

## EU MARKET SCAN FOR MYANMAR RICE

Rice means whole or broken kernels of rice from which husks and at least the outer bran layers and a part of the germs have been removed. It also includes loonzain (cargo rice or brown rice), parboiled rice and glutinous rice.



### Aromatic rice

is classed as a specialty for its fragrance and aroma. Basmati and jasmine rice are the most common aromatic rice varieties.

Myanmar has

a unique prize winning fragrant Paw San rice. In 2011, the World Rice Conference declared it was the world's tastiest rice, defeating Thailand's Jasmine (a two-time previous winner). Before being cooked, Paw San looks like the Arborio rice used in risotto: short and stumpy. However, cooking transforms the grain, doubling and at times even tripling its length, while also sprouting wonderfully elegant Basmati-like protrusions

**Glutinous rice** includes all rice varieties that become glue-like or sticky when cooked. There are several Indica and Japonica cultivars that are categorized as glutinous rice.

Myanmar's main export groups of rice comprise of white rice, Loonzain Rice (Brown Rice or Cargo Rice) Glutinous Rice, Boiled Rice and Broken Rice. Whilst a lot of lower end markets are supplied with broken or a percentage broken rice, a 100% whole grain premium product is also exported.

### Types of Rice from Myanmar

Myanmar has very many varieties of rice that are commonly grouped into the following categories are

- Emata (long grain >7mm, slender, translucent)
- Letywezin, (Long grain, 6-7mm, slender, translucent)
- Ngasein (Short & Medium grain, 5.6 -6.4mm, usually translucent)
- Byat (Long grain 6.4-7.35mm broad kernel, opaque and chalky) (Includes Paw San)
- Meedon (Short-grain, broad, kernel opaque and chalky opaque and chalky)

Most international traders, however, are only familiar with the first two groups – Emata and Ngasein Type.

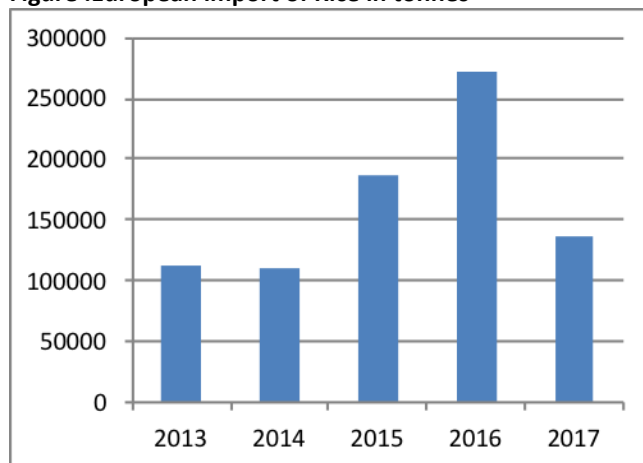
### Rice in the EU

- More expensive speciality varieties of rice and organic rice are increasingly present in European supermarkets. Consumers are drawn to Asian aromatic varieties of rice, as well as to varieties that are suitable for

traditional dishes such as sushi, risotto or paella. Brown rice has also increased in popularity thanks to its health benefits.

- The better a rice variety relates to food and cooking trends, the more a supplier's chances.

**Figure :European import of Rice in tonnes**



**Source : ITC Trade Map**

Rice production in Europe, is limited to a number of countries in the south including Italy, Spain, Portugal, and Greece. As such per capita consumption is also significantly higher in the southern Europe 6-18Kg/per capita vs. 3.5-5.5 kg/capita in northern Europe.<sup>1</sup>

Production does not meet demand and hence imports as the above graph shows are significant, typically sourced from developing countries. Volumes are high and suppliers are large and well organised. Indica and Japonica rice are the most common rice varieties in Europe.

Increasing demand has resulted in a higher availability of aromatic rice varieties as well as a small, high-value segment of coloured rice. The European demand for long-grain Indica rice and exotic varieties such as basmati or jasmine rice (and organic rice) is growing by 6% annually.

European imports of milled rice increased by almost 70% in the past five years. The import duties for milled rice are usually higher than for husked rice, but several countries have been granted duty-free quota or completely duty-free access to the market, including Myanmar.

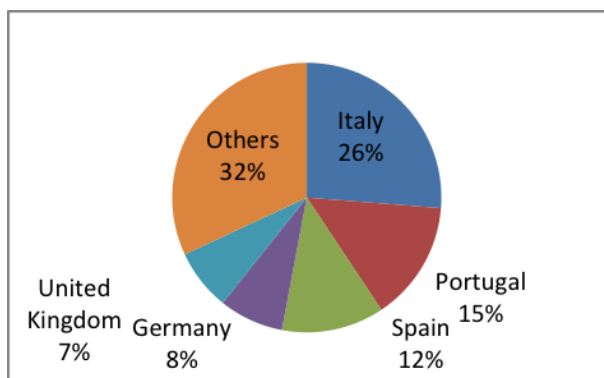
### Rice Imports Structure

In line with higher consumption per capita in patterns in Southern European countries, Italy, Spain and Portugal are leading importers. Germany and UK are also key importers. At the same time France and the Netherlands are the main importers from developing countries. The Netherlands forms an important entry point for rice into Europe from various developing countries.

<sup>1</sup> Source: Ricepedia.org



## MYANTRADE MARKET INFORMATION SERVICE



Source: ITC Trade Map (2017)

A significant import share consists of long-grain Indica rice and aromatic varieties (basmati, jasmine), which are popular varieties in northern Europe. The United Kingdom dominates the import of basmati rice, mainly from India reflecting its large south Asian ethnic population and historic link with India.

### EU Market Characteristics

Opportunities for small and medium-sized suppliers from developing countries are best found in smaller-scale products, product differentiation (organic) and specific consumer trends (healthy, authentic, gluten-free). It is important to note, however, that smaller niche markets are accompanied by greater risk and volatility.

Italy has also taken Chinese black rice into production. In the south of France, a red rice variety is being produced. Consumers are attracted to these rice varieties, because they provide a gourmet experience and are often promoted for their healthy nature.

Quality and food safety are important issues to distinguish your company from other suppliers. European buyers are very aware of the potential risks for quality and food safety when purchasing different rice varieties.

A growing number of consumers in Europe are increasingly aware of the need for a healthy diet. Online media and food specialists promote the benefits of health foods – foods claimed to have outstanding health characteristics.

Brown rice is consumed throughout Europe as a healthier alternative to milled rice, since the rice bran contains important minerals, vitamins and fibre. Parboiled rice is also widely offered for its improved preservation of vitamins. There are many opportunities for exporting new and higher value products to Europe.

### Legal Requirements

The EU has set maximum residue levels (MRLs) for pesticides in and on food products.

### Voluntary Standards

Food safety management systems and certifications that are recognized by the [Global Food Safety Initiative \(GFSI\)](#) are widely accepted throughout Europe. The following are the most significant certifications.

- IFS Safety standard for food processors and packers.
- BRC Global Standard for Food Safety provides technical standards for food safety.
- GLOBALG.A.P. a pre-farm-gate standard covering the process from farm input to non-processed product.
- HACCP – Hazard Analysis Critical Control Point for food safety.

### Sector Associations and International Organisations

- The Trade for Development Centre is a Belgian Development Agency
- Federation of European Rice Millers
- Food and Agriculture Organization (FAO)
- Belgian Development Agency (BTC)
- Association of the Swiss Grain and Feedstuff Trade

### Trade Fairs

- BIOFACH 2019 into Organic Food
- 13 - 16 February 2019 // Nuremberg, Germany
- 21.Oct - 25.Oct, 2018, Paris, [SIAL](#) Int'l Food Products Exhibition
- August 16-20, 2018, Hongkong, China, Hong Kong Convention and Exhibition Centre.

### Tips for exporters

- When entering new markets, many sources can be used to find buyers. For example, you can approach sector associations to obtain contact details. Trade fairs offer a very good platform to interact with buyers in person.
- Plan your market entry by doing a comprehensive analysis of your target market. Take the time to investigate where your products will have better chances, in which countries and in which segments.
- Make sure your company can be found by using the most common search engines and also offers information about your international activities.
- Contact the Myanmar EU Trade Helpdesk for further assistance.

### Myanmar-EU Trade Helpdesk

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