

General Information

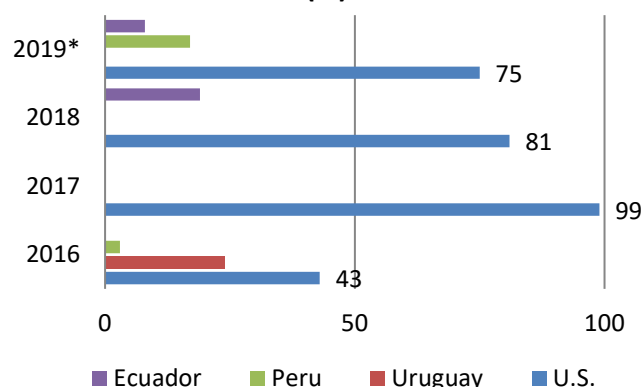
Population: 48 million

Population Growth Rate: 1% per annum

Per Capita Rice Consumption: 83 lbs.



Market Share of Colombia's Imports (%)



	2019*	2018	2017	2016
U.S. Exports <i>Trade Data Monitor</i>	136,202	132,900	126,400	123,600
Total Imports <i>Trade Data Monitor</i>	181,500	164,900	127,000	289,400

*Jan-Oct

U.S. Rice Imports (2019): Type and Form
90% paddy, 4% LG, 3% MG/SG, 3% other

USA Rice Budget (USD)	2018-2019*	2017-2018*	2016-2017*	2015-2016*
FAS Funds: MAP	30,000	30,000	30,000	40,000
FAS Funds: FMD	80,000	80,000	80,000	80,000
FAS Funds: ATP	50,000			
Industry Funds	1,000	2,000	4,000	4,000
Total Budget Expenditure	161,000	112,000	114,000	124,000

* Financial data is for the Andean region

Market Conditions

- The U.S.-Colombia Trade Promotion Agreement allows a duty free TRQ for rice and will lead to duty free access in 2030.
- All of the TRQ auctions are filled each year; Colombia could invoke a safeguard when U.S. rice exports are 120% above the TRQ level.
- The tariff rate for U.S. rice outside the TRQ began to decrease each year commencing in 2018; it is currently at 67.69%.
- U.S. paddy rice is permitted entry into any maritime port after ICA determined that false smut was already present in Colombian rice producing regions; the U.S. is the only country allowed to export paddy rice to Colombia for commercial use.

Goals in this Market: Maintain dominant market share.

Marketing Related Issues:

1. Constraints

Competition from suppliers with lower tariff rates (Mercosur).

2. Primary Target Group

Local trade; foodservice industry; retailers; consumers.

3. Strategy

Increase awareness of U.S. rice. Focus on Colombia FTA and successful TRQ auctions.

4. Activities

Chefs' competitions, reverse trade mission to Arkansas and Louisiana, trade servicing, seminars.