



Ghana Promotional Activities

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Regional Director*



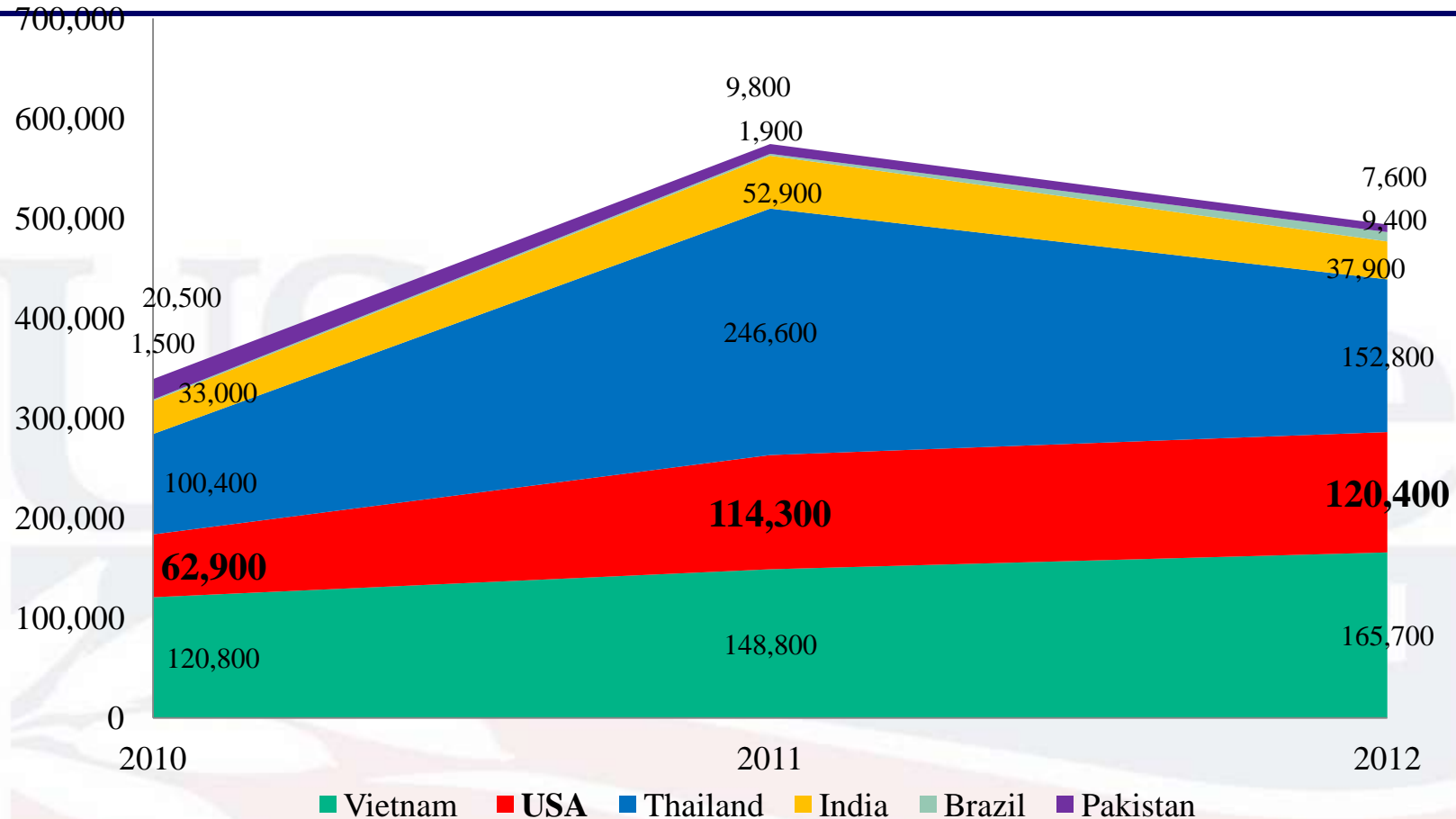
Ghana



Source: FAS PSD Database

Local rice production is on the increase, but is estimated to cover only one third of total rice consumption.

Ghana

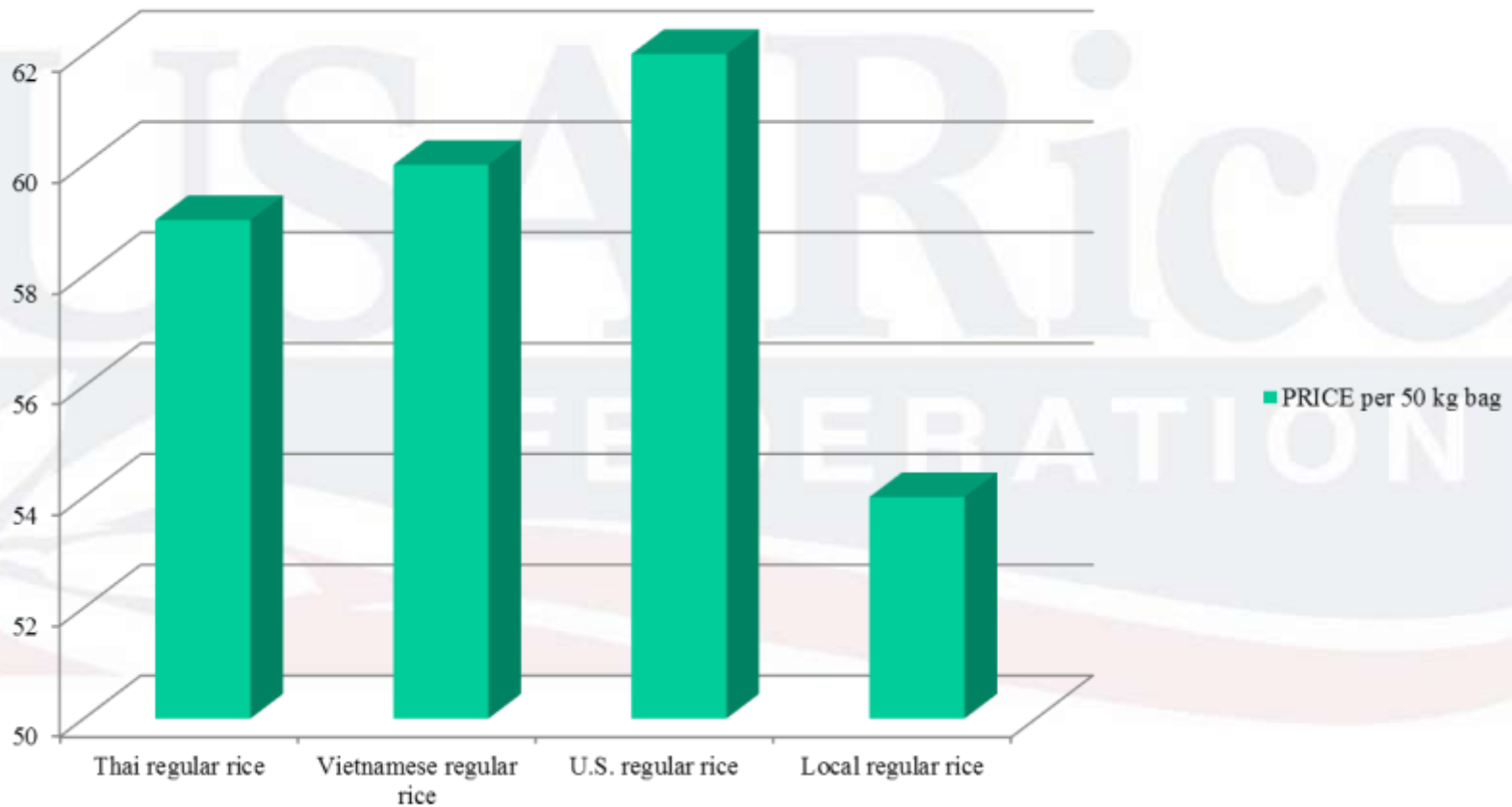


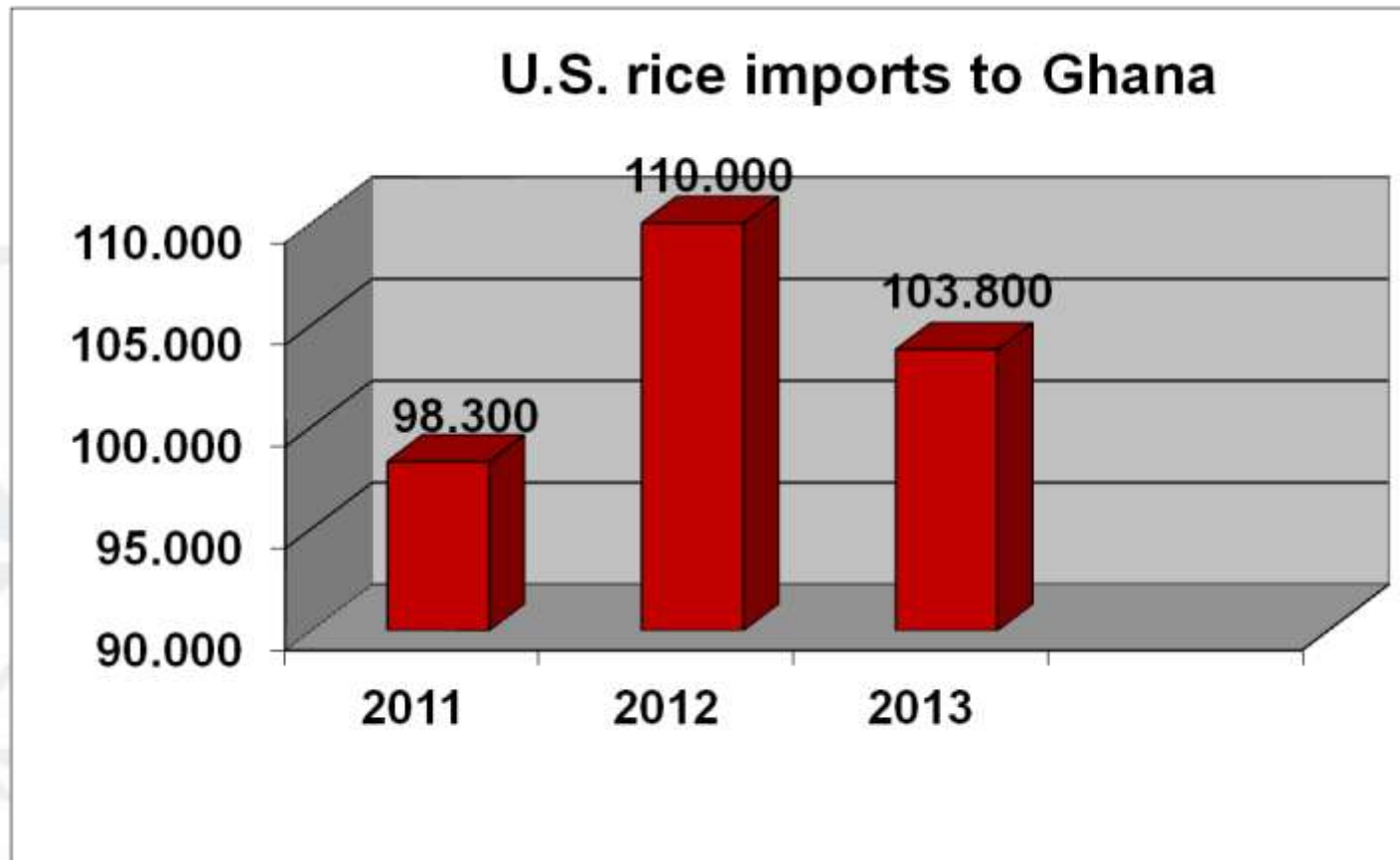
Source: GTA

Total rice imports in January-September 2013 were with 261,700 MT 21% higher than the same period in 2012.

The USA is the third largest supplier with 20% market share, the market leader is Vietnam followed by Thailand.

Price comparison by origin





Source: BICO

U.S. rice imports in 2013 were 5% lower in volume terms and 18% higher in value terms as in 2012.

Ghana Market Trends



- U.S. rice is present on the market since many years with well established, identified brands, which are perceived by the consumers as high quality. Successful introduction of U.S. jasmine fragrant rice further expanded consumer base.

Ghana Market Trends

- Growing population with an increasing income level and more and more women entering the workforce, which supports using ingredients that are quick to prepare e.g.: rice.
- Aromatic Asian rice e.g.: Jasmine continues to expand its market share in the high quality segment of the rice market

Ghana Market Trends



- U.S. rice is positioned on the market as a higher priced alternative to locally grown rice as well as Thai and Vietnamese rice.
- The newly elected local government continues to heavily support local rice production and uses rice import policies as an important element in it's political campaign; thus rice became a sensitive and highly political commodity.

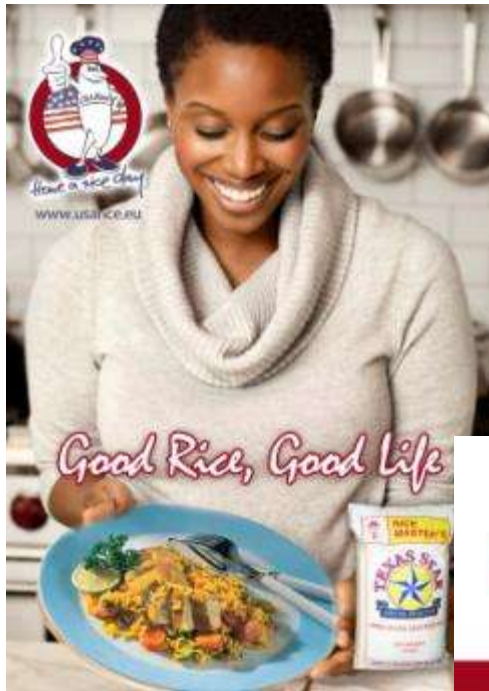
Ghana Promotions

U.S. rice brands



Americana

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Posters for foodseller and market stall branding to increase visibility produced together with U.S. rice brand



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Women's church group activations



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Billboards in Accra and Kumasi



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An advertisement for USA Rice. The top half shows a woman in a green shirt and a young boy in a light blue shirt sitting on the grass, reading a book together. Below this image is a dark blue banner with white text. The bottom half of the ad is yellow with a rice stalk pattern. It features a large red heart with the word "LOVE" inside, followed by the text "I LOVE you." Below this is a message for Mothers' Day. In the bottom left corner is a bag of Jazz Rice. In the bottom right corner is a cartoon character and contact information.

"Sweet Mum, you are just Jazzy... just like the delicious Jasmine **USA Rice** you cook for me.

I LOVE you.

Happy Mothers' Day to all Jazzy Mums. Let your kids love you. Cook for them Jazz Perfume Rice from the USA.

JAZZ RICE

SR
SUPREME RICE

5 OSU BADI STREET,
DZORWULU,
ACCRA, GHANA
Tel: 028 9126126

Have a nice day!

www.usarice.eu

Radio spots and press advertizing



Radio spot English



Radio spot Twi

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Almanacs

SR SUPREME RICE

2014

COWBOY RICE

USA RICE

SR
SUPREME RICE
100% LONG GRAIN
ENRICHED WITH VITAMINS AND MINERALS
Tel: 0289126126

U.S. Rice

SR
SUPREME RICE
100% LONG GRAIN
ENRICHED WITH VITAMINS AND MINERALS
Tel: 0289126126

Taste to Share, Moments to Remember

RICE MASTERS

USA RICE

www.usarice.com

FIRST CHOICE

THE REAL AMERICAN RICE

2014

USA RICE

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National chef students cooking competition



Minister Gomashie
inspecting the dishes

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Foodservice seminars in
Accra, Kumasi, Tema
and Takoradi



Ghana Promotions



Christmas Party at
Foster Home



Thank You

