

## General Information

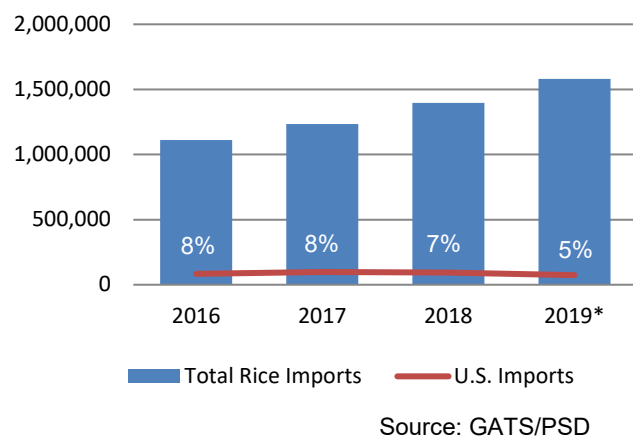
**Population:** Ghana: 28.1 M; Morocco: 34.3 M; Liberia: 4.8 M, Libya: 6.7 M

**Population Growth Rate:** Ghana: 2.2%; Morocco: 1%; Liberia: 2.6%; Libya: 1.4%

**Per Capita Rice Consumption:** 55.3 lbs



**U.S. Market Share of Africa's Imports**  
Aggregate figure: Ghana, Libya, Morocco, Liberia (%)



**Rice Trade Data (MT)**  
(Aggregate: Ghana, Libya, Morocco, Liberia)

	2019*	2018	2017	2016
<b>U.S. Exports</b>	73,600*	92,900	98,000	84,400
<small>Data Source: FAS' Global Agricultural Trade System</small>				
<b>Total Imports</b>	1.580m	1.397m	1.235m	1.11m
<small>Data Source: FAS' PSD</small>				*Jan-Nov

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

Ghana: 4,600 MT: 100% milled LG

Libya: 57,000 MT: 100% paddy

Morocco: 3,600 MT: 70% PB 30% milled LG

Liberia: 8,400 MT: 85% PB 15% milled LG

USA Rice Federation Budget (USD)	2018-2019	2017-2018	2016-2017	2015-2016
FAS Funds: MAP	-	-	-	-
FAS Funds: FMD	6,000	-	5,000	5,000
FAS Funds: ATP	30,000	-	-	-
Industry Funds	-	-	1,000	-
<b>Total Budget Expenditure</b>	<b>36,000</b>	<b>-</b>	<b>6,000</b>	<b>5,000</b>

## Market Conditions

- USA Rice initiated a promotional program in Ghana in 2019 utilizing ATP funds. Ghana used to be an important U.S. rice market until 2013, afterwards the market was taken over by cheap Viet fragrant rice. U.S. rice still has a good image and awareness among different target groups, especially the foodservice sector, however price is a major concern when making purchasing decisions.
- Sporadic business opportunities in Libya; however, due to the security situation no promotional activities are possible.
- Sales of identified U.S. LG rice to Liberia in the past few years, mainly going to urban consumers appreciating its high quality.
- Major competitors in the region are Thailand, India, Vietnam and China - generally all markets are price sensitive.
- Rice is a major staple food in many African countries and consumption is rising with growing population figures – it tends to be a highly political commodity.

**Goals in this Market:** Strengthen trade relationships with potential importers, support U.S. rice sales in selected countries.

## Marketing Related Issues

1. **Constraints:** Lack of established trade relations with local traders who lack awareness of U.S. rice and its high quality, consistency and the reliability of supply.
2. **Primary Target Group:** Importers and traders
3. **Strategy:** Strengthen trade relations and to conduct promotional activities on selected high priority markets
4. **Activities:** Regional trade servicing, collecting information and establish relationships at regional tradeshows (i.e. Gulfood, Anuga), participated in the USDA trade mission to South Africa in 2019 and will participate in the USDA trade mission to Morocco in March 2020, promotional activities in selected markets like Ghana.

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

Continue targeting the foodservice sector and trade in Ghana in 2020.