

Market-driven approach to connect producers to consumers for rice market development in Africa

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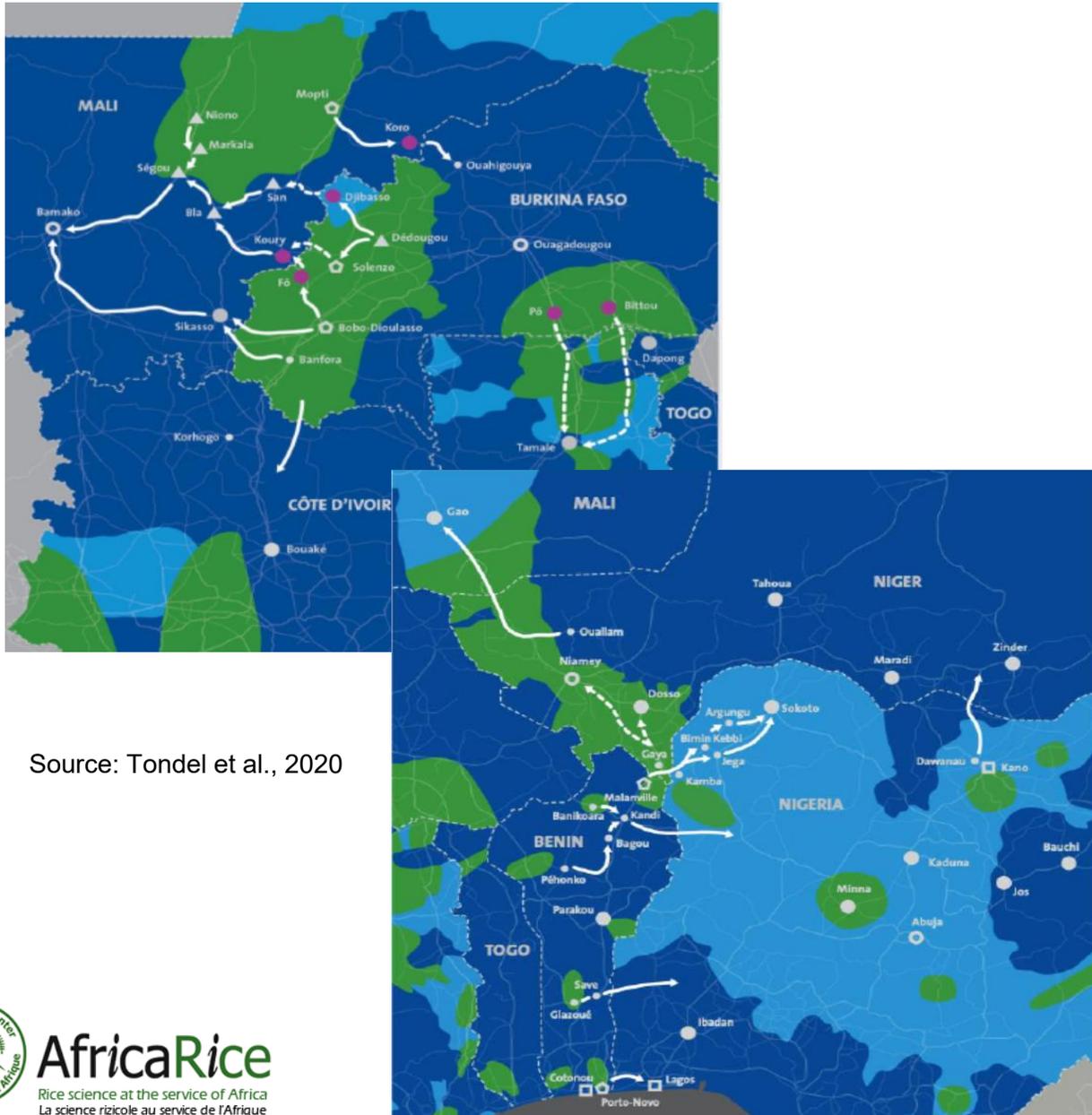
Unreliable international rice world market

- Rice world market is **volatile**
- India is **first exporter (30% of the export in 2024-2025)**
- Policy of exportation banned following international crisis (**COVID-19, Russian-Ukraine crisis**)
- Top 5 rice exporting countries (India, Thailand, Pakistan, Vietnam and the United States of America) have 3/4 (73.8%) of the global value for rice exported during 2024

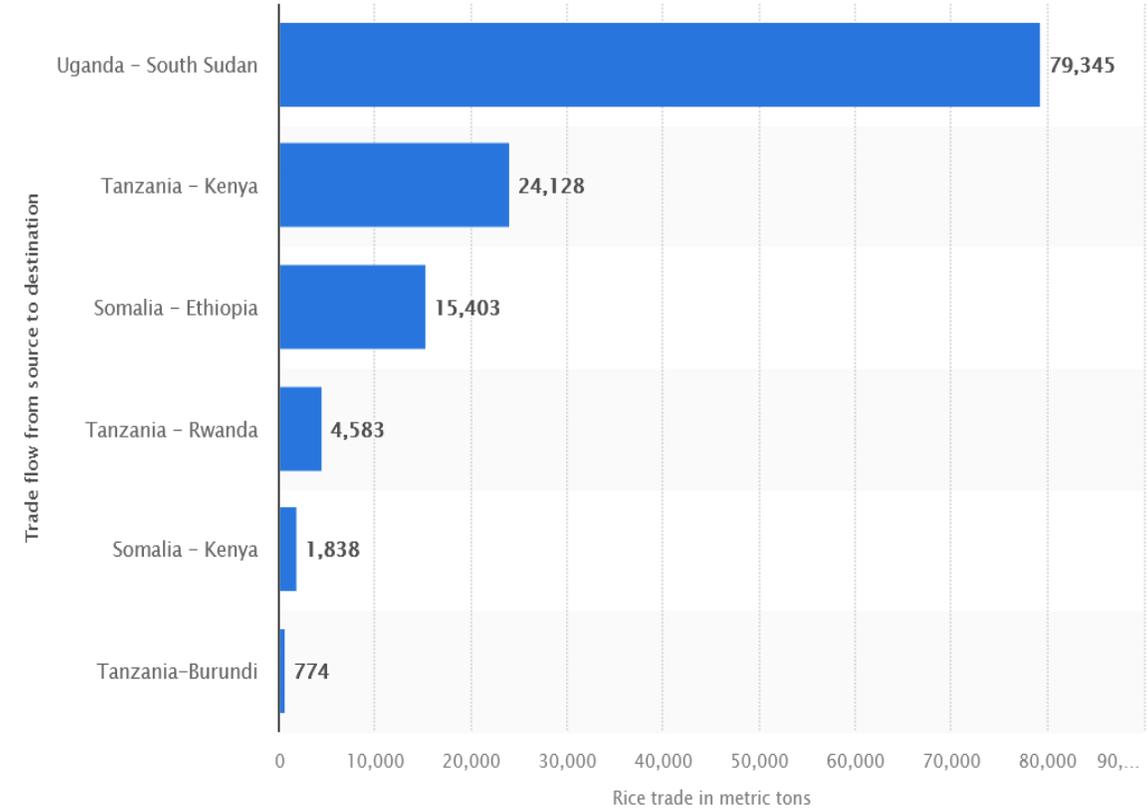
Rice price on international market



Potential national cross-border rice trade in Africa



Source: Tondel et al., 2020



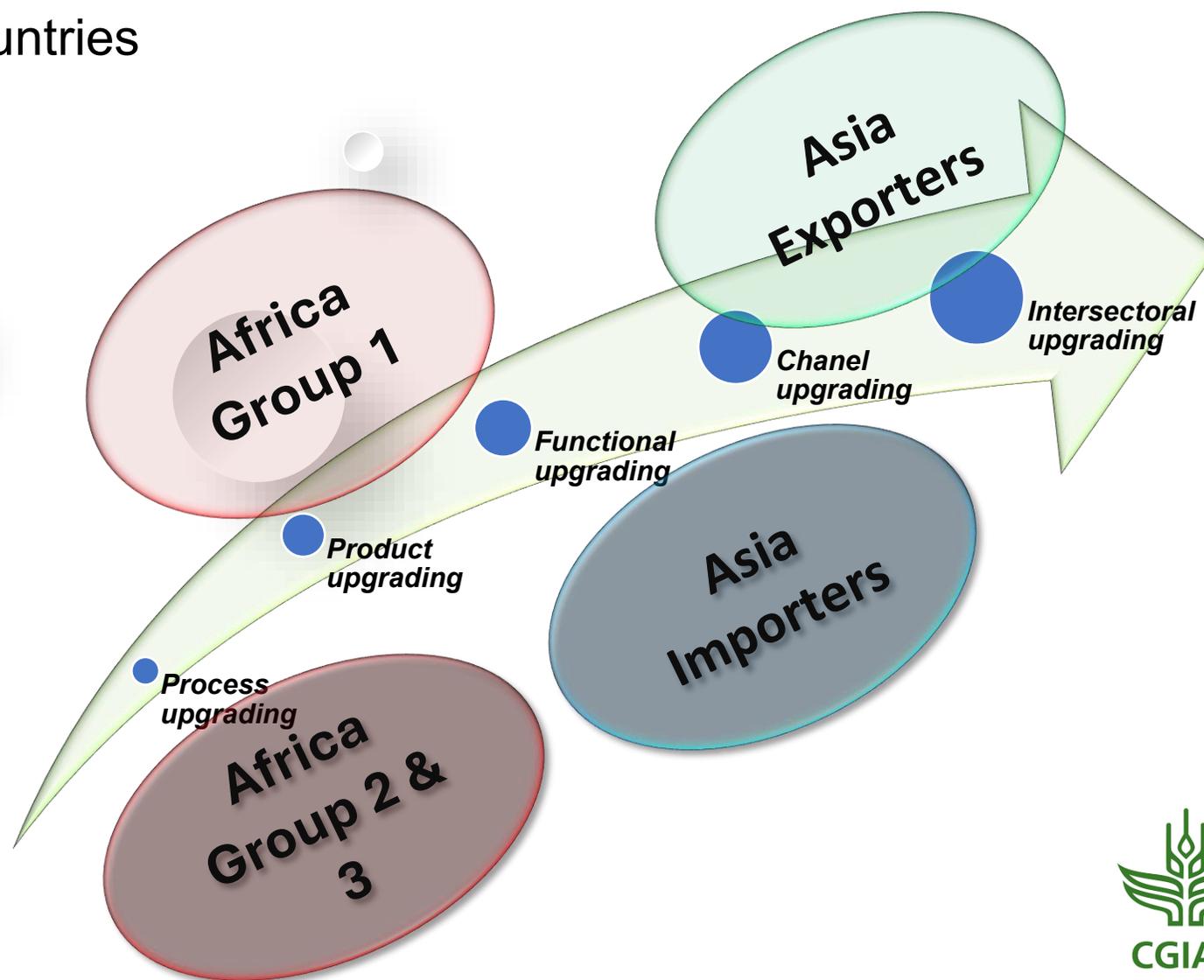
Status of rice value chain upgrading for quality

- Rice value upgrading in Africa is low
- Classification of the West Africa countries into three groups:

Group 1: <i>Dynamic rice value chain upgrading</i>	Group 2: <i>Moderate rice value chain upgrading</i>	Group 3: <i>No rice value chain upgrading</i>
Nigeria, Senegal	Ghana, Mali, Côte d'Ivoire, Burkina Faso, Liberia, Niger, Sierra Leone, Benin and Togo	Guinea, Mauritania, The Gambia and Guinea-Bissau

Source: Soullier et al., 2020

Rice sector development in Africa needs both **increased production** but also value **chain upgrading**



Example of value chain upgrading

- Application **market-driven** model: to RIZAO project in West
- Focus on business and market-driven development
- Target of **50 champions** to upgrade rice value chain and create employment (Delice riz au Togo)



- Application **market-driven** model to RIZAO support women group in Nigeria, Benin and Senegal



Parboiled and white milled rice
Riz Saveur in Glazoue IP

Parboiled and white milled rice
KAANEY in Malanville IP

Way forwards

- Use market-driven approach to increase rice production and **value chain upgrading and marketing**
- Support existing and new private investments (**Chinese private sector investment analysis in Cote d'Ivoire as already done in Madagascar and Mozambique**) for rice value chain upgrading
- Support to small-scale actors especially women and youth for rice value chain upgrading, trade and marketing



Thank you

