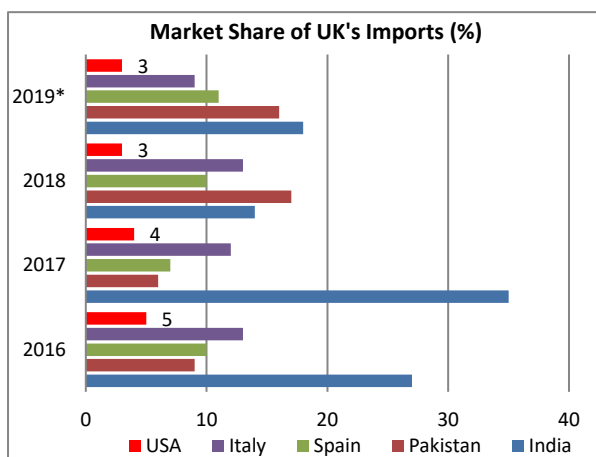


## General Information

Population: 65.1 million

Population Growth Rate: 0.5%

Per Capita Rice Consumption: 22.8 lbs. (highly dependent on ethnic origin)



Source: TDM. Please note: discrepancy between 2019 figure for U.S. exports results from TDM database reporting sales of 17,000 MT, while GATS 6,000 MT

## Rice Trade Data (MT)

	2019*	2018	2017	2016
<b>U.S. Exports</b>	6,000*	24,600	29,600	29,600
<i>Data Source: FAS' Global Agricultural Trade System</i>				
<b>Total Imports</b>	441,500**	416,400	679,300	574,000
<i>Data Source: Global Trade Atlas</i>				

\*Jan-Nov

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

40% LG parboiled, 29% MG milled, 23% LG brown

USA Rice Federation Budget (USD)	2018-2019	2017-2018	2016-2017	2015-2016
FAS Funds: MAP	210,000	190,000	207,839	200,000
FAS Funds: FMD	200,000	180,000	162,161	150,000
FAS Funds: ATP	60,000			
Industry Funds	4,000	5,000	10,000	6,000
<b>Total Budget Expenditure</b>	<b>474,000</b>	<b>375,000</b>	<b>380,000</b>	<b>356,000</b>

## Market Conditions

- Uncertainties continued in 2019 in the UK surrounding Brexit. The UK leaves the EU on January 31, 2020 and then the country will stay in a customs union with the EU for one year. The UK is expected to start negotiations for an FTA with the EU as well as the US in early 2020.
- The EU introduced a retaliatory tariff of 25% of U.S. origin rice in July 2018, applied on milled and paddy rice, not on brown rice, which seriously affects U.S. rice's competitiveness in the market. In 2019, we saw a shift from long grain milled exports to long grain brown exports as a result of the tariff.
- The UK's ethnic communities represent the biggest market for bagged rice products; the Chinese community is the largest consumer base buying milled U.S. LG rice and the Afro Caribbean community buys U.S. parboiled LG rice.
- Over the past several years, U.S. rice sales have expanded from the ethnic foodservice and wholesale sectors into major retailers; in 2019 a ready to heat pouch product featuring identified U.S. rice was launched on the market, a new category for us.
- Several U.S. medium grain rice brands are available in the market.

**Goals in this Market:** Increase sales of all types of U.S. rice in cooperation with local U.S. rice brands.

## Marketing Related Issues

1. **Constraint:** USA Rice has achieved major successes since the GMO event in relisting U.S. rice at major wholesalers and retailers in the mainstream and ethnic sector in the UK, difficulties to further increase U.S. rice sales still persist
2. **Primary Target Group:** Trade and government decision makers, retailers and wholesalers, foodservice.
3. **Strategy:** Target traders and retailers to discuss the strong food safety regulations for U.S. rice and support sales of identified U.S. rice brands through promotional activities targeting the UK consumer in ethnic and mainstream.
4. **Activities:** Trade servicing and trade missions, regional trade shows, meetings of FERM, UK Rice Association, promotions in the UK wholesale, retail & ethnic segments, relaunched UK website, developed social media platforms, commenced promotions to support medium grain sales.

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

USA Rice plans to conduct market research in 2020 targeting importers, retailers and wholesalers in Western Europe (focusing on Germany and France) to assess potential for increased U.S. rice sales in the region.