

USDBC Monthly Activities Report Southeast Asia Representative

January 2016

M15GXASEA1: Trade Servicing

Last month, we conducted a technical seminar and cooking demonstration in Ho Chi Minh City, Vietnam, entitled "Holiday Ideas with U.S. Pulses". This event was held in conjunction with TMT Co. Ltd., the major importer of U.S. pulses in Vietnam and US Dry Bean Council and USA Dry Pea and Lentil Council. This month, reimbursement was made to TMT Co., Ltd. and the Vietnamese chef.

On January 6th, Mr. Tim Welsh and Ms. Dee Richmond, USDBC ASEAN representatives traveled to Singapore to attend a dinner that announced the formation of the Singapore Pulse Association in conjunction with dinners around the world. They met with Chandi Gandhi, AgroCorp International, who is helping to organize the Singapore Pulse Association. The Association will be holding a much larger event for the media and trade in March. We discussed with Chandi possible speakers for the March event and offered help with menu preparations that would involve pulses and preparing promotional materials. Chandi will get back to us on the date and further details of the event. It appears that the event will take place in early March.

Dee Richmond and Surisa Techwiratchon traveled to Manila to conduct a meeting with importers and buyers of U.S. pulses. The objective of the meeting was to discuss the International Year of Pulses and the best way to reach out to Philippine buyers and consumers this year. Interest had been expressed by RAM Foods in forming a Philippine Pulse Association, similar to the group that has been set up in Singapore. This was discussed as well as a possible reception for the media and government officials to launch the International Year of Pulses. The group also felt that a social media campaign would be a good and effective tool in increasing the awareness and consumption of pulses.

On January 20th, we met with Mr. Jeo Sasanto, Chief Financial Officer of PT Sarimelati Kencana (Pizza Hut Indonesia) at their office during an EMP Technical Assessment trip in Jakarta (E15MXASEA6). Food Indo Divestamas, a new user of U.S. chickpeas, made the initial contact. We gave a presentation about the USDBC and its activities as well as provided promotional materials. We informed him that we are working with Food Indo on the new U.S. garbanzo and baked bean products that they will be producing. Mr. Jeo revealed that Food Indo had provided them samples to be used in his salad bars. After testing the products, he found out that the garbanzo beans were too salty and the product needs to be crunchier. Several years ago, they used canned garbanzos in their salad bar and the feedback was positive. However, they had to stop using garbanzos due to the high price of raw materials as well as the Asian financial crisis at that time. Since garbanzo beans are such a unique ingredient, which contain healthy protein, fiber, vitamins and minerals, he is thinking of re-introducing garbanzo and other type of beans, such as red kidney or black beans. If the project working with Food Indo does not push through, there is a possibility for them to import dry pulses direct from the U.S. and cook the beans themselves since they have 220 dining stores and 100 delivery stores throughout the country. At this stage, we encouraged them to report feedback and continue to work with Food Indo. However, we will continue to coordinate with them and will provide assistance if needed.

Dee Richmond flew to Washington D.C. this month to participate in the USDBC Winter Meetings, January 26 and 27. The meetings provided an update on issues affecting the USDBC, including key international topics, and an opportunity to network with the Board, International Programs Committee, and other key members. Dee provided an update on the Southeast Asian market on January 26 and met with the other international representatives and Rebecca Bratter on January 27 to discuss plans for the 2017 UES.

E15MXASEA4: Providing Southeast Asian Buyers with Greater Technical Knowledge of the U.S. Dry Bean Industry

In this month, we continued working with Southeast Asian buyers on expenses associated with their September 2015 travel to the U.S. We are currently drafting the 5th Quarter Report and will submit it early next month.

E15MXASEA6: Diversifying Southeast Asia's Fried Snack Market

Ms. Kate Lydin, Project Manager, Research and Evaluation, and Ms. Kristine Farwell, Research Analyst, of Bryant Christie International (BCI), traveled to Indonesia and the Philippines, January 17–23, 2016, to conduct the Technical Assessment associated with this project. Ms. Pornnicha Sathujarun, USDBC Regional Representative accompanied the BCI team to conduct interviews in Jakarta, while Ms. Jenny Lumain, Local Project Manager, took responsibility for logistics management and accompanied the team in Manila.

During this trip, the BCI team conducted 8 interviews, including meetings with 5 major snack food manufacturers and 3 importers. Supermarkets and relevant retailers in each market were also visited. A list of these meetings is provided below.

Indonesia

PT. Dua Kelinci (Food Manufacturer)

PT. Prambanan Kencana (Importer)

PT. Jakarta Sereal (Importer)

PT. Magnolium Mandiri Indonesia (Importer)

PT. Garudafood Putra Putri Jaya (Food Manufacturer)

Philippines

WL Food Products Corp. (Food Manufacturer)

M&T Food Industries (Food Manufacturer)

Jockers Food Industries (Food Manufacturer)

Some pictures taken during the trip are provided below.



Meeting with PT. Prambanan Kencana



Meeting with PT. Garudafood Putra Putri Jaya



Traditional fried snack products



Supermarket survey at Carrefour

The trip achieved its objective in meeting with major snack manufacturers and importers in Indonesia and the Philippines. Food manufacturers reported an interest in knowing more about U.S. dry beans and pulses. There appears to be an opportunity for fried beans, but technical assistance will be helpful for manufacturers in developing new products to bring to the market. In addition, they were interested in obtaining samples of beans and pulse flours for new product development. More details will be provided in the Trip and Technical Assessment Final Reports.

We are currently working on the trip and the 5th Quarter EMP report and will submit them early next month.

M15GXGBI26: Additional Educational Activities for Southeast Asian Health Professionals

Dr. Chanida Pachotikarn, President of Thai Dietetic Association (TDA) submitted the proposal for helping to organize 4 technical seminars for hospital dietitians and cooks in 4 regions of Thailand. TDA plans to conduct the technical seminars in Chiang Mai on Feb. 20th, Udon Thani on Feb. 27th, Bangkok on March 5th, and Phuket on March 19th respectively. This activity will focus on the dissemination of the healthy local Thai recipes from U.S. dry beans, garbanzo beans, peas, and lentils that TDA had developed in 2013. Around 30 participants, including hospital dietitians and cooks, chefs from schools and restaurants, and other health professionals will be attending the event in each region.

On January 22nd, we met with Dr. Chanida and discussed the final date for the technical seminar in each region, budget, planning, preparation, program agenda and payment. On January 26th, Dr. Chanida sent us an email to request for some samples of U.S. pulses for all Technical Seminars. She will send us information regarding the kinds, quantities and more details of the U.S. pulses they need.

Last month, we sent individual invitations for a technical seminar to select members of the Nutritionists-Dieticians Association of the Philippines (NDAP) in Manila. Based on the results, we decided to postpone the technical seminar and explore other opportunities for reaching health professionals in Manila.

E13MXSEA99: In-House Executive Seminar Program

This project was completed as of December 31, 2015. This month, we finished a trip report from travel in November/December and worked on the 9th Quarter EMP report. We will begin preparation of the Final Report shortly.

GBI: Strengthening of the U.S. Market Position for Cambodia

Upon finishing the accounting for participation in CAMFOOD 2015 in Siem Reap, there was a balance of about \$30,000 left in this project. Gerald Smith, FAS Vietnam, had expressed an interest in possibly using any leftover funds to support a U.S. pavilion at CAMFOOD 2016 in Phnom Penh. We contacted Gerald about the remaining funds and he discussed this with FAS/W. Working with Pete Klaiber, USADPLC, we were able to retain the funds for this purpose. We will be communicating further with FAS Vietnam and the other cooperators involved in this GBI, including the USDBC, about how best to use the remaining funding at the CAMFOOD show this year.