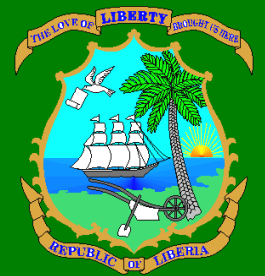


# COMMODITY PROFILE

## MINISTRY OF COMMERCE & INDUSTRY



REPUBLIC OF LIBERIA

2013

<b>Product</b>	
1. Commodity/Product Name:	Rice
2. Types/Varieties:	Indian Parboiled 100% Broken, Indian Parboiled Finda, Indian JR Rice, Us Parboiled, Uncle Sam Pink, Uncle Sam Yellow, Harbel SWAT, Indian Parboiled IR64, Butterfly White Rice, Mario Parboiled, Elephant Parboiled etc.
3. Production Information - (a) global production per annum (b) import volume per annum (c) average monthly consumption (d) average shelf life:	<p>a) Global Production (2012): 724.5 million tonnes</p> <p>b) Import Volume (2012): 202,513.315MT or 4,050,266.3(50Kg bags)</p> <p>c) Average Monthly Consumption : 529,290.60 (50Kg bags) or 26,464MT</p> <p>Average Shelf Life : 24 months</p>
<b>Price</b>	
4. International Prices per various sizes:	<p>50Kg bag: US\$ 24.08</p> <p>25Kg bag: US\$ 13.30</p>
5. International Price including shipment per various sizes:	<p>50Kg bag: US\$ 27.33</p> <p>25Kg bag: US\$ 13.66</p>
6. Consumer/Retail Price:	<p>50Kg bag: US\$ 40.70</p> <p>25Kg bag: US\$ 17.63</p>
7. Wholesale Price:	<p>50Kg bag: US\$36.50</p> <p>25Kg bag: US\$ 16.28</p>
8. Average Consumer/Retail Price in Rural Areas:	<p>50Kg bag: US\$ 42.00</p> <p>25Kg bag: US\$ 21.00</p>
9. Average price margin between international and wholesale price in US\$ and % (Line 7 – Line 5=\$; Line 9/Line 5=%) :	<p>50Kg: \$9.17/33.5%</p> <p>25Kg: \$2.62/19.1%</p>
10. Average price margin between consumer/retail price and wholesale price in US\$ and % (Line 6 – Line 7=\$; Line 10/Line 7=%) :	<p>50Kg: \$4.20/11.5%</p> <p>25Kg: \$1.35/8.2%</p>
11. Average price margin between rural consumer/retail price and consumer retail price in US\$ and % (Line 8 – Line 6=\$; Line 11/Line 6=%) :	<p>50Kg: \$1.30/3.1%</p> <p>25Kg: \$3.37/19.1%</p>

Line 11/Line 6=%) :	
12. Key factors affecting market price (cost of transportation, scarcity, impropriety such as hoarding, market demand, etc):	Exchange Rate Factor, Cost of transportation, hoarding and market demand, APM Charges and BIVAC charges.
<b>Place</b>	
13. International Suppliers:	Shyben Amadi and Sons Limited, Tabre Ja International, Karachi Pakistan, Louis Dreyfus, Hera Star General Trading, Janus Services B.V.
14. Origins of Shipments:	India, Pakistan, USA, Thailand
15. Importers:	SWAT, Fouani, United Commodities Inc, Mila, K & K, Fouta and Harmony and Abranta & Sons (not active).
16. Wholesalers:	SWAT, Fouani, United Commodities Inc, Mila, K & K, Fouta and Harmony
17. Major Retailers:	Abdou Kanneh Trading, MD Distribution and Malanta Trading
18. Primary Channels of Distribution to Consumers:	Distributors transport rice to their warehouses and retailers purchase and sell to end- users.
<b>Promotion</b>	
19. International Brand Names:	OBAS, India Bellaluna IR64, JR Rice, USA Parboiled, Parboiled Yellow, Finda, Harbel, SWAT, Lady Noora, Island Pakistan, Butterfly and Sun Rice
20. Local Trademark Registration:	N/A
21. Brand Promotion Media Channels (Billboards, Radio, Television, Community Outreach, Publications, etc.):	N/A
22. Promotions challenges and issues:	N/A
<b>Policy</b>	
23. International Governing Laws and Policies and ISO Requirements where applicabe:	N/A
24. National governing laws and policies and national standards requirements where applicable:	N/A
25. Key policy issues:	Suspension of Duty on Rice and restricting the retail sale exclusively to Liberian citizens.

26. Sector Oversight Ministries and Agencies:	Ministry of Commerce and Industry
<b>People</b>	
26. Consumer Profile – (a) Primary Consumer (ie. Women, children, youth, men), (b) Education Level (c) Average Age, (d) Regional Distribution:	N/A
27. Consumer Awareness and Protection Issues:	N/A
<b>References</b>	
28. Reference citations for materials used for this report:	Rice Suppliers Ministry of Commerce and Industry (Price Analysis & Marketing) <a href="http://www.fao.org/docrep/016/ap288e/ap288e.pdf">http://www.fao.org/docrep/016/ap288e/ap288e.pdf</a>
<b>Credits</b>	
29. Report Authors:	Director Steve Flahn-Paye, Senior Price Analyst Jomo Dentrack Doe, Database Analyst Tony Baccus Matthews, Deputy Inspector General - Rural Habib Sangary and Stephen M. Zaizay.