

Trade Notes...

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Thailand Trade Mission Explores Market

In April, FAS sponsored a trade mission to Bangkok and Phuket, Thailand, to promote high-value U.S. food products. FAS and WUSATA (the Western United States Agricultural Trade Association) worked closely on recruiting participants and planning for the sales mission. Eight companies and one cooperator group participated, representing a wide range of products including almonds, dried fruits, salted snack foods, macadamia nuts, organic products, nutritional products, low-carb and dietetic products, energy drinks and ice cream. The participants received market briefings, held product displays, went on retail tours and had 70 one-on-one meetings with buyers. Six of the nine participants anticipate sales from this event, with four of the six new to the Thai market. Twelve-month sales forecasts for this trade mission event top \$1 million. (For an overview of Thailand's food service market, see the article on pages 6-7 in this issue.)

Under One Big Tent at the International Fancy Food Show

In May, four trade shows—the Annual Food Marketing Institute Show, All Things Organic, United Produce Expo and Conference, and the U.S. Food Export Showcase—joined together in Chicago, IL, under one roof to create a comprehensive American display of specialty foods, mainstream grocery items and equipment, organic products and produce. The combined shows had 1,800 exhibitors with 150,000 food products, and attracted 42,000 members of the trade. FAS sponsored a booth at the Fancy Food Show, which is considered to be the premier marketplace for specialty foods in the Midwest. The show hosted 400 companies displaying 40,000 specialty food products from all over the world.

FAS Updates Country Listings in Online Database

FAS is changing its country groupings in its online PSD (production, supply and distribution) database to reflect the expansion of the EU (European Union) from 15 to 25 countries. In addition to the EU-15 designation in the commodity tables, a new designation, EU-25, has been added to reflect EU expansion. The EU-15 shows data through 1998, and the new EU-25 includes data beginning in 1999. The country categories Eastern Europe and Other Western Europe are discontinued, and the remaining non-EU countries are rolled into Other Europe.

The PSD database covers 108 agricultural commodities in more than 190 countries. It is updated monthly and has historical data back to 1960. It provides users with a global picture of crop production broken down by commodity attributes, countries and years. Users can view all facets of the database onscreen or download data to a spreadsheet file. Pre-defined tables categorized by commodity groups are readily available, or users can customize queries for specific commodities.

The PSD database can be found on the FAS Web site at: www.fas.usda.gov/psd. In addition to this database, FAS also maintains trade databases with import and export statistics for bulk, intermediate and consumer-oriented products. Links to all of these databases are located at: www.fas.usda.gov/data.html. For further information or help, e-mail: PSDOnline@fas.usda.gov