

# Market Fact Sheet

N. Central America  
Guatemala, Honduras and El Salvador

Updated: January 2020

## General Information

Population: Guatemala: 15 million; Honduras: 9 million;

El Salvador: 6 million

Population Growth Rate: Guatemala: 1.8%; Honduras: 1.6%;

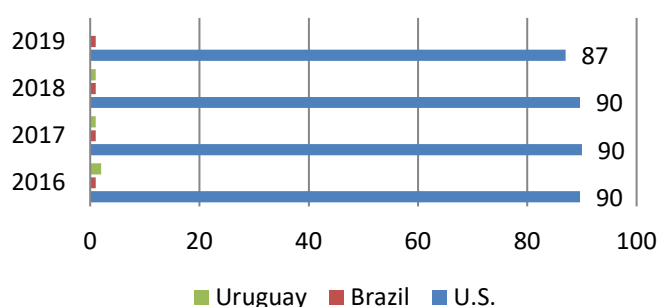
El Salvador: 0.3%

Per Capita Rice Consumption: Guatemala: 17 lbs.; Honduras: 57 lbs.;

El Salvador: 31 lbs.



## Market Share of N. CAM's Imports (%)



	2019*	2018	2017	2016
<b>U.S. Exports</b> <i>Trade Data Monitor</i>	235,935	389,865	321,900	344,590
<b>Total Imports</b> <i>Trade Data Monitor</i>	272,000	430,850	356,630	382,850

\*Jan-Oct

**U.S Rice Imports (2019): Type and Form**  
95% LG paddy, 5% LG milled

USA Rice Budget	2018-2019*	2017-2018*	2016-2017*	2015-2016*
FAS Funds: MAP	140,000	130,000	135,000	125,000
FAS Funds: FMD	90,000	85,000	80,000	80,000
FAS Funds: ATP	200,000	-	-	-
Industry Funds	4,000	4,000	4,000	4,000
<b>Total Budget Expenditure</b>	<b>434,000</b>	<b>219,000</b>	<b>219,000</b>	<b>209,000</b>

\* Budget data includes all of Central America

## Market Conditions:

- Under CAFTA-DR, countries must use local production before receiving import licenses; therefore, annual exports fluctuate based on local production. CAM rice production has increased in the past several years as have imports from other Central American countries, i.e. Nicaragua and Costa Rica.
- Under CAFTA-DR, the U.S. will have zero duties for rice in 2023 with El Salvador, Guatemala, Honduras and Nicaragua. In 2025, the U.S. will have zero duties with Costa Rica and the Dominican Republic.
- Central America is the 3<sup>rd</sup> largest market for rice in terms of volume.
- U.S. has logistics and freight advantage – quality relative to chalk and milling yield have hurt exports.
- USA Rice has met with FECARROZ five times in the past year to discuss their proposed changes to CAFTA-DR.

**Goals in this Market:** Strengthen relationships with importers; increase rice consumption among consumers.

## Marketing Related Issues

### 1. Constraints

- a. Cultural preferences favor other foods (corn and beans).
- b. Currently no identification of origin; some importers are interested in branding their packaging with logos that identify US origin (USA Rice developed logo)

**2. Primary Target Group:** FECARROZ, Millers/importers, foodservice, middle and upper income consumers.

**3. Strategy:** Increase consumption of rice. Encourage use of U.S. rice logo.

**4. Activities:** Trade servicing; in-store promotions; newsletters; culinary demos/social media. Conducted social media campaigns in Honduras and El Salvador and Sabor USA (USDA-led) campaigns. Meetings with FECARROZ, reverse trade mission to Louisiana and Arkansas.

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

Work with importers interested in branding their packaging with logos that identify U.S. origin. Continue meetings with FECARROZ and include discussions of joint promotions, etc.