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Jordan

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Rice promotion in Jordan

2007

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Report Highlights:

Rice promotion started new marketing methods in a country that depends only on imported rice.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Amman [JO1]
[JO]

Rice Production and Consumption in Jordan

Rice is one of the main constituents of the Jordanian diet. Average consumption is about 25 kg per person per year. The preferred variety is medium grain (Camolino), which constitutes 90 percent of imports.

Rice Trade

The rice trade is conducted by the private sector. Imports in 2006 were 130,000 MT, of which 40% percent came from the United States. The U.S. market share faces fierce competition due to high prices in general and low prices of Egyptian rice. This low cost is due to many factors, the most significant one being lower shipment costs. In addition to the United States, major suppliers are Egypt, Australia, Thailand, and Pakistan. Total rice imports during 2006 were at the same level as 2005, but with Egypt contributing a larger share. Although Australian rice is a major competitor, few imports took place in 2006 due to the fact that the Australian harvest was poor for the second consecutive year. Thus competition for medium grain rice was strong between the U.S., Australia and Egypt. Egyptian rice is imported bagged and in small vessels. U.S. rice is imported in bulk and is bagged in Jordan. Imports of consumer packaged parboiled long grain and Basmati rice during 2006 are estimated at 20,000 metric tons. U.S. long grain rice exports face strong competition from Thailand and Pakistan.

Rice promotion

USA Rice Federation (USARF) has had many distinguished marketing and promotional events in Jordan's market. Most of these events were unique in the country, and the last one had the greatest impact in Amman.

The promotion event was a housewife cooking competition using American rice. The campaign started two months ago with distribution of posters, flyers, roadside banners and attractive advertisements on popular FM radio stations. All of these made the event the talk of the town even before the real event took place.

The American Rice Cooking Competition targeted housewives, who were challenged to send their individually developed recipes using any American rice brand as an ingredient. Contestants needed to include a proof of purchase by enclosing an empty rice container in addition to recipe and contact information. All recipes were compiled and short-listed to 5 in a drawing; those who were short-listed were invited to the event and enjoyed competing in front of a panel made up of 3 chefs from the USA Embassy and from the hosting hotel. The judges made their decision based on their expertise. The winning cook received a grand prize (LCD TV 32 inch), and the rest of the contestants were given consolation prizes as a thank you for their participation.

The cooking competition aimed to attract talented cooks in Jordan, who used any brand of US origin rice. USARF organized the cook-off event and awards ceremony in cooperation with the FAS office at Embassy Amman. The event took place at a five-star hotel on January 28, 2007. A short documentary video about USA Rice was shown.

It is expected that Jordan TV will broadcast the whole cooking competition event on a popular show, "Good Morning Jordan" which comes on every Friday morning.