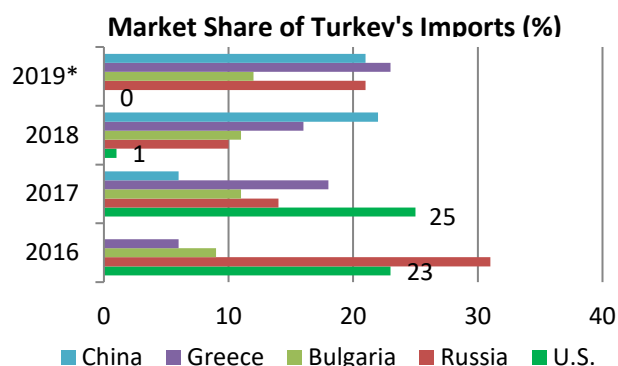




General Information

Population: 81.3 million (July 2018 est.)
Population Growth Rate: 0.5% (2018 est.)
Per Capita Rice Consumption: 35 lbs.



Rice Trade Data (MT)

	2019	2018	2017	2016
U.S. Exports <i>Data Source: FAS' Global Agricultural Trade System</i>	1,980*	1,060	58,000	77,900
Total Imports <i>Data Source: FAS' PSD Online</i>	200,000	260,000	300,000	275,000

* Jan-Nov

U.S. Rice Imports (2019): Type and Form
 99% MG Milled; 1% SG Brown

USA Rice Federation Budget (USD)	2018-2019	2017-2018	2016-2017	2015-2016
FAS Funds: MAP	200,000	205,000	215,000	215,000
FAS Funds: FMD	50,000	45,000	45,000	45,000
FAS Funds: ATP	80,000			
Industry Funds	2,500	2,500	4,000	4,000
Total Budget Expenditure	332,500	252,500	264,000	264,000

Market Conditions

- Tense political & economic environment continued; volatility of the Turkish Lira particularly impacting imported goods.
- The 50% retaliatory tariff on U.S. origin rice introduced in August 2018 was reduced to 25% in May 2019, which is in addition to the regular tariffs valid for all origins, bringing current tariff rates for U.S. rice to 70% for milled, 51% for brown and 59% for paddy.
- In order to guarantee sufficient food supply in the country, The Turkish Grain Board was authorized to import several grains at 0% duty, including 100,000 MT of rice in 2019 without any restrictions on the origin. This authorization to import at 0% duty has also been granted to the TMO for 2020.
- The TMO has issued a tender for U.S. Calrose paddy rice in January 2020 with offers to be submitted by January 30. This is the first tender for over a year where U.S. origin is included, as a result of USA Rice staff and membership engagement with the TMO, as well as the reverse trade mission with the TMO in October 2019.
- Turkey is expected to continue to be a net importer of rice as domestic production stayed flat at 610,000 MT milled basis, and local consumption estimated at around 800,000 MT.
- Zero tolerance for unapproved GMO traits and phytosanitary issues with the white tip nematode continue to negatively affect sales of U.S. medium grain rice from the South.

Goals in this Market: Increase U.S. rice sales, support sales of locally available U.S. rice brands through joint activities.

Marketing Related Issues

1. Constraints

- Consumers in major urban areas are unaware of U.S. origin rice's versatility, safety, reliability and healthiness.
- The fear of GMO contamination and of the nematode issue limits growth of U.S. market share.

2. **Primary Target Group:** Middle to upper income consumers, as well as the HRI sector, media, government officials and trade.

3. **Strategy:** Reinforce the high quality image of U.S. rice and its suitability to Turkish cuisine.

4. **Activities:** PR/media campaign; in-store promotions; POS materials; seminars and workshops; website and social media, trade servicing, and trade shows. In Fall 2019, USA Rice arranged to reverse trade missions (one for private importers, one for TMO). Meetings with the TMO discussed improving the tendering requirements.

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

Depending on the results of the TMO tender and if U.S. rice starts entering the market in 2020, we plan to conduct promotional activities to support sales, trade servicing, media servicing and social media.