

# Why Businesses Should Carry Fair Trade Rice

## **Demand for Fair Trade, Organics, and Quality Rice in the U.S. is Growing**

- Between 2002-2003, Fair Trade labeled sales grew by 42.3% across the world
- The number of supermarkets, cafes, and restaurants carrying Fair Trade products rose ~170% to over 20,000.
- In a poll of U.S. consumers, 81% of respondents say they are likely to switch brands to help support a cause when price and quality are equal, and 92% have a more positive image of companies and products that support causes.
- The organic market in the U.S. has been increasing by 17-22% a year, while the conventional food industry has seen annual growth rates of only 2-3%
- Demand for aromatic rice, which includes Jasmine and Basmati rice, has been steadily increasing in the past ten years. In fact, Thai Jasmine rice accounted for 75% of rice imports in the U.S. in 2001. Indian Basmati rice accounted for the second largest quantity.

## **Success of Fair Trade Rice in Europe Bodes Well for Success in the U.S.**

- In Europe Fair Trade rice from Thailand, India, and Egypt has been sold for nearly ten years.
- Demand for Fair Trade rice in Europe has been steadily growing. From 2002-2003, the market for Fair Trade rice in Europe had a growth rate of 39%.

## **Momentum for Fair Trade Rice is Building in the U.S.**

- Now is a great time to get involved in Fair Trade Rice because it is the newest Fair Trade Certified product in the U.S. creating excitement amongst consumers.
- Carrying Fair Trade rice now would enable your business to establish itself as one of the leading competitors in the Fair Trade rice market.

## **Fair Trade Rice Production is Reliable and Supply is Increasing**

- Fair Trade rice producers and cooperatives are growing in number.
- With nearly 10 years of experience selling Fair Trade rice, cooperatives have experience and capacity to produce consistently for foreign markets.
- More farmers are looking for the opportunity to get involved in Fair Trade rice production. Your commitment to carry Fair Trade rice would ensure that more farmers get to enjoy the benefits of Fair Trade.

## **Fair Trade is Good for the Farmer, the Consumer, and the World's Sustainability**

- Fair Trade ensures that farmers receive a premium price that allows them to keep their land, feed their families, and send their children to school.
- Farmers are organized in a cooperative that gives them control over their product and supports other farmers switching to organic production
- With Fair Trade rice consumers get a nutritious, delicious product that is good for their health and the health of the farmer who grew it.

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