

Category	: International Rice Research Conference
Select Theme	: Food systems for the future
Endorsement email	:
Keyword 1	: Markets and market integration
Keyword 2	: Rice supply, demand, and trade
Keyword 3	: Value chain analysis
Title of Entry	: High Value vs Stability, a Key Trade-off for Rice Export Prices Thanks to Geographical Indication
Presenting author	: Georges Giraud
Presenting author email	: georges.giraud@agrosupdijon.fr
Co author 1	: Julie Le Gallo
Co author 2	:
Affiliation presenting author	: CESAER, AgroSup Dijon, INRA, Univ. Bourgogne Franche-Comté, F-21000 DIJON, France
Affiliation 1	: CESAER, AgroSup Dijon, INRA, Univ. Bourgogne Franche-Comté, F-21000 DIJON, France
Affiliation 2	:
Select only one type of presentation	: 15 minute oral presentation
Abstract	: Material and Method International rice trade is about 45 million tons in 2017. With almost 9% exported, rice is not the top trade food commodity. This has an impact on variations of export prices. Using the FAO database, we investigate rice export prices' behavior from January 2000 to April 2018 with respect to variability and market segmentation. The rice trade market is mainly composed of ordinary rice. It also includes 15-18% of premium rice varieties, including fragrant rice coming from places where the pedoclimatic conditions and human know-how make a specific terroir. Fragrant rice is becoming protected by Geographical Indication (GI). This is the case of Basmati, using a collective trade mark since 2008 in Pakistan, and Jasmine from Thailand, bearing a Protected Geographical Indication as Khao Hom Mali, since 2013. Other premium non GI rice varieties are provided on export market, mainly from USA. Results and Discussion Data analysis indicates a clear difference of rice export price between ordinary rice varieties, vs GI fragrant rice varieties and other premium non GI ones. GI varieties' average prices are 2 times higher than those of ordinary varieties, and 30% higher than other premium non GI varieties. Export prices of GI varieties vary more. The price's increases and decreases of GI rice varieties are, by far, stronger and different compared to those of ordinary rice. This shows the asymmetric price sensitivity to exportation. According to the feeding key function of rice for local inhabitants, rice price is under government policy influence for ordinary rice on most domestic markets, while fragrant rice is mainly exported, consequently its price is more subject to variation. Conclusion GI is acting on rice export as price premium factor. This is an effect of volume limitation obtained from better traceability and stringent specifications which are mandatory for GI labelled products. From 2008 to 2018, the trade-off between higher value vs stability is a key issue for rice export pricing thanks to Geographical Indication. Food policy recommendations can be identified from this analysis with respect to harvest and export monitoring, and towards food quality labelling policy as well.

[Read more»](#)

## Uploaded Files »

No files found.

