

CAMBODIAN RICE WHITE GOLD



- All Natural & Traditionally Grown
- Certified Quality-Right Price
- State-of-the-Art Production
- World's Best Jasmine Rice

CAMBODIAN RICE WHITE GOLD



WORLD'S BEST RICE
2012, 2013 & 2014

Supported by



info@TheWorldsBestRice.com

KHMER RICE (HISTORY & CULTURE)

Rice has been grown for thousands of years in Cambodia, perhaps as far back as 5,000 BCE. Even before the rise of the mighty Khmer Empire in the 9th Century CE, the people of what we now call Cambodia used elaborate systems to irrigate their rice fields.

During the Khmer Empire, which dominated the region for six centuries from its base outside the modern city of Siem Reap, sophisticated irrigation systems enabled the subjects of the God-Kings to cultivate as many as three crops in a year.

Even as a French protectorate in the mid-19th Century, rice was central to Cambodia's economy. It was during those years that Battambang Province was turned over to large rice plantations, and today this western province is still regarded as the Kingdom's rice basket.

DID YOU KNOW?

Rice is so central to Cambodian life that the greeting, "Have you eaten?" or, "Nyam bai?" literally means, "Have you eaten rice?"

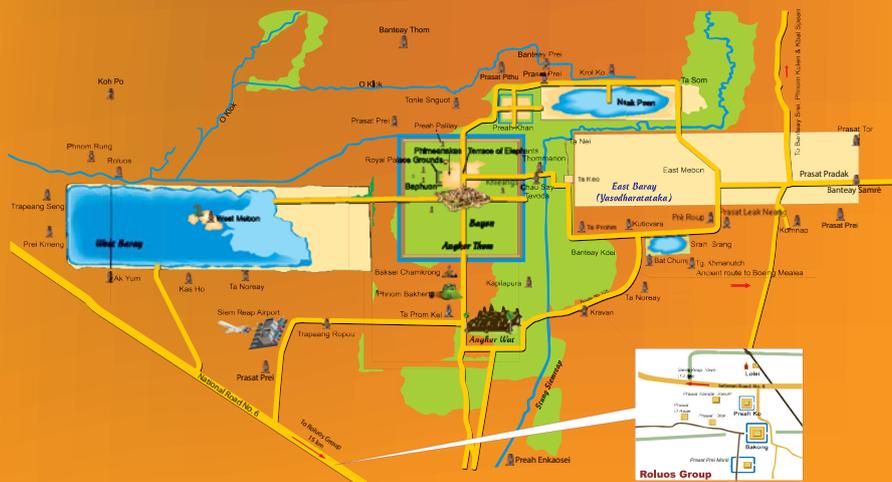
Cambodia under Prince Norodom Sihanouk embarked on extensive irrigation projects in some of the most populous provinces, including Kampong Cham and Kandal, to try and improve the rice yield in a nation of difficult rainfall patterns and relatively poor soil.

As a consequence of thousands of years of cultivation Cambodia is fortunate enough to grow some of the most desirable rice varieties in the world. In 2012, 2013 and 2014 three years in a row, Cambodian fragrant (Jasmine) Rice won the "World's Best Rice" award from the International Commodity Institute (ICI) at the annual World Rice conferences of 'The Rice Trader' (TRT). The God-Kings of the Khmer Empire would surely have regarded that as nothing more than what Cambodia deserves.



Rumduol Flower

MAP OF ANGKOR AREA



DEVELOPMENT OF CAMBODIA'S RICE SECTOR

It was not until 2008 that Cambodia exported its first measurable milled rice surplus in modern times. Since then impressive developments have taken place at all levels of the rice supply chain, with the rapid increase in exports one of the most visible results.

DESTINATIONS OF CAMBODIAN RICE EXPORTS SPANNING THE GLOBE



Angola			
Australia			
Austria			
Belarus			
Belgium			
Benin			
Bulgaria			
Cameroon			
Canada			
Cape Verde Island			
China			
Comoros			
Congo			
Cyprus			
Czech Republic			
Denmark			
Egypt			
Estonia			
France			
French Guiana			
Gabon			
Gambia			
Germany			
Ghana			
	Greece		
	Guinea		
	Guyana		
	Hong Kong		
	Hungary		
	Ireland		
	Italy		
	Ivory Coast		
	Kenya		
	Kiribati		
	Korea		
	Latvia		
	Lithuania		
	Macau		
	Madagascar		
	Malaysia		
	Martinique		
	Mauritania		
	Mayotte		
	Namibia		
	Netherlands		
	New Zealand		
	Nigeria		
	Norway		
	Pakistan		
	Philippines		
	Poland		
	Portugal		
	Reunion Island		
	Romania		
	Russia		
	Saudi Arabia		
	Senegal		
	Sierra Leone		
	Singapore		
	Slovakia		
	Slovenia		
	South Africa		
	Spain		
	Sweden		
	Switzerland		
	Thailand		
	Taiwan		
	Togo		
	Trinidad & Tobago		
	Tunisia		
	Turkey		
	UK		
	Ukraine		
	USA		
	Vanuatu		
	Venezuela		
	Vietnam		

RAPID GROWTH OF CAMBODIAN RICE EXPORTS (MT)



FROM FARM TO FORK

Export development starts in the field: the Seed Multiplication Project provides access to higher-quality seeds of the most valuable fragrant rice. This leads to improved yields and a more homogenous crop. Thus, income increases along the supply chain beginning with the farmers who now earn more from each crop.

THE MILLING

Newer rice mills are highly automated, computer-controlled facilities with increased capacities. Improved quality management helps meeting international standards. Rice husk gasifiers contribute to more economical power generation.

DRIVING SUCCESS ON THE WORLD STAGE

Cambodia's rice exports meet stringent inspection and certification requirements, thereby allowing access to key markets such as the EU, China and the United States. In recent years Cambodian rice exporters participated in important international trade fairs and conferences such as The Rice Trader's World Rice Conference (TRT-WRC) and THAIFEX – World of Food Asia, SIAL Paris and China (Guangzhou) international high quality rice and brand grains exhibition 2015. They embark on country missions to meet with buyers and distributors in new markets and foster personal relationships to realise the export potential of Cambodia's White Gold.



WHY CAMBODIAN RICE?

Driving exports means giving customers what they want. Consumers in Europe, for example, insist on rice of the highest quality while others demand specialty products. Cambodia's rice satisfies both.

FULFILLING EXPECTATIONS OF QUALITY

- Cambodian rice "is green": it is naturally grown, is not genetically modified, and is grown with limited use of chemical fertilizers and pesticides.
- Organic certifications are on the rise, as are certifications for Fair Trade.
- Rice mills are obtaining various quality management and food safety certifications such as ISO, HACCP and GMP.
- Valuable varieties such as the award-winning premium Jasmine Rice have been DNA-mapped, which means their purity and authenticity can be guaranteed.



FULFILLING THE DEMAND FOR SPECIALTY

- Parboiled rice is popular in Europe and Africa. To meet this demand, Cambodia's first parboiling facility opened in early 2013, and more are planned.
- High-value varieties such as Cambodia's award-winning premium Jasmine Rice fill a valuable niche market.
- Fortified rice, which is enriched with minerals and vitamins, is not yet in commercial production in Cambodia but is the subject of a trial project with the World Food Programme.

Cambodia knows that to keep consumers satisfied requires an unrelenting focus on food safety, while DNA analysis guarantees the purity and authenticity. Meanwhile, marketing efforts center on promoting Cambodia's exceptional Premium Fragrant Rice, which lies at the heart of the Kingdom's greatest culinary dishes.

RICE – A MIRACLE CROP

Few people know that rice can produce an astonishing diversity of products – far more than ends up on your plate. Looking ahead, scientific advances mean that silicone extracted from rice husk could one day be used in battery electrodes, while another GM-variety of rice is the source of a life-saving vaccine.

More readily available are consumables such as rice milk, rice paper and rice bran oil, and even building materials such as rice-husk bricks.



And for the adults, let's not forget the variety of rice-derived alcoholic beverages. Among these is the novelty Sombai, a delicious rice rum infused with local spices and fruits, the perfect way to toast the success of Cambodia's White Gold. Cheers! Or as we say, "Sokpheap La'or!" – "To Your Good Health!"

IFC'S RICE SECTOR SUPPORT PROJECT

Cambodia refers to rice as 'WHITE GOLD' to express how important it is to both her economy and culture. The Rice Sector Support Project (RSSP) of IFC is helping the country achieve transformational changes in this sector. The project seeks to add value to every step of the supply chain – “from farm to fork” – with interventions on key levels such as farming, milling and exporting.

BETTER YIELDS AND BETTER PRICES FOR FARMERS

The project works with and through local millers to help farmers access higher-value rice varieties, such as Phka Rumduol, a premium jasmine rice. The first generation of seed multiplication has already brought great success.

“The harvest yield was 40 percent larger than the other varieties, and the price from the mill was one-third higher,” said 37-year-old farmer Mon Saro. “I will use this money to buy household items and some pigs to raise, and I will save some for my children's education.”



By 2013, through different interventions at farm level, more than 30,000 farmers were reported to have increased their knowledge of various farming techniques and 8,000 farmers have adopted the improved fragrant rice seed. This contributed to a US\$1.6 million increase of farmers' revenue.

MILLS ACQUIRING INTERNATIONAL STANDARDS

The project has helped around 100 medium-sized and large rice millers and exporters in eight provinces with an array of support and advice, including:

- Upgrading production facilities;
- Efficient mill management; and,
- Complying with food safety, occupational health & safety standards.

So far, twelve rice mills have joined the food safety project and two were HACCP certified by internationally accredited certification bodies. Five more mills will become HACCP certified by December 2014 and another five by June 2015.

“We are proud to be the first GMP and HACCP certified mill in Cambodia and happy to have set a benchmark for the Cambodian Rice Industry” said Mr. KANNKunthy, CEO of Battambang Rice Investment Company (BRICo).

Mr. MAO Kong, General Manager of LORAN Group, reiterated: “This has been a good project for us, which has helped to further our reputation and made our good name better-known to a much larger group of international buyers.”

KEY ACHIEVEMENTS AND LOOKING FORWARD

Among others, the successes of the sector include: Cambodia's Premium Jasmine Rice won the 'World's Best Rice' **thrice, in 2012, 2013 & 2014.**



Cambodian rice is now listed in international price quotes. Cambodia has launched its first Milled Rice Standard since 1956; national rice exports doubled in 2013 over 2012; DNA reference fingerprints have been established for the most popular Cambodian rice varieties.

The Rice Sector Support Project has been at the heart of efforts to improve Cambodia's rice value chain at home and abroad.



As one leading rice exporter put it: “Within Cambodia, IFC is helping us organize ourselves; and outside of Cambodia, IFC is helping us to promote ourselves.”

Thanks to the dedicated collaboration of the stakeholders, including international buyers and traders, Cambodia is well on its way of becoming an internationally recognised exporter of high value quality rice.

Cambodia, your trusted Partner for Premium Quality Rice