

Market Fact Sheet

Taiwan

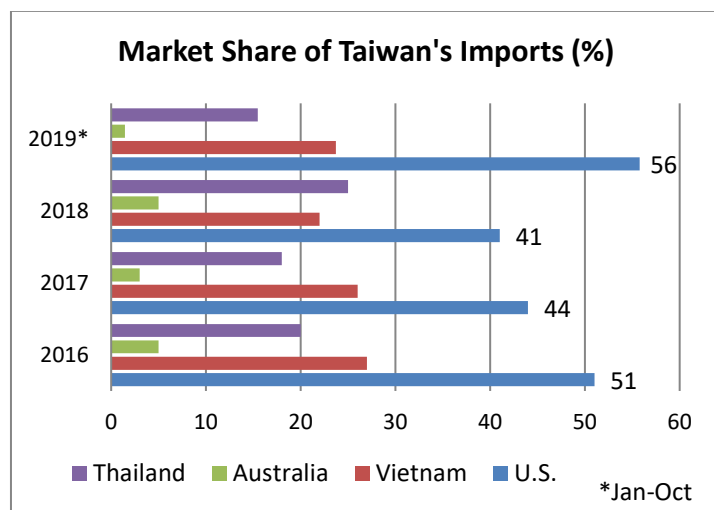
Updated: January 2020

General Information

Population: 23.5 million

Population Growth Rate: 0.15% per annum

Per Capita Rice Consumption: 99 lbs.



Rice Trade Data (MT)

	2019*	2018	2017	2016
U.S. Exports	55,799	41,494	57,707	63,467
<small>Data Source: Global Trade Atlas</small>				
Total Imports	100,110	101,933	130,942	124,263
<small>Data Source: Global Trade Atlas</small>				

*Jan-Oct

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

44% MG milled; 54% MG brown; 2% LG brown

USA Rice Federation Budget (USD)	2018-2019	2017-2018	2016-2017	2015-2016
FAS Funds: MAP	27,000	17,000	17,000	12,000
FAS Funds: FMD	95,000	105,000	105,000	110,000
FAS Funds: ATP	25,000	0	0	0
Industry Funds	3,000	2,000	2,000	3,000
Total Budget Expenditure	150,000	124,000	124,000	125,000

Market Conditions

- The U.S. has a country specific quota (64,634 MT) and there is an SBS import system in place.
- Demand for U.S. Southern medium grain rice is strong and long grain rice is gaining a foothold, dependent upon relative prices.
- Rejection of 12 U.S. rice shipments in 2018 (11 due to pesticide residues) raises significant concern for importers and exporters alike. There was only one shipment rejection in 2019 (May) chemical residue for which Taiwan has no established MRL, which by default is zero.
- Taiwan's Council of Agriculture (COA) promotes traditional rice noodle products made from 100% rice flour to increase rice consumption and has become involved in new product R&D and promotion.

Goals in this Market: Increase the U.S. share of imports beyond the agreed 50% and the country-specific quota for U.S. rice. U.S. has a quota and a chance to build additional demand for U.S. rice.

Marketing Related Issues:

1. Constraints

Lack of awareness of variety of U.S. rice and its attributes; lack of preference for U.S. origin rice.

2. Primary Target Group

Trade in the rice distribution channel and consumers through media as well as retail, foodservice and food manufacturers/processors.

3. Strategy

Reinforce the high quality image of U.S. rice and educate the retail and foodservice sectors about U.S. rice.

4. Activities

Trade servicing, USA Rice website, trade newsletter, on-line social media promotions, trade seminars and market monitoring. Organized a grading seminar with USDA/FGIS and Taiwan's COA to encourage consistency and reduce shipment rejections.