

# Beef Week's global reach

By Duncan Evans

At Beef Australia 2021, CQ Today was lucky enough to meet with Dr Smith Thummachua, the Minister Counsellor (Agriculture) in the Office of Agricultural Affairs at the Royal Thai Embassy in Canberra.

Dr Thummachua's presence at the event speaks to the international reach of Beef Week.

CQ Today invited Dr Thummachua to offer his perspective on the commercial relationship between Queensland and Thailand and how Queensland's agricultural producers might expand their footprint in his home country.

Dr Thummachua generously acquiesced and his insights are printed here.

**Did you enjoy your time at Beef Australia 2021, and was there anything in particular that interested or impressed you throughout the week?**

Definitely, I really enjoyed and was inspired by the successful Beef Australia 2021. In particular, the property tour I visited was so interesting. It was very unfortunate that I didn't have more time to join the others.

**Could you tell us about the importance of Thai investments in Australia's agribusiness sector? How significant are your investments in this sector and what can we do in Queensland to develop and encourage Thai**



Dr Smith Thummachua (centre) at Beef Australia 2021 with his Thai Embassy colleagues Salila (left) and Kanokthip (right).

**investment in this area?**

The areas of Thai investments in Queensland are in sugar mills, green energy power plants as well as wind farms. I believe that the full support from the Queensland government and its people is a key factor to keep these businesses prosperous.

**What recommendations do you have for Queensland beef producers who would like to export to Thailand? What opportunities are there at present and into the future?**

The window of opportunity already exists.

Thailand is one of the overseas markets for Australian products.

In 2020, Thailand imported live cattle valued at \$5.57 million, which is a 40.30 per cent increase from the previous year.

Fresh or chilled beef with a value of \$44.59 million was also imported in 2020, a 114.27 per cent increase from the value in 2019.

Frozen beef was also imported at a value of \$41.66 million, a 42.43 per cent increase.

If Queensland live cattle and beef producers desire to export their products to Thailand,

I recommend that they contact and work out with Thai Trade Centre in Sydney - the Thai government body responsible for the import-export of goods and commodities from Thailand - at the following e-mail address: [thaitradesydney@gmail.com](mailto:thaitradesydney@gmail.com)

The Office of Agricultural Affairs in Canberra - another Thai government office under the Ministry of Agriculture and Cooperatives - can also be a helping arm for Queensland's live cattle and beef producers if they would like to understand import conditions for imported agricultural products including beef and live cattle to Thailand.

Its contact is the following e-mail address: [canberra@agrithai.org.au](mailto:canberra@agrithai.org.au).

They can also visit our website for more information: [www.agrithai.org.au](http://www.agrithai.org.au) and click on the English version.

**Australian beef exports to Thailand tend to compete alongside America, New Zealand and Japan in the premium beef import market. How can Australian producers distinguish themselves from these competitors and secure the loyalty of Thai consumers?**

From the figures earlier presented, the increased imports of beef and live cattle last year demonstrates the strong interest in buying Australian beef and live cattle. Australian beef and other products like wine are quite popular among Thai consumers in terms of taste, quality and competitive price.