

CHAPTER IV

THE FACTORS THAT INFLUENCE THE IMPLEMENTATION THAILAND GASTRODIPLOMACY

This chapter will discuss the factors that influence Thailand's Gastrodiplomacy implementation to build their national branding through the culinary promotion in international arena. There are some aspects that interconnected with each other.

A. Natural Resources

Thailand is famous of the agricultural production. The production of rice production, in overall, increases positively from 2002 to 2012. Thailand's economy depends on exports, with an export value of about 60% of GDP. About 60% of all Thai labor force is worked in agriculture sector. Thailand is a rice major exporter in the world market. Other commodities produced in large quantities are fish and other fishery products, tapioca, rubber, grains, and sugar. Exports of finished food such as canned tuna, pineapple and frozen shrimp etc (Netherlands Ministry of Foreign Affairs , 2017). The Thai government's attempt to increasing income for farmers is relatively high, and the industry and working relationship between the government and farmers in Thailand are very good.

Thailand is a country that has a good agricultural system in the world. In this country agri-education system is improved, production and capital facilities are provided, infrastructure is built with excellent quality. In fact, to reach the international market, the standards used in importing countries are applied to farmers. Every farmer who will export his products must run two standards, GAP (good agricultural practices) and GMP (good

manufacturing practices) (Korpraditskul & Ratanakreetakul, 2015). If the farmer has run the program, the government pays the certification.

The success of the Thai Government in the agricultural sector is due to the allegiance of King Bhumibol Abuljadey protecting the peasants. The country is aware of the strategic agricultural products they have, because agriculture is a very serious sector in Thailand, government even supported by expert research and engineering.

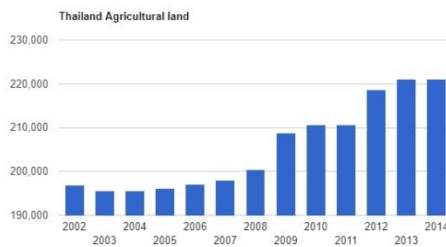
Through the results of research and engineering of the technology, the Government of Thailand has taken a policy to develop one product in one region (one village one commodity) with focus on aspects of interconnection with other sectors (back word and forward linkage), economies of scale and relationships with outlets (ports). As a result, growing business clusters (clusters), so each region has its own uniqueness in accordance with the potential of its territory.

Export commodities: textiles and shoes / sandals, fishery products, rice, rubber, jewelry, cars, computers and electrical equipment. Import commodities: capital goods, intermediate goods and raw materials, consumer goods, fuel (The World Bank, 2017).

B. The Implementation of Agricultural Sector in Thailand Gastrodiplomacy

Southern Thailand is generally a center for palm oil, rice, and smallholder rubber. Fruit clusters are centered in Nalochitara Province, vegetables are grown in Sapurburi, and so on (Korpraditskul & Ratanakreetakul, 2015). Cluster development is also supported by processing industry and other facilities, such as ports to support exports. The Thai government also protects agricultural products by providing incentives and subsidies to farmers.

This policy has encouraged people to utilize vacant and unproductive lands to be planted with prospective export crops. Thai farmers are very excited about trying to get support from the local government. Each product produced is clearly priced and its market. The development and price information of commodities per period of time are followed openly, so they are not harmed.



Source: TheGlobalEconomy.com, The World Bank

Figure 4.1 Thailand Agricultural Land

Sources: http://www.theglobaleconomy.com/Thailand/agricultural_land/ retrieved November 2, 2017

Based on above diagram, Thailand's agricultural productivity to utilize the land is very high, as evidenced from the data above Thailand government since 2002 to 2014 continue to strive to develop agricultural products. The focus is on agricultural products consisting of raw materials, hunting, and fishing, as well as cultivation of food crops and livestock production.

Area arrangement, or more commonly called zoning in agricultural science, is intended to streamline service and reduce the costs of processing and distribution. If the product can be produced in the production centers, then the service becomes more efficient. For example, in the region can be established research centers that can directly

respond to the needs of farmers. Extension officers can also be trained according to the superior products in the area, so they can help farmers in a more careful way. The production center also makes it easy to process and transport.

1. Planting Vegetables and Fruit

Thailand is the most serious country in Southeast Asia in handling fruits and vegetables. Thailand is the world's second largest exporter of baby corn. They are also exporters of asparagus. Their durians invaded the supermarkets of Japan, China, Taiwan and Indonesia. Not only fresh produce, they also export dried fruits and vegetables in cans. In addition, they also flood the world with various fruit and vegetable juice products. This is because the role of the state in supporting farmers is enormous. The state provides research, training and production facilities support and even Bank of Agriculture which distributes working capital for farmers. The state also ensures the quality of products produced by certification. State spending on infrastructure development is directed to support agricultural development. The roads and the master markets are built and managed professionally.

The role of the business sector should not be forgotten. The company contracts with the farmers without the need for farmers to hand over the collateral. The failure of farmers will be borne by the state. The main statute in the contract is that the company guarantees a minimum price of the product it asks for farmers to cultivate. If the market price is above the contract price, the farmer is free to sell it to another party.

One of companies that play a role in agriculture is Swift Company. This Thai company is a premium fruit and vegetable exporter to the European market (Swift Co, 2016). They contract with farmers. They guarantee a price almost 10 times higher than the market price. To reduce costs, they do sorting and grading from farmers' fields. So, when the product reaches the company warehouse, almost nothing is thrown away. Just flap and ship it to Europe by plane. In the morning farmers harvested, the next morning had distributed on the supermarket counter in London and other big cities in Europe.

If there is a failure due to nature, the company is responsible. Many vegetables and fruits are also not cultured on land, but with a hydroponic system. Plants are stuck on a cork or Styrofoam that is placed floating on the water. Fertilizers for plant nutrients are dissolved in water. In addition to not requiring large land area, the system can also produce healthier organic products. Farmers also take great care to keep our products completely organic, without pesticides. If there are many caterpillars, they will open a crop covering net. Furthermore, birds that arrive eat the caterpillars.

Cultivation technology cropped this nation for a long time. No less than the king's program, government programs, university programs, and private programs do synergy and try to independently produce superior seeds. Agro business and agro industry have created a conducive business climate and create incentives for the producers of superior seed producers to compete to conduct research to produce more productive and efficient seeds. The agricultural sector is able to absorb the superior seeds

produced and create a mutually beneficial synergy with other business agro actors.

2. Choosing Quality Seeds

Thailand's cultivation policy generally focuses on only a few species of superior seed species. If the desired seeds are obtained, other species are not allowed to be planted, so almost always monoculture of certain types of plants. For example, rice is limited to only 3 species, durian 2 species, Javanese sweet soup only 1 species, while other species are not expected to be planted and can only live in experimental garden or a collection of research institutions. This monoculture pattern provides uniformity of output, facilitates post-harvest handling, enhances export competitiveness and controls plant diseases.

3. Condition of the Market

Thailand's success in the agricultural sector is still supported by harmonious conditions between agricultural markets and industrial markets. Both sectors can support each other to create synergies so that both can achieve the level of performance and even adequate competitiveness in both domestic and international markets. The main factors that make an important contribution include the distribution aspect with the existence of agro business market which includes mutual mechanisms among the central market, regional market, contract market, auction market, which works according to market mechanism.

Thailand's central market is designed to provide full flexibility for business sector actors, especially farmers, producers of fruits, vegetables, livestock, fish and shrimp cultivation. In this vast area farmers have

many options, whether to sell their own garden produce, then available the desired place. Somehow, farmer brought his truck or pickup and peddle his merchandise in the parking lot. If farmers want to sell in groups, then there is a place for farmer groups. If farmers want to sell to exporters there is also a place to negotiate. The choice of farmers certainly has different conditions depending on the choice of the most attractive to each individual farmer concerned, which concerns the quantity, quality, delivery and other requirements.

C. Food Industry in Thailand

One of the visions of the kitchen of the world is to expand agricultural land with high technology. Agriculture and food industry is an important sector for the Thai economy. The Thai government strongly supports the food processing industry in Thailand in promoting Thailand as a "Kitchen of The World" government has conducted many promotional programs that have been launched every year such as Thailand Food Valley, Thailand International Food Exhibition and Thailand International Muslim Exhibition

The Thai food industry can be divided into four main categories: agricultural, livestock and poultry, fisheries and processed foods. Thailand's food industry is able to contribute as much as 28% of gross domestic product (GDP). Thailand is one of the largest food exporters. In 2008, Thai agriculture and food products such as rice, tapioca, processed and canned foods and sugar amounted to more than US \$ 22 billion. Thailand is also the world's leading supplier of fruits, vegetables, herbs, coffee, vegetable oils, nuts, pineapples, canned foods, juices and concentrates.

Thailand is also the largest producer of organic food in Southeast Asia, and the Royal Thai government has a strong commitment to expand organic production, as a form of reflection of 700 years of history of the nation's organic farming (ThaiTradeUSA.com, 2010). The spices, organic rice and coconut products are introduced foods internationally.

Table 4.1 Data of Thailand's Exported Food Products, 2008-2011

Export Items	2008		2009		2010		2011	
	Metric Ton	Million US\$	Metric Ton	Million US\$	Metric Ton	Million US\$	Metric Ton	Million US\$
Total Food	29,035,481	25,935	28,767,703	25,140	28,368,985	26,755	33,247,743	32,150
Fisheries	1,672,737	7,139	1,652,205	7,004	1,729,549	7,321	1,734,829	8,168
Shrimp	358,928	2,807	398,894	3,114	427,581	3,365	392,616	3,676
Tuna	506,097	2,152	534,878	1,915	588,727	1,981	594,751	2,357
Other canned fish	193,761	555	182,770	560	190,681	560	205,036	644
Frozen fish	408,117	781	343,833	670	325,476	643	303,853	651
	81,77	449	78,400	400	73,638	413	67,269	447

Cuttlefish	8							
Others	124,056	396	113,430	344	123,447	359	171,303	393
Cereal	10,376,414	6,830	8,677,883	5,757	8,983,099	5,625	11,121,224	6,717
Rice	10,218,286	6,775	8,638,842	5,741	8,939,630	5,606	10,706,229	6,537
Others	158,128	54	39,042	16	43,469	19	414,995	180
Meat	858,584	2,119	782,067	2,016	636,067	2,073	545,194	2,371
Chicken (Prepared /Preserved)	400,057	1,922	388,931	1,798	427,610	1,853	441,343	2,061
Others	458,527	198	393,136	217	208,457	219	103,851	310
Fruit	2,016,352	2,014	2,148,655	2,044	2,055,885	2,117	2,163,149	2,296

Pineapple (Canned/ Preserved)	650,7 83	683	539,29 7	554	550,018	552	641,185	669
Pineapple Juice	152,7 93	183	151,39 6	217	139,877	220	146,771	227
Mango	36,33 3	48	45,343	53	42,987	50	59,691	56
Others	1,176 ,443	1,100	1,412, 619	1,218	1,323,00 3	1,295	1,315,5 01	1,343
Vegetable	491,4 87	550	451,41 0	548	465,634	544	559,543	654
Sweet Corn	172,8 72	173	170,17 9	182	182,821	182	184,178	190
(Canned) Baby corn	48,61 5	52	44,523	49	45,587	49	46,092	51

(Fresh/Canned)								
Others	270,000	325	236,708	316	237,227	313	329,274	413
Others Food	13,619,908	7,283	15,055,482	7,773	14,498,751	9,075	18,858,632	20,112
Sugar	5,011,802	1,588	5,052,570	2,053	4,500,969	2,311	6,520,480	3,648
Non-Alcoholic Beverage	425,723	240	355,476	307	400,444	409	551,900	541
Seasoning	177,128	328	195,097	388	222,151	432	237,502	482
Palm oil	498,115	551	185,823	157	222,000	218	482,599	532
Tapioca (Flour/starch)	1,286,513	511	1,817,735	566	1,764,107	836	1,918,374	963

Tapioca (Pellet/chip)	2,851,433	524	4,357,028	682	4,273,225	866	3,731,027	985
Feed	695,028	289	796,044	274	988,775	417	878,463	409
Pet food	268,687	651	242,483	609	275,040	658	305,038	715
Others	2,405,478	2,601	2,053,227	2,738	1,852,040	2,927	4,233,249	11,837

Sources: <http://www.thinkasiainvestthailand.com/download/Food.pdf> retrieved November 7, 2017

Then, the Thai food industry expanded rapidly in 1980 where market demand increased and imported sophisticated new technologies from the United States and Europe. The 1990s was a time when Thailand began to emphasize new principles in its industry such as hygiene, food security, production cost savings, quality improvement, and compliance with Thai environmental regulations in response to international demand and competition (Investment, 2010).

The main product exported is rice, exported in 2003 7,552,000 tons of rice which is 17.1% of total export value. The main export destination countries are Indonesia (8.6%) and USA (7.3%). The second exported food is chicken meat. In 2003 was 545,710 tons Exported. Since 2000 this has been an increase of about 65%. The following table data from the export of Thai food products from 2008-2011 (The World Bank, 2017).

Thailand is the first country in Southeast Asia who adopt biotechnology-based agriculture. The food processing industry covers a wide range of products. product and market technology development in each segment also varies. There are more than 10,000 food and beverage factories consisting of small, medium and large-scale factories, employing nearly 70,000 people. Most small and medium-sized factories (85%) serve the domestic market, while medium to large mills tend to produce high-value products that will later be exported abroad.

Thai food exports are evenly distributed through globally. In 2011, Japan was the largest market in Thailand for Japanese products taking presentations of 15% of total export value, followed by the United States 13%, China 7%, and Indonesia 5% (The Board of Investment of Thailand, 2011). Here is a presentation chart of Thailand's export destination countries:

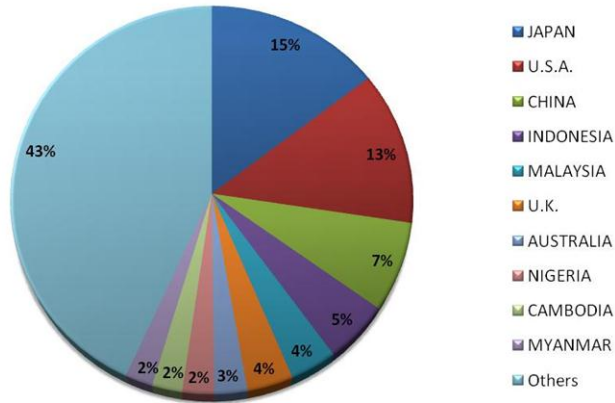


Figure 4.2 Thailand's Top 10 Food Markets, 2011

*Sources: http://www.boi.go.th/index.php?page=opp_food
retrieved November 7, 2017*

Thailand also produces halal food produced according to the rules of Islam. In Muslim religion, a Muslim is forbidden to consume pork or pork products, as well as other meat that is not slaughtered properly, carnivorous animals, blood and alcohol products. In Thailand, the central Sharia Committee sets a high standard for halal food company accreditation. The demand for halal food has greatly increased over the past few years. Revenue earned from marketing halal food is worth about US \$ 667 billion per year. In Thailand, halal products earned US \$ 433 million in 2011, a 30% increase from US \$ 333 million in 2010. 60% were exported to Indonesia, Malaysia and Brunei.

Thailand has abundant raw materials to produce Halal food products. There are 2,000 food processing facilities with over 35,000 Certified halal products. The export of Thai halal products is expected to grow at least 10% per year until 2014. Thailand's halal food export markets include Singapore, Malaysia, Indonesia, Brunei, UAE, Saudi Arabia and Egypt. As the country with the largest Muslim population in the world, Indonesia is a market that attracts the attention of Thailand. China, with a Muslim population of 30 million, is emerging as a potentially lucrative market for Thai halal food.

1. Food Safety

For Thailand to uphold quality and hygiene is one of the successful successes in the food processing industry. Thailand has a number of official food safety inspection bodies, including the Department of Medical Sciences, the Thailand Industrial Standard Institute, the Department of Agriculture, the Department of Fisheries. The Food and Drug Administration (FDA) ensures product safety by issuing manufacturing permits, food product labels, pre- and post-marketing controls and enforcing compliance for both Manufacturing Practices (GMP). Thailand and international food security agencies are implementing standards aimed at agricultural and food commodities for the global market. Thailand adheres to international standards such as Codex, OIE standards, and Hazard Analysis Critical Control Point (HACCP). Thailand has become one of the most dynamic food centers in the world, thanks to its expertise in product development, as well as food and agricultural processing.

The National Food Institute (NFI), which is responsible for food safety and security in Thailand,

promotes food security by helping NFIs produce products that meet international standards. The services provided by NFI are as follows:

- a. Dissemination of information relating to standard food safety and regulatory laws
- b. Conduct testing of food samples to ensure that products designated for international commercial distribution are in line with predetermined standards.

2. Parties supporting Food Industry in Thailand:

Governments and organizations supporting the growth and competitiveness of the food processing industry in Thailand include:

- a. The National Food Institute (NFI)
 - 1) The Technological Services Department, assisting the process of implementing GMP or HACCP on the safety of food production systems.
 - 2) The Agricultural Research Development Agency (ARDA) In cooperation with NFI to develop processed food production
- b. The Halal Standard Institute of Thailand, helps ensure that the development and certification of halal food standards conforms to the provisions of Islam and complies with international standards so as to be trusted and accepted by local and international communities, food producers and consumers who will therefore promote and enhance the competitiveness of the country's halal food industry and protect local consumer Islam.

- c. The Halal Science Center, Chulalongkorn University (CU) focuses on the following points:
 - 1) The establishment of halal laboratories is equipped with modern and high technology
 - 2) Providing analytical services for quality control of inconsistencies with Islamic law (Haram and Najis)
 - 3) Conduct research and development of new methodologies,
- d. Kasetsart University (KU) consisting of
 - 1) The Institute of Food Research and Product Development (IFRPD) conducts research on food science and technology to help the food industry by providing information relevant to social, academic and community organizations.
 - 2) KU Food Innovation Research and Services in Thailand (KU-FIRST) focuses on enhancing the competitiveness of the Thai food industry in the world market through the development of food safety mechanisms.

3. Thai Select: Authentic Thai Cuisine Signs

As Chummings stated the cultural diplomacy is "the exchange of ideas, information, art and other aspects of culture between the nations and their people in order to foster mutual understanding" Thai cuisine is a nation's cultural heritage that is practiced as an art and passed down from generation to generation (Mark, 2008). Since 1960s, Thai cuisine has become famous all over the world. According to data obtained from Thai select website itself, Currently, there are 15,000 Thai restaurants around the world. However, due to its great popularity, many overseas restaurants try to take advantage by way of naming their place "Thai

restaurant" or serving Thai food. But many of them do not even have a Thai food menu in their restaurant

Recognizing this situation, it is very important to maintain the standard and quality of Thai food, therefore the Royal Thai Government launched the Thai Select program, a certification form that will be given to Thai restaurants. In 2012, it expanded to include local Thai restaurants and Thai desserts. The aim of the program is to increase the recognition of Thai restaurant quality and processed food products and encourage Thai restaurants and food producers to improve their quality so that the authentic value of cooking is maintained.



Figure 4.3 Thai Select Logo Certificate

*Sources: <http://www.thaiselect.com/main.php?filename=index>,
retrieved November 7, 2017*

To maintain the authenticity of Thai food flavors, the government is more active in improving and refining technology for its exports abroad. From spices to raw materials for overseas restaurants, shipped directly from Thailand. As a result, Thai food is so global. Global Thai not only compares Thailand as a culinary destination, but is a new way to bringing economic opportunities, building partnerships for Thai chefs, food and cultural products.

In terms of cultural diplomacy, state is not the only actor, non-state actors such as individuals, NGOs, and the society are also the actors. The relations between two countries could be between government to government, people to people, individual to individual, government to individual, and so on. In this case, culture that used by Thailand is the use of its traditional food. Thai cuisine becomes the tool of cultural diplomacy which will implement in many countries as well as the promotion its traditional food. The use of food as a tool of diplomacy can be called as gastrodiplomacy.

a. The Implementation of global Thai Cuisine and tourism in Thailand Gastrrodiploamacy

Gastrodiplomacy is an act which trying to promote a country by using food as an instrument to change public perception on the global stage. Although there are many ways for a country to determine and visualize the identity, food is one of instruments that are very real in to reinforce the country identity. The government used food as part of strategy broader cultural diplomacy. This strategy seeks to export traditional foods there into the wider world in the form of national cuisine.

The tool of this diplomacy is food, food is related with culinary, culinary is related with culture, and this kind of diplomacy which using food as the tool is part of cultural diplomacy. Cultural diplomacy is influencing foreign public opinion in supporting state's foreign policy with the target itself is the citizens.

With a successful branding of this culinary campaign, Thailand has a strong position in the international world. Almost in all major cities of the world there is a Thai restaurant. In addition,

some culinary Thailand has a strong branding in the world community, for example, fresh tamarind soup is Tom Yum. Famous culinary Thailand in this world cannot be separated from the Thai government's own share.

The government has a project to provide incentives for people who open Thai restaurants abroad. In addition to providing incentives, the Thai government is also strict about the standardization of food taste that will be sold both inside and outside the country. It aims to preserve the authenticity of the taste, and that every Thai restaurant has the same flavor, including by refining the raw ingredients sent directly from Thailand, start from selection of superior seeds to plant to the selection process to be sent to overseas restaurants. Division of Thai Export Promotion is holding on Thai government that regulates Thai culinary standardization and related policies. The Thai government's efforts to preserve the flavor of traditional cuisine and grow the business to fame around the world are quite successful. There are 4 food Thailand included in the 50 most delicious food in the world.

Under PM Yingluck Shinawatra, government has an open economic policy for investors to open restaurants both outside and within Thailand itself (Ministry of Foreign Affairs of the Kingdom of Thailand, 2012). The Thai government quickly captured the Health Food of Asia trend by developing programs, through various programs from Thai government such as 'Global Thai' and 'Thai Kitchen of The World', foreign investors are starting to flock to Thailand, both to import food from Thailand or to travel

there. The bureaucracy to import food is made easier by the government, so businessman can easily import some raw materials from Thailand, and the government is ready to help businessmen and investors to recruit original chefs from Thailand who are well aware of the authentic taste of Thai food. The country gives an important role to restaurant owners as a non-state actor gastrodiplomacy and puts Thai restaurants as their 'cultural ambassadors' abroad. Thailand's Foreign Ministry is directly involved in the development of gastrodiplomacy, every Thai embassy gets a target to continue to increase the number of Thai restaurants in the country where they serve Thai Restaurants abroad are decorated in ways that emphasize trademark, Thailand identity, Thai culture and the atmosphere such as the music being played, the form of restaurant exterior and interior design, display Thai classical painting, sculptures, like Buddha images and image of place in Thailand like royal palace etc. The behavior of the waiter and staff while walk around in traditional Thai clothes to the taste of food that is identic with Thailand. So, people in the world know that the food in Thailand has such a flavor.

The culinary programs and the high response of the world community to the culinary of Thailand, it will lead an impact on Thai tourism and economy. The success of the Thai food campaign is intriguing to the Thai government, people will come to Thailand, either to taste street food Thailand or to travel alone. The more tourists visiting Thailand, the higher the income for the Thai economy.