CARD COALITION for AFRICAN RICE DEVELOPMENT GM10/ 9th-12th Mar. 2026, Antananarivo, Madagascar

Thematic session 4:

The Last Mile: Rice Marketing and Trading

Panel Discussions

Date: Monday, 9th March 2026 (15:30 – 17:00) Venue:
Novotel Convention – Room (New York)

Concept Note

1. Context

Globalization, rising population, rapid urbanization and shifts from traditional dietary habits in the CARD member countries have triggered significant expansion of rice markets in Sub-Saharan Africa (SSA). Market demand for rice in SSA has increased from 10 million tons in 1990 to over 40 million tons in 2023[1]. Since the local rice production could not keep pace with these drivers, rice markets in SSA are increasingly becoming over-reliant on global rice supply chains, mainly from Asia. With a staggering import bill of around $5.5 billion; the markets in SSA imported as much as 12.6 million tons of milled rice in 2023.

Such an over dependence of local markets on the imported rice exacerbates the threats on food security and increases the vulnerability of both the rice producers and the rice consumers in SSA. The political economy of rice in CARD member countries is getting shaped by a constantly growing rice trade deficit. Efficient marketing and trading of both the imported rice and the locally produced rice, from rice farmers to consumers, has hence become significantly important for warranting the profitability and livelihoods of millions of smallholder rice farmers and ensuring stable availability and accessibility of rice to consumers in SSA.

Given the complexity and fragmentation of the domestic rice markets however, public dialogues on the challenges and opportunities in marketing and trading lack focus on the structural reforms required for modernizing the domestic rice supply chain through improved infrastructure (road, storage), integrated technologies, value addition, and strengthening of farmer participation and market integration. Research on national and regional rice market structures, market share, turnover, prices and consumer behavior is also not adequate enough to generate evidence-based policy decisions. To highlight the importance of an efficient rice marketing and trading system to the participants of the GM10, the CARD Secretariat has arranged a panel discussion.

[1] Research and Markets (2025) Africa Rice Market – Report

2. Objective

The discussions will aim to shed light on the dynamics of local, regional and global rice markets such as demand, competitiveness, price volatility and trade policies, and stimulate the stakeholders to make informed decisions.

The discussions are intended to help policy makers and those CARD member country representatives who wish to understand the intricacies of a robust rice trading system. The panel discussions will be steered towards improving the understanding of the participants on current trends and emerging opportunities in the global and regional rice trade.

3. Program

Component	Time	Agenda
A. Opening	15:30 – 15:35	Welcome Remarks and Introduction of Panelists **Moderator:** Kathiresan, Arumugam – Regional Advisor, CARD
B. Presentations	15:35 – 16:15	1. Market-driven approach to connect producer to consumer for rice commodity chain development in Africa; **Dr. Arouna Aminou**, Program Leader for Policy, Innovation Systems & Impact Assessment, AfricaRice, Abidjan, Côte d'Ivoire 2. Trading efficiency of local rice in Kenya; **Mr. David Ndhine**, Chairperson, Pur Ber Rice Farmers Cooperative Society, Kenya 3. Rice Market in Africa: Some Perspectives on Trade, Price Insulation, and Impact of Trade Policies; **Dr. Abdullah Mamun**, Senior Research Analyst, Markets, Trade and Institutions, IFPRI, Washington D.C., USA
C. Panel Discussions	16:15 – 16:35	Moderated Panel Discussions
	16:35 – 16:55	Interactive discussions with the participants (Q & A)
D. Closing	16:55 – 17:00	Wrap-up and Conclusions