to-date livestock management knowledge, opportunities exist for the promotion of advanced Canadian slaughter practices, feed technology, and animal husbandry.