

USA RICE

CANADA MARKET OVERVIEW

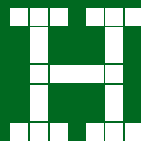


PRESENTED BY



Harbinger

OUTLOOK CONFERENCE
DECEMBER 9, 2025



Harbinger

WE BUILD POSITIVE PRESENCE FOR EVERYDAY PRODUCTS IN CANADA.

For over 35 years we have helped hundreds of clients optimize and enhance the presence of their brands, products and purpose in Canada. We combine our deep knowledge of the market and consumers to create transformative campaigns that generate awareness, shape perceptions, and influence behavior to drive sales.

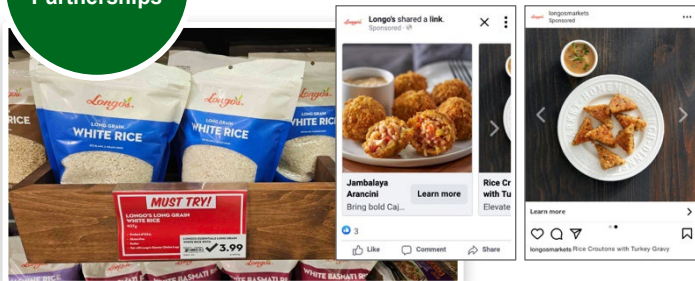
ABOUT US

WHAT WE DO: TRADE

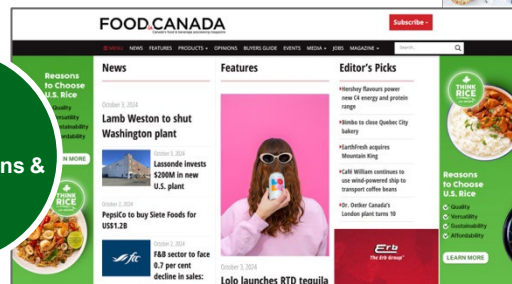
Retail Partnerships

Longo's

Loblaws



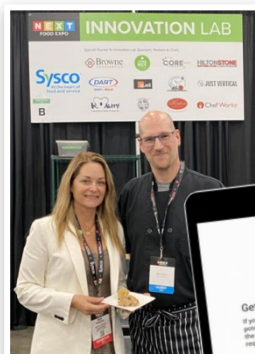
Trade Communications & Relations



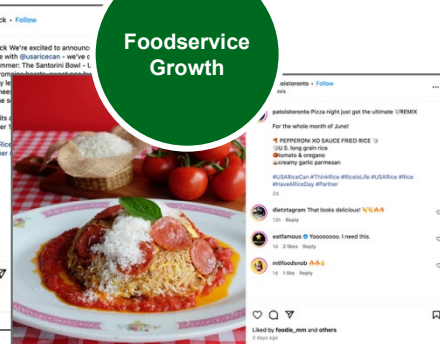
ARY SHOWS TO SOCIAL MEDIA FEEDS
edition of the USA Rice in Canada newsletter. This issue
nt promotions, a look at evolving dining trends, and more on how
Deliver value and versatility across the Canadian market.

DIGITAL BUZZ:
U.S. RICE MEETS
BUZZFEED'S
TASTY

Trade Visibility & Connections



Foodservice Growth



FLOCK
rotisserie + greens

Butchie's
DAMN TASTY FOOD



ABOUT US

WHAT WE DO: CONSUMER



Out-of-Home Campaigns



Media Partnerships

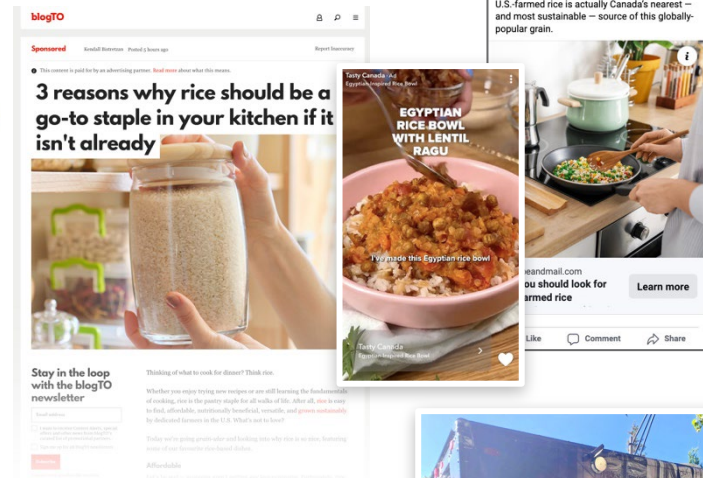
BuzzFeed
DailyHive
blogTO

THE GLOBE AND MAIL

THINK RICE®

U.S.-GROWN

Brand Recognition



Consumer Sampling

OVERVIEW

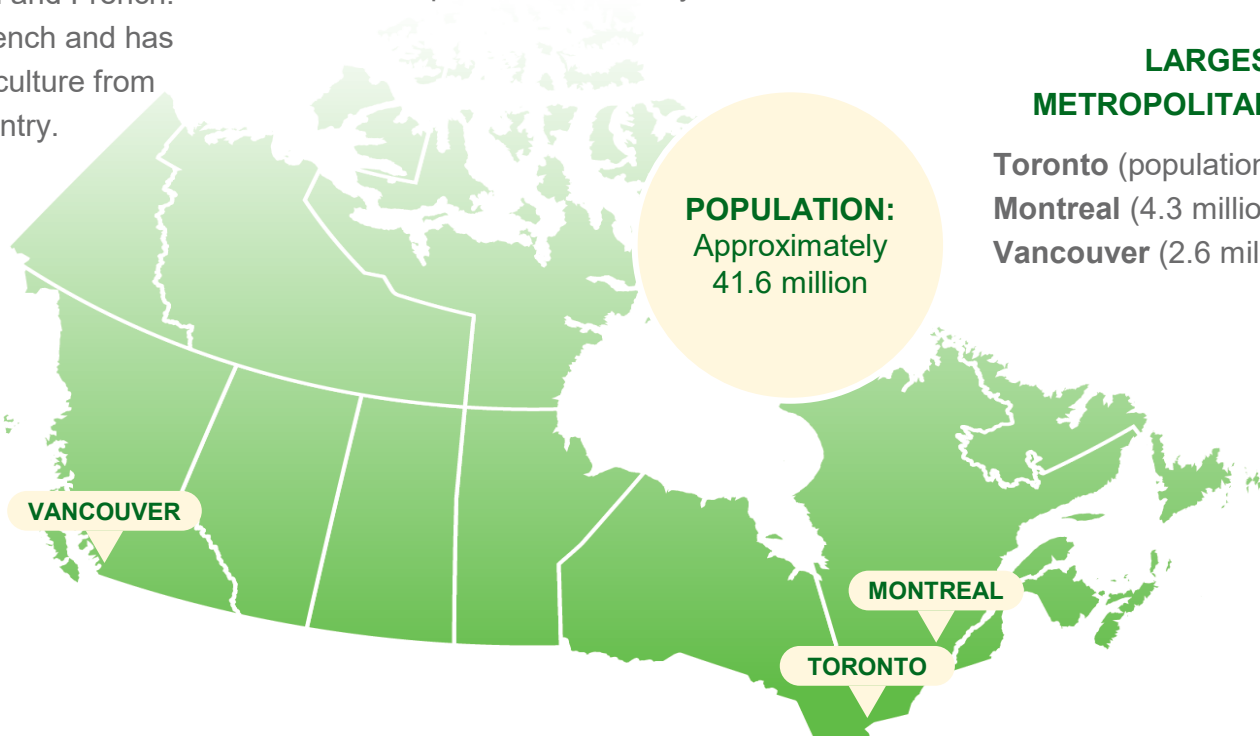
Canada has **TWO OFFICIAL LANGUAGES**, English and French. Quebec is primarily French and has a distinct Quebecois culture from rest of the country.

FOOD PRICES increased by a cumulative 14.1% in Canada between 2020 and mid-2025, with especially high jumps in 2022 and 2023. The food inflation rate has since slowed, but the cost of living is top concern for many Canadians.

SECOND-LARGEST COUNTRY BY LAND AREA; bordered by the U.S. and the Pacific, Arctic, and Atlantic oceans

LARGEST METROPOLITAN AREAS:

Toronto (population 7.1 million);
Montreal (4.3 million);
Vancouver (2.6 million)



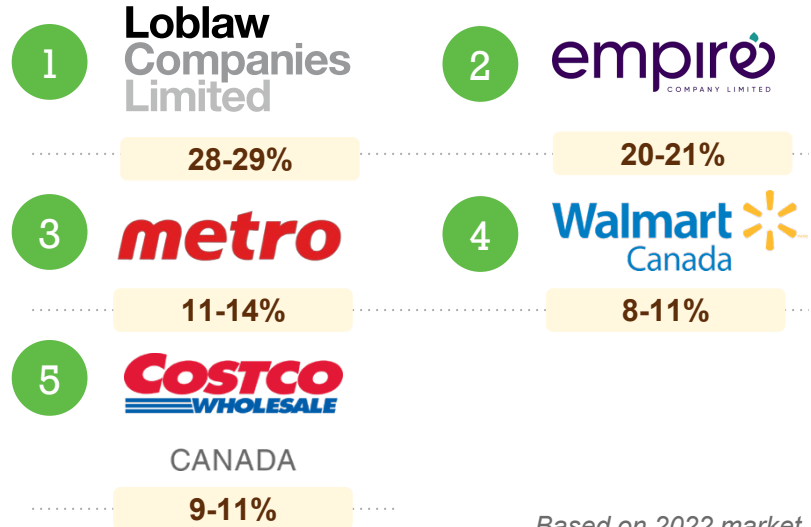
GROCERY RETAIL

The grocery item with highest jump in price in Canada was rice, with an estimated **49% INCREASE**.

WHY?

Retaliatory tariffs and powerful grocery buyers.

Grocery retail is dominated by the “**Big Five**” companies, which together **HOLD CLOSE TO 80% OF THE MARKET**.



Based on 2022 market study

CANADIAN MARKET INSIGHTS

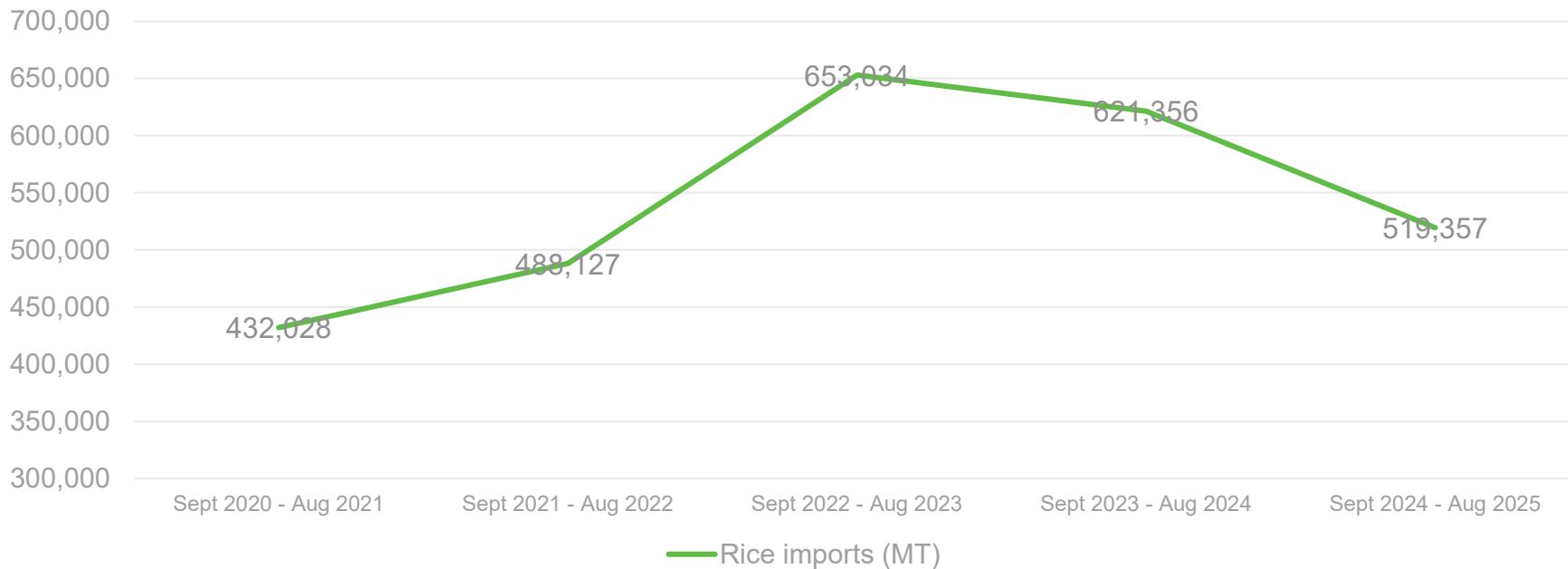
- Diverse and multicultural country with over 450 different ethnic or cultural origins. In the last census, one in four reported having a mother tongue other than English or French, the highest proportion ever recorded (StatsCan 2025)
- India is the leading source country for recent immigrants. Among those arriving since 2016, India accounted for the largest share at about 18.6%.
- Increased immigration from South and Southeast Asia has spurred demand for basmati and jasmine rice, with many bringing a strong affinity for non-U.S. options.
- Basmati rice is Canada's top-selling variety by volume in 2025.



RICE IMPORTS TO CANADA

Trade data is not available since Aug 2025, so each period is 12 months from Sept - Aug

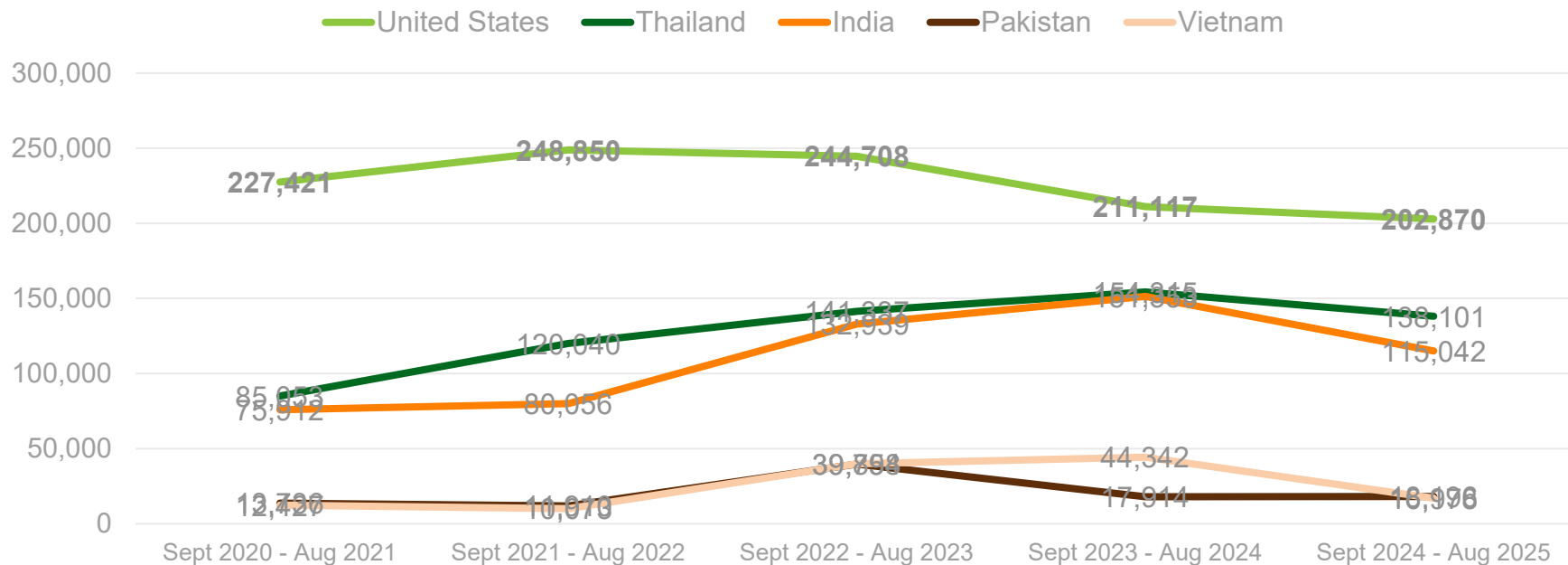
RICE IMPORTS TO CANADA: FIVE-YEAR TREND



RICE IMPORTED TO CANADA - MT

Trade data is not available since Aug 2025, so each period is 12 months from Sept - Aug

TOP 5 RICE IMPORTERS - ANNUAL MT



U.S. RICE IN CANADA

- U.S. rice has long held majority market share in Canada but has seen increasing competition from aromatic rice-producing countries as demographics and preferences change.
- The combined import value of aromatic rice (basmati from India/Pakistan and Jasmine from Thailand) is higher than the import value from the U.S.

ORIGIN COUNTRY	PRIMARY RICE VARIETY TYPE	2024 IMPORT VALUE (USD)
United States	Non-Aromatic (Long Grain, Milled)	Approx \$170 Million
Combined Aromatic	India (Basmati), Thailand (Jasmine), Pakistan (Basmati)	Approx \$212 Million India (Basmati) Approx \$116 Million Thailand (Jasmine) Approx \$76 Million Pakistan (Basmati) Approx \$20 Million

RICE MARKET SHARE IN CANADA – MT VOLUME

SEPT 2020 - AUG 2021



■ United States 52.64% ■ Thailand 19.69%
■ India 17.57% ■ Pakistan 3.18%
■ Vietnam 2.88%

SEPT 2021 - AUG 2022



■ United States 50.98% ■ Thailand 24.59%
■ India 16.4% ■ Pakistan 2.44%
■ Vietnam 2.06%

SEPT 2022 - AUG 2023



■ United States 37.47% ■ Thailand 21.64%
■ India 20.36% ■ Pakistan 6.09%
■ Vietnam 6.11%

SEPT 2023 - AUG 2024



■ United States 33.98% ■ Thailand 24.84%
■ India 24.36% ■ Pakistan 2.88%
■ Vietnam 7.14%

SEPT 2024 - AUG 2025



■ United States 39.06% ■ Thailand 26.59%
■ India 22.15% ■ Pakistan 3.5%
■ Vietnam 3.27%

Trade data is not available since Aug 2025, so each period is 12 months from Sept - Aug

RICE MARKET SHARE IN CANADA - \$ VALUE

SEPT 2020 - AUG 2021



United States 47.4% Thailand 19.8%
India 21.81% Pakistan 3.87%
Vietnam 2%

SEPT 2021 - AUG 2022



United States 48.34% Thailand 20.89%
India 21.52% Pakistan 3.29%
Vietnam 1.55%

SEPT 2022 - AUG 2023



United States 44.2% Thailand 22.78%
India 20.89% Pakistan 3.78%
Vietnam 2.26%

SEPT 2023 - AUG 2024



United States 34.97% Thailand 26.48%
India 25.64% Pakistan 4.04%
Vietnam 3.18%

SEPT 2024 - AUG 2025



United States 32.54% Thailand 26.84%
India 27.44% Pakistan 4.28%
Vietnam 2.62%

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U.S – CANADA DYNAMICS IN 2025

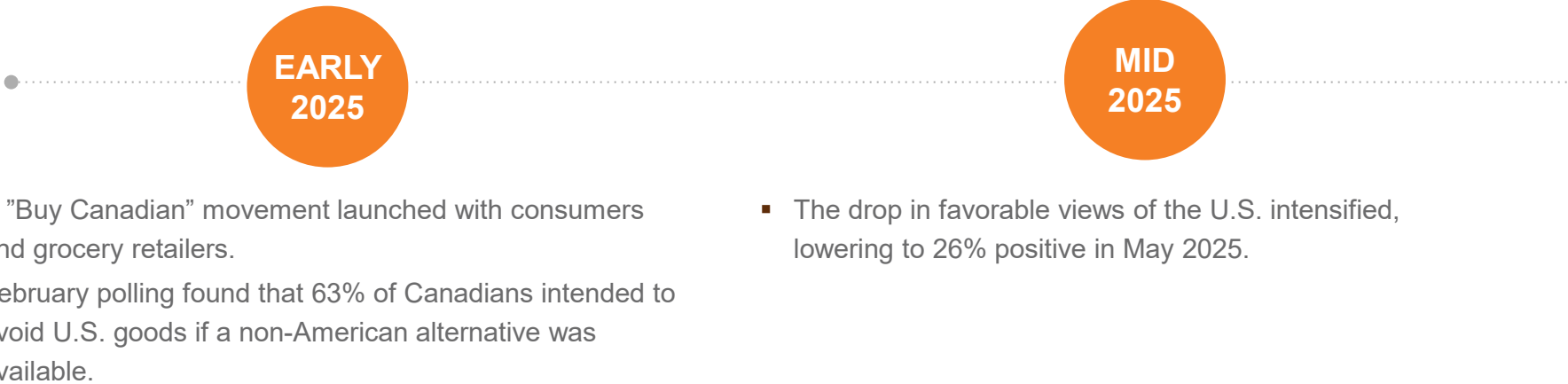
- Threats of tariffs and other trade disruptions, as well as threats to Canadian sovereignty and general discontent with U.S. policies, drove Canadian consumers away from U.S. goods and services in 2025.
- The portion of Canadians with a positive view of the U.S. dropped from 64% in February 2024 to 26% in May 2025.
- Additionally, Canada's retaliatory tariffs on products, including rice, drove up prices. These tariffs ended September 1, but have had lasting effects on business relationships and market dynamics.



U.S – CANADA DYNAMICS IN 2025

TIMELINE OF SENTIMENT CHANGE

(note: U.S. lost spot as #1 supplier of rice to Canada in July, but regained it in August):



**EARLY
2025**

- A "Buy Canadian" movement launched with consumers and grocery retailers.
- February polling found that 63% of Canadians intended to avoid U.S. goods if a non-American alternative was available.

**MID
2025**

- The drop in favorable views of the U.S. intensified, lowering to 26% positive in May 2025.

CANADIAN MARKET

U.S – CANADA DYNAMICS IN 2025

(note: retaliatory tariffs removed
as of Sept 1)

LATE
2025

- In September, Loblaw Companies reported that sales volumes of tariffed American products were down 15% to 20% on average in 2025, with some categories reporting a 50% decline.

IMPACTS ON U.S. RICE - CONSUMER

New third-party Canadian consumer research conducted on behalf of USA Rice reflects the overall decline in perception of the U.S. and its agricultural goods.

A quantitative survey was conducted in late October/early November 2025 among a nationally representative sample of Canadian consumers. The interviewing was done online among a total of 1,005 primary grocery shoppers 18 years of age or older.

AMONGST OTHER FINDINGS, SOME NOTABLE NUMBERS INCLUDE:

10% AGREE COMPLETELY that they'd **rather buy rice from the U.S.** than other countries (29% agree in general, and 69% disagree or are unsure).

17% AGREE COMPLETELY that they are **buying U.S.-grown rice less often due to price** increases (increases to 45% when looking at those who agree in general).

28% AGREE COMPLETELY that they are **buying U.S. rice less often because they are avoiding U.S. products** (increases to 52% when looking at those who agree in general).

Source: USA Rice Report for Canada – Prepared by Rose Research, November 2025

IMPACTS ON U.S. RICE - TRADE

WHAT WE'VE HEARD THIS YEAR FROM CANADIAN TRADE:

- Retaliatory tariffs on U.S. rice squeezed margins, and Canadian trade bought from elsewhere as a result.
- Some customers switched from U.S. to lower cost options like Pakistan.
- With non-aromatics, U.S. has quality advantage. In some foodservice uses, quality doesn't matter as much, and it was easier to justify switching from U.S. sources.
- Even with retaliatory tariffs removed, retailer prices aren't coming down at same rate.
- Country of origin labelling is less prevalent for U.S. rice, e.g. on private label packaging. Canadian packers of U.S. rice are emphasizing their Canadian ties to consumers.

CONSUMER INSIGHTS – RICE IN GENERAL

Third-party research revealed **daily** rice consumption is down 50% YOY, yet rice continues to be a staple in Canadian households – 6 in 10 eat it at least once a week.

Top reasons rice is consumed at home:

- "**Taste**" continues to be primary reason (59%)
- Perception that "it's **convenient**" is a close second (54%)
- "**Versatility**" (46%), the "ability to reuse it in leftovers" (40%), "**affordability**" (38%) and being a "**family favorite**" (37%) are the key second-tier drivers that impact rice consumption.

When compared to potatoes or pasta, rice also stands out as the starch that is best served when Canadians want:

- "**healthier** meal" (54%)
- "as part of an everyday, **balanced meal**" (45%)
- "when following a recipe" (38%)

Overall, most Canadians are comfortable preparing rice, with 80% believing they cook rice well.

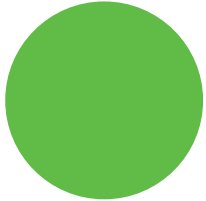


Source: USA Rice Report for Canada – Prepared by Rose Research, November 2025

OPPORTUNITIES FOR U.S. RICE



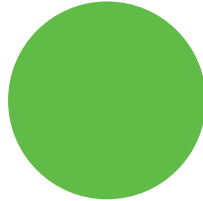
Despite the challenges encountered in 2025, **U.S. Rice continues to be a strong competitor**, supported by numerous value propositions that resonate with both consumers and trade partners.



NUTRITION



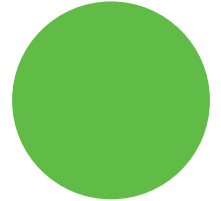
TASTE/QUALITY



VERSATILITY



CONVENIENCE



VALUE





Thank You.