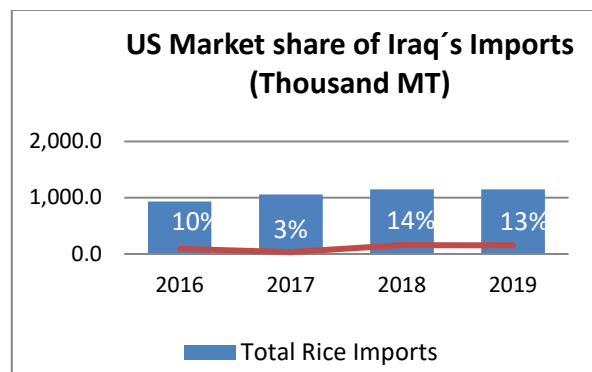


General Information

Population: Iraq: 40.2 M, Israel: 8.4 M, West Bank: 2.8 M, UAE: 9.7 M

Population Growth Rate: Iraq: 2.5%, Israel: 1.5%, West Bank: 1.8%, UAE 1.4%

Per Capita Rice Consumption: 58.6 lbs. (average for region)



Rice Trade Data Iraq (MT)				
	2019	2018	2017	2016
U.S. Exports	154,000*	156,900	33,500	93,100
<small>Data Source: FAS' GATS</small>				
Total Imports	1.2M	1.2M	1.1M	0.93M
<small>Data Source: FAS' PSD Online</small>				

*Jan-Nov

Rice Trade Data West Bank/Israel (MT)				
	2019	2018	2017	2016
U.S. Exports	17,000*	10,400	14,700	18,200
<small>Data Source: FAS' GATS</small>				
Total Imports	125,000	120,000	115,000	116,000
<small>Data Source: FAS' PSD Online</small>				

*Jan-Nov

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

Iraq: 154,000 MT 100% LG milled

Israel/WB: 17,000 MT 99% MG milled

UAE: 6,700 MT:72% MG, 22% LG parboiled

USA Rice Federation Budget (USD)	2018-2019	2017-2018	2016-2017	2015-2016
FAS Funds: MAP	-	-	-	-
FAS Funds: FMD	44,000	40,000	60,000	60,000
FAS Funds: ATP	50,000			
Industry Funds	2,000	3,000	5,000	5,000
Total Budget Expenditure	96,000	43,000	65,000	65,000

Market Conditions

- The rice MOU with Iraq, which was initially signed in 2016, has been extended until December 13, 2021.
- USA Rice initiated a promotional program in the West Bank in 2019; four different U.S. rice importers participated in the promotional activities, sharing the costs. U.S. rice sales increased by 90% in Jan-Nov 2019 as compared to the same period in 2018, Australia's shortage provides a good opportunity for further growth in 2020
- UAE is a free market economy and the most important trading center in the region; USA Rice annually exhibits at the Gulfood show in February in Dubai.

Goals in this Market: Increase U.S. rice market share; develop consistent & predictable tenders for US rice via the Iraq MOU.

Marketing Related Issues

1. **Constraints:** Imports of U.S. rice are limited in the region due to unpredictable tenders in Iraq and other importers in the region prioritizing price over other important traits like traceability, reliability and high quality.
2. **Primary Target Group:** Traders and decision makers concerning trade, as well as consumers in selected high priority markets like West Bank.
3. **Strategy:** Strengthen trade relations, enhance product loyalty and U.S. rice's image which justifies its price premium.
4. **Activities:** Regional trade servicing and tradeshow (i.e. Gulfood), continued contact with FAS and IGB to continue fair access for U.S. rice. Promotional activities in the West Bank. Reverse trade mission of Iraqi officials to Louisiana in September 2019. Proposed rice/wheat seminar with IGB officials in February 2020.

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

Training seminars for IGB using ATP funds. Expand promo activities in the West Bank