

Market Fact Sheet

Haiti

Updated: January 2020

General Information

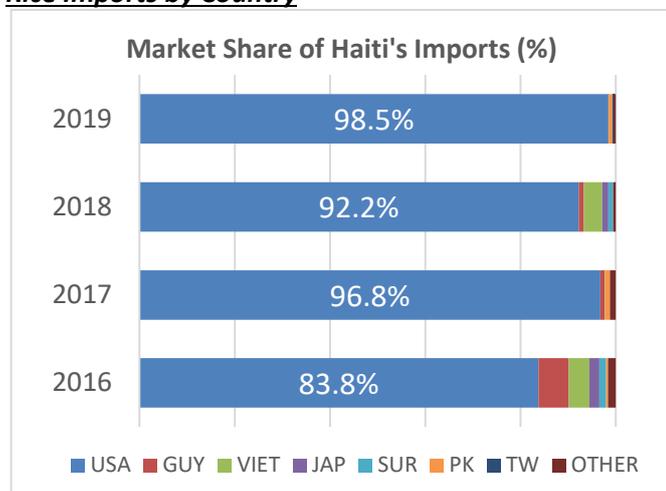
Population: 11 million

Population Growth Rate: 1.34% per annum

Per Capita Rice Consumption: 115 lbs.



Rice Imports by Country



	2019*	2018	2017	2016
U.S.	398,742	412,253	530,530	418,747
Exports				
<i>Data Source:</i>				
<i>FAS' Global</i>				
<i>Agricultural</i>				
<i>Trade System</i>				
Total	500,000	560,000	540,000	470,000
Imports				
<i>Data Source:</i>				
<i>FAS'</i>				
<i>Production,</i>				
<i>Supply &</i>				
<i>Distribution</i>				

*Jan-Nov

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

~ 100% LG milled

USA Rice Budget (USD)	2018-2019	2017-2018	2016-2017	2015-2016
FAS Funds: MAP	75,000	100,000	100,000	105,000
Industry Funds	500	500	2,000	2,000
Total Budget Expenditure	75,500	100,500	102,000	107,000

Market Conditions

- Vietnamese rice entered the market in 2013 but did not erode the U.S. market share as feared; the general population highly prefers U.S. rice.
- High level of rice consumption which increases annually.
- Consumers will spend a relatively large amount of their income on quality food purchases, including rice.
- Strong quality image and preference for U.S. rice although some market segments prioritize price over quality.
- Unstable socio-economic climate due to price increases of oil and basic foodstuffs have caused violent protests in the capital and a slowdown in economic production and has negatively affected trade, as well as, promotions.

Goals in this Market: Protect dominant U.S. market share.

Marketing Related Issues:

1. Constraints

Competition from lower-priced, lower-quality origins.

2. Primary Target Group

Consumers in Port-au-Prince, Cap-Haitien, Gonaives, Les Cayes and other cities; importers; retailers.

3. Strategy

Continue regional media promotions regarding quality aspects of U.S. rice, spread brand awareness in consumer markets through collaborations with the trade

4. Activities

Radio promotions, TV ads, POS promotions, billboards, promotional item distribution, fairs/festivals, social media engagement.