

## **Survey and Information Collection on Surimi Industry and catch data in Thailand from 20– 24 March 2006**

### **1. Objective**

The mission is aim to evaluate the present status of surimi industry and potential of fisheries resources of some economically important species as surimi raw materials in Thailand

### **2. Member**

- |                             |   |
|-----------------------------|---|
| - Dr. Somboon Siriraksophon | Project leader                                |
| - Ms. Penchan Laongmanee    | Head, Spatial Information Technology Unit, TD |
| - Ms. Siriporn Pangsorn     | GIS developer                                 |
| - Ms. Krissana Sukhumpanit  | Project coordinator, DOF Thailand             |
| - Ms. Passarapa Kawnean     | Project coordinator, DOF Thailand             |

### **3. Schedule**

- |                 |   |
|-----------------|---|
| 20 Mar 06 (Mon) | Samutprakan province<br>- Visit Premier Frozen Food   |
| 21 Mar 06 (Tue) | Samutsakorn<br>- Visit Pacific Marine Food Product Co.,Ltd<br>- Visit Anusorn Mahachai Surimi Co.,Ltd<br>- Visit Sea Royal Marine Food Product Co.,Ltd<br>- Visit KL cold storage Co.,Ltd |
| 22 Mar 06 (Wed) | Trang<br>- Visit Kantrang Seafood Co.,Ltd<br>- Visit Trang Sure Co.,Ltd   |
| 23 Mar 06 (Thu) | Songkhla<br>-Visit Hai Tai Seafood Co.,Ltd<br>-Visit Man A Frozen Food Co.,Ltd<br>-Visit Pacific Fish Processing Co.,Ltd  |
| 24 Mar 06 (Fri) | Samutsakorn<br>- Visit Lucky Food (Thai) Co.,Ltd<br>- Visit Surimi Product Co.,Ltd<br>- Visit Starfish Co.,Ltd  |

### **4. Questionnaire**

Following the objective of the trip that to evaluate the present status of surimi industry and potential of fisheries resources of some economically important species as surimi raw materials in Thailand, questionnaire for plant survey form were sent to all visited company before the visit of survey team. The questionnaire sending and visiting schedule were well organized by project coordinator of Department of Thailand.

From thirteen companies, eleven companies already fill all questionnaires for discussing with survey team. Only two companies (Pacific Fish Processing Co.,Ltd and Starfish Co.,Ltd) will fax back to Ms. Passarapa office later.

Information from Ms. Passarapa that there are 21 surimi plants in Thailand. Therefore, project coordinator from Department of Fisheries, Thailand will send questionnaire to the other eight companies.

## 5. Profile of visited company

### **Premier Frozen Food Co.,Ltd**

*Address:* 98/1 M.12 Soi Watbangpleeyai, Bangna-Trad Rd., (K.M.13)  
Bangpleeyai, Bangplee, Samutprakan, 10540

*Contact person:* Mr. Somnuek Jaisunthud (Factory Manager)  
sunmarine@loxinfo.com

*Constrain:*

- The increasing of production cost which came from increasing of raw material, Fuel, electricity, water supply, etc.
- High competition from low prize surimi producer country such as India, Vietnam and Malaysia
- The decreasing of raw material supply

*Business:* Surimi (planning for producing surimi base product)

*Source of Raw mat:* Fishing port at Ranong and Chonburee

*Market:* Japan, Korea, Domestic

### **Pacific Marine Food Product Co.,Ltd**

*Address:* 75/12, Moo5, Soi Wat Sopanaram, Muang, Samutsakorn, 74000

*Contact person:* Mr. Pornsak Thaworntaweewong

*Constrain:*

- Shortage of raw material (fish), Almost of raw material were imported from Indonesia (the company planning to move to Indonesia but face problem with the location still lack of basic requirement for establish factory such as electricity and water supply and also safety matter)
- Too many surimi producer company
- High competition from low prize surimi producer country such as India
- Surimi price was control by buyer (Almost importer)
- Shortage of labor

*Business:* Surimi

*Source of Raw mat:* Fishing port in Ranong , eastern part of Thailand and from Indonesia (freezing fish)

*Market:* Japan, Taiwan, Malaysia, Singapore and Domestic

### **Anusorn Mahachai Surimi Co.,Ltd**

*Address:* 59/7 Moo 8 Tasai, Muang Samutsakorn 74000,  
<http://www.anusorn.co.th>

*Contact person:* Mr. Aphichai Techanitisawad (Managing Director)  
aphichai@anusorn.co.th

*Constrain:*

- The increasing of production cost which came from increasing of raw material, Fuel, electricity, water supply, etc.
- Shortage and high cost of labor

*Business:* Surimi  
*Source of Raw mat:* Frozen fish from their own fishing boat in Arafura sea, Indonesia and fresh fish from local fishing port  
*Market:* Korea, Japan, EU, Singapore, Malaysia, Domestic

**Sea Royal Marine Food Product Co.,Ltd**

*Address:* 80 Moo1 Thamkunakorn Rd. Bangyaprake, Amphur Maung, Samutsakorn, 74000  
*Contact person:* Mr. Suphachai Promsema (Factory Manager)  
*Constrain:*  
- Shortage of raw material and labor  
- Increasing of raw material  
*Business:* Surimi and Surimi base product  
*Source of Raw mat:* From all fishing port in Thailand  
*Market:* Japan, Singapore, Taiwan, Domestic

**KL Cold storage Co.,Ltd**

*Address:* 78 Moo 4 Tasai, Muang, Samutsakorn, 74000  
*Contact person:* Mr. Katha Sakornsin (Factory manager)  
*Constrain:*  
- High competition from low prize surimi producer country such as India  
*Business:* Surimi  
*Source of Raw mat:* Fishing port in Samutsakorn and Ranong  
*Market:* Japan (EU in future)

**Kantang Seafood Co.,Ltd**

*Address:* 32/50 Kuena Road, Kantang, Trang  
*Contact person:* Mr.Piman Dongdunk (Factory Manager)  
*Constrain:*  
- High competition from low prize surimi producer country such as India  
- Shortage of raw material and labor  
*Business:* Surimi and Surimi base product  
*Source of Raw mat:* Fishing port in the southern part of Thailand such as Songkhla, Trang, Sathun, Ranong, Suratthanee  
*Market:* Japan, Korea, Malaysia, Singapore, Domestic

**Trang Sure Co.,Ltd**

*Address:* 88/8 Moo4, Kuang Pai San Rd., Muang, Trang, 92190  
*Contact person:* Sriprae Chuaydoo (QC Manager)  
*Constrain:*  
- The unstable of raw material supply  
- The unstable of product order  
- The increasing of production cost which came from increasing of raw material (fish and other ingredient such as sugar, surbitat, polyphosphate), Fuel, electricity, water supply, etc  
*Business:* Surimi  
*Source of Raw mat:* Fishing port  
*Market:* Japan, Korea, Taiwan

**Hai Tai Seafood Co.,Ltd**

*Address:* 64/2 Moo5 Chana-Pattani Rd., Banna, Chana, Songkhla, 90130  
*Contact person:* Ms. Kanchaporn saeliaw (Production general manager)  
*Constrain:* - Shortage of raw material  
*Source of Raw mat:* Fishing port at Pattanee, Nakorn Sritammarat, Songkhla, Ranong (The company is planning to open new plant at Indonesia)  
*Business:* Surimi  
*Market:* Korea (Head office of this company is in Korea)

**Man A Frozen Food Co.,Ltd**

*Address:* 3/2 Moo7, Kao roubchang, Maung, Songkhla, 90000  
*Contact person:* Mr. Sutthipong Charnthanyakam  
sutthipong@manafish.com  
*Constrain:* - Shortage of raw material  
- The increasing of production cost  
- Shortage of labor  
*Business:* Surimi and Surimi base product  
*Source of Raw mat:* From there own fishing fleet in Indonesia and Malaysia  
*Market:* Japan, Singapore, Hong Kong and domestic

**Pacific Fish Processing Co.,Ltd**

*Address:* 27/4 Moo7, Kaoseng-Jana Rd., Kao Roubchang, Muang, Songkhla, 90000  
www.pfp-pacific.com  
*Contact person:* Mr. Amnouychock Yodkaev (Surimi Factory Manager)  
CHOCK@pfp-pacific.com  
*Constrain:* - Un-stable of raw material  
- Shortage of labor  
- Shortage of water supply  
- The increasing of production cost  
*Business:* Surimi and Surimi base product  
*Source of Raw mat:* Contact with fishing fleet that operate in Indonesia (Sometime imported pacific whiting and Pollock from US), fishing port in Samutsakorn and all the southern part of Thailand  
*Market:* Japan, Taiwan and domestic

**Lucky Food(Thai) Co.,Ltd**

*Address:* 63/2 Moo6, Bangkrachao, Muang, Samutsakorn, 74000  
www.luckyfoods.thailand.com  
*Contact person:* Mr. Wirat Tumkram (Assistant of production general manager)  
*Constrain:* - Increasing cost of raw material (fish)  
- High competition from low prize surimi producer country such as India  
- Un-stable of raw material supply and quality  
*Business:* Surimi  
*Source of Raw mat:* Fishing port in Samutsakorn  
*Market:* Japan, Hong Kong, Taiwan, Singapore, Domestic

**Lucky Surimi Product Co.,Ltd**

*Address:* 73/3 Moo8, RamaII Rd., Bangkrachao, Samutsakorn, 74000  
www.luckysurimi.com

*Contact person:* Mr. Kittipong Vivitvorakit (Plant manager)  
[kittipong@luckysurimi.com](mailto:kittipong@luckysurimi.com), [lsp@luckysurimi.com](mailto:lsp@luckysurimi.com)

*Constrain:*

- No cooperation among surimi producer to standardize price, price was control by buyer
- Un-stable and un- predicable of raw material supply (fish)
- Un-stable of raw material quality (fish)
- Increasing of production cost from the increasing of minimum wages, energy cost, ingredient cost especially sugar)
- Limitation of cold storage
- Shortage of labor
- Development of other country surimi producer such as India
- Increasing of production cost

*Business:* Surimi and Surimi base product

*Source of Raw mat:* Fishing port in Samutsakorn and Ranong

*Market:* Japan, Taiwan, France, Singapore, USA, China, Canada, Korea, Domestic

**Starfish Co.,Ltd**

*Address:* 79/8 Moo1, Bangtorud, Muang, Samutsakhon, 74000

*Contact person:* Mr. Witit Muangsiri (Asst. Marketing Manager)  
[witit@starfoods.co.th](mailto:witit@starfoods.co.th), [marketing@starfoods.co.th](mailto:marketing@starfoods.co.th)

*Constrain:*

- Shortage of raw material
- Hygienic of fishing port
- Too many surimi producer (this situation had been happen before, seen as a cycle and finally only company that have enough financial support can survive)
- High competition from low prize surimi producer country such as India (From Mr. Witit opinion, the boom of surimi industry in India will be finish soon because of the un-continuous of raw material supply)

*Business:* Surimi and Surimi base product

*Source of Raw mat:* Fishing port in Samutprakan, Samutsakorn and Samutsongkram

*Market:* Japan, Singapore, Korea, Taiwan, EU, Domestic



Trang Sure Co.,Ltd



Starfish Co.,Ltd



Man A Frozen Food Co.,Ltd



Pacific Fish Processing Co.,Ltd



Lucky Surimi Product Co.,Ltd



Kantang Seafood Co.,Ltd