

### 3. FROZEN FRUITS AND VEGETABLES

In the past, Thailand has imported limited amounts of frozen fruits and vegetables. The table below shows that only 13 tonnes of frozen vegetables and 15 tonnes of frozen fruits were imported in 1992. However, with the rise in the standard of living and increase in purchasing power of the growing middle class, and the subsequent rise in the fast food industry, there are many emerging opportunities in this sector of the market.

FROZEN FRUIT AND VEGETABLES IMPORTED IN 1992

Types	Tons	Amount in C\$
frozen fruits	15	49,168
frozen vegetables	13	40,704

(19 Baht = 1C\$)

The bulk of the frozen fruit imported into Thailand comes in the form of berries i.e. raspberries, blackberries, mulberries, logan berries and others. After importation, these berries are then used as ingredients for other products such as yoghurt, bakery goods or for dishes prepared by international hotels and restaurants. In particular, the recent growth in the franchising of frozen yoghurt and ice cream businesses are one such avenue for Canadian exports (please refer to p. 32). Another area of opportunity is the recent growth of the dairy industry in which yoghurt has proven to be very popular. The number of bakeries and coffee houses have also expanded substantially in Bangkok, in line with the new breed of young consumers with extra money and leisure time.

Frozen french fries, to supply the numerous fast food restaurants in Bangkok and other regional centres, have been imported in large quantities in the past few years and quantities are still increasing. In terms of frozen vegetables, one of the main areas of opportunity is in controlled portioned products for restaurant supply. As mentioned previously, the hotel industry is substantial in Thailand and utilizes a large share of the imports.