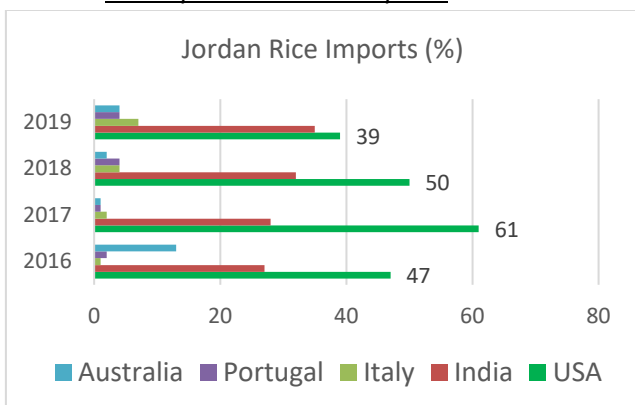


## General Information

Population: 10.5 million  
Population Growth Rate: 2%  
Per Capita Rice Consumption: 45-48 lbs



Source TDM

## Rice Trade Data (MT)

	2019	2018	2017	2016
<b>U.S. Exports</b>	83,300*	80,900	141,000	102,000
<small>Data Source: FAS' Global Agricultural Trade System</small>				
<b>Total Imports</b>	230,000	190,000	220,000	205,000
<small>Data Source: FAS' PSD online</small>				

\*Jan-Oct

**U.S. Rice Imports (2019): Type and Form**  
 97% MG milled, 3% LG parboiled

USA Rice Federation Budget (USD)	2018-2019	2017-2018	2016-2017	2015-2016
FAS Funds: MAP	180,000	150,000	150,000	150,000
FAS Funds: FMD	10,000	10,000	10,000	10,000
FAS Funds: ATP	115,000			
Industry Funds	1,000	1,000	2,000	4,000
<b>Total Budget Expenditure</b>	<b>306,000</b>	<b>161,000</b>	<b>162,000</b>	<b>164,000</b>

## Market Conditions

- Jordan is the largest single Arab market for U.S. medium grain rice.
- Competition from new entrants in the market include Portugal & Greece and a growing preference for Basmati.
- Cheap rice from China entered in 2018; however consumers do not accept the quality, some of it is sold blended.
- Difficult economic and political environment due to the high number of refugees entering the country from Syria and Iraq. In 2019, the tight economic situation continued to put pressure on purchasing power of consumers.
- Western-style retail outlets like malls and shopping centers are growing. This has a strong impact on rice sales because more than half of the rice is sold in these outlets.
- Jordan is a relatively steady market for U.S. rice, with a growing population and rising quality consciousness, however the tense economic situation puts pressure on market development. Australia's short crop in the coming year provides a market opportunity for U.S. rice growth.

**Goals in this Market:** Increase the usage of U.S. rice by positioning it as a high quality food suitable for local needs. Support U.S. rice brands.

## Marketing Related Issues

### 1. Constraints

- Mid-upper class, female consumers from Amman need to be informed of U.S. origin rice's versatility, safety, reliability and healthiness.
- Traders, wholesalers and retailers serving the mid-high socioeconomic classes in Jordan's major cities need to be continuously informed about the advantages of handling U.S. origin rice.

### 2. Primary Target Group

Middle to upper income consumers, importers, wholesalers and retailers.

### 3. Strategy

Differentiate U.S. rice from other origins by emphasizing its high quality and suitability to Jordanian cuisine.

### 4. Activities

POS materials, giveaway production, billboard, radio, print and online advertising with direct link to the local U.S. rice brands, trade servicing, website and social media.

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

- Relaunch the Arabic website and expand the social media platforms.