

Market Fact Sheet

Canada

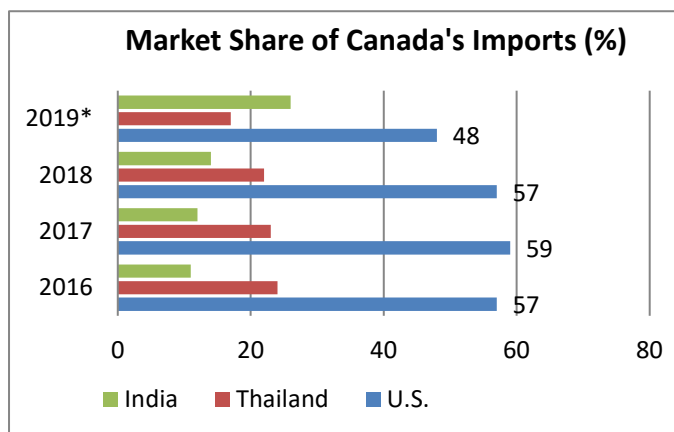
Updated: January 2020

General Information

Population: 36 million

Population Growth Rate: 0.72% per annum

Per Capita Rice Consumption: 23 lbs.



	2019*	2018	2017	2016
U.S. Exports <i>Trade Data Monitor</i>	235,400	227,500	227,400	218,760
Total Imports <i>Trade Data Monitor</i>	491,200	400,000	388,000	383,000

*Jan-Nov

U.S. Rice Imports (2019): Type and Form

28% LG milled; 25% LG parboiled; 21% MG milled; 13% Broken rice; 13% Brown

USA Rice Budget (USD)	2018-2019	2017-2018	2016-2017	2015-2016
FAS Funds: MAP	155,000	145,000	145,000	145,000
FAS Funds: FMD	65,000	55,000	55,000	55,000
FAS Funds: ATP	30,000	-	-	-
Industry Funds	5,000	5,000	5,000	5,000
Total Budget Expenditure	255,000	205,000	205,000	205,000

Market Conditions

- Canada produces no rice; it is all imported; strong competition from Thailand and Indian fragrant rice.
- Canada is awaiting U.S. ratification of the USMCA (the new NAFTA) before they pass it; no major changes for rice.
- Canada finalized the Safe Food for Canadians Act (SFCA), which is similar to the U.S.'s Food Safety Modernization Act, in November 2018. There are no significant changes for rice.
- Health and wellness are highly prioritized among Canada's citizens; gluten avoidance has plateaued.
- Canada has a high value, cash market that is growing.

Goals in this Market: U.S. is the leading supplier but market share needs defending from aromatic rice.

Marketing Related Issues

1. Constraints

Cultural preferences favor other foods/fragrant rice.

2. Primary Target Group

Foodservice/culinary sector as well as middle to upper income consumers and ethnic consumer groups.

3. Strategy

Continue to reinforce the high quality image and nutritional benefits of U.S. rice, stimulate consumption through social media, culinary education and burgeoning foodservice professionals.

4. Activities

PR/Media campaigns, ethnic media outreach (with a focus on labeling in French), culinary education training, food/trade shows, trade newsletters, blogger challenges, outside industry partnerships, websites, trade servicing, promoted the Think Rice logo with consumers and retailers, targeted athletes at colleges.

Major change(s) from last year going into this year's UES

- Work with importers of U.S. rice to promote their brands – require contribution.