

true today, the preferred meat of choice today has shifted somewhat towards processed goods and the convenience associated with them.

Joint venture partnerships in processed foods such as bacon, ham and other value-added processes is where opportunity lies. Numerous possibilities lie in other specialty food products such as sausage and smoked meats. The sharing of Canadian processing expertise through technology transfers could be the basis for such relationships. The use of processed meats in Thailand's burgeoning fast food industry is yet another attractive market niche to explore further.

The challenges of satisfying the needs of Bangkok consumers versus those in the outer cities are quite different. Distribution is a challenge faced by all who do business in Thailand. Bangkok is the only exception. Simply ensuring product reaches the outer cities such as Chiang Mai and Chiang Rai will be critical to success. Bangkok however has quite adequate distribution systems. The consumers in Bangkok have exposure to many if not all of the products available.

In essence, it appears that the changing lifestyles of the Thai people will fuel the future demand for both processed and non-processed meat products. For those entering the market, the main challenge will be forecasting and supplying these changing tastes, as well as educating non-users.

For additional information on the market for Canadian meat in Thailand, please refer to Section IV of this report.