



Meet the Thai shrimp value chain

Out-takes from a stakeholder dialogue



“Hi, I am the factory manager at a shrimp processing facility.”

What are the major strengths and concerns in your occupation today?

“We have a strong focus on quality in processing and we have strong relationships with customers. I worry about new regulations from other countries in the future, there are many different standards emerging.”

Do you have any message or question to consumers in Europe or to aquaculture producers in other countries?

“In my country everybody knows my group, we have many certificates from many countries, and this is the image we need abroad.”

How do you find international certification and standards schemes? Easy to understand and follow?

“It is very difficult to keep to and implement certification standards. We must have the certifications to sell our products abroad.”

How do you like to eat shrimp and tilapia?

“Shrimp is very flexible and everybody can eat it.”



“Hi, I am the head man of my village and I farm shrimp and tilapia.”

What are the major strengths and concerns in your occupation today?

“The products that I produce are in high demand so I am happy.”

How do you find international certification and standards schemes? Easy to understand and follow?

“It is not difficult for me because the requirements are clear and I just follow these.”

Do you have any message or question to consumers in Europe, or to aquaculture producers in other countries?

“The consumer in Europe should be confident in products from Thailand. We use high quality practices and organic products in farming our fish.”

How do you like to eat shrimp and tilapia?

“I like every style of cooking shrimp and tilapia, barbequed, steamed or fried.”



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“Hi, I work for in a large feed mill, and my company also owns hatcheries and processing facilities.”

What are the major strengths and concerns in your occupation today?

“We have a lot of feed mills in Thailand, looking for raw material is difficult and prices are high. Foreign buyers want to see certificated products and want to limit which ingredients are used in feed, such as fish meal, so we should be looking for other ingredients

to use in feed without the nutrition content changing. Thai farmers have to deal with great fluctuations in price for their product so feed mills need to aim to have a good quality product at a low price. This year is very good for us, the price is high as other countries have problems with their shrimp production. This year the Thai farmers don't care about the price of feed but two years ago the price was a big problem and it will be again in the future.”

How do you find international certification and standards schemes? Easy to understand and follow?

“For feed mills every company has ISO standards and now we concentrate on ACC, which hatcheries can already get in Thailand, and from which BAP comes. Hatcheries and farmers can already get this standard, now it is moving on to feed mills. At the moment only two feed mill companies in Thailand have this certification and others must work towards this.”

Do you have any message or question for consumers in Europe, or aquaculture producers in other countries?

“A lot of farmers have a lot of depression. Why does Europe have a lot of quality limits and certification demands of Thai farmers but you buy very little of our shrimp?”

How do you like to eat shrimp and tilapia?

“We like to cook shrimp with vegetables and eat with glass noodle. Tilapia we barbeque or fry with lots of oil.”



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“Hi, I am a consultant currently working on a sustainable shrimp certification scheme and I also work with other food products.”

What are the major strengths and concerns in your occupation today?

“The marketing in Thailand is not so strong for fish, most farmers are involved in shrimp farming. Farmers have information about tilapia but not other species.”

How do you find international certification and standards schemes? Easy to understand and follow?

“Information about standards and management practices is good in factories now but should be more available to farmers. Large farms have achieved certification but it is difficult for small scale farmers to afford to pay the fees associated with certification process. It may be a good system if processors sponsored farmers and paid for their certification as part of a stronger relationship between the two. Small scale and medium farmers have achieved some certification but they need more for export, and the process is too expensive for small scale farmers.”

Do you have any message or question for consumers in Europe, or aquaculture producers in other countries?

“European and foreign governments should coordinate with the Thai government to create standards that every farmer can use. Small farmers cannot afford the private standards and governments should operate a standards scheme that all can afford. At the moment Thai farmers have to cover the costs of foreign inspectors visiting and staying in Thailand, which is very expensive. A government run scheme that Europe and the US would accept could be much cheaper.”

How do you like to eat shrimp and tilapia?

“I like to grill or barbeque tilapia with a lot of salt on it, this makes the flesh very nice. I like to eat shrimp steamed.”

