



WEBINAR

HOW TO MEET THE GROWING GLOBAL DEMAND FOR SUSTAINABLE RICE?

WELCOME!



AGENDA

1. Rice Exchange

Frank Gouverne & Rue Swabey

2. SRP & Rikolto

Catur Utami Dewi

3. Behold

Jennifer González & Jop Blom

4. Control Union

Stephan Moreels & Debopriya Bhattacharyya

5. Q&A





**Rice
Exchange**



Rice Exchange

Tuesday 5 April 2022

Rue Swabey and Frank Gouverne


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www.dcx.group

www.ricex.io



Rice Exchange

- Rice Exchange is a digital marketplace for rice with an integrated supply chain solution underpinned by blockchain technology
- Built and maintained by  FUJITSU
- Launched in October 2020
- More than 100 users from over 40 countries
- Rice Exchange is part of Digital Commodity Exchange (DCX)



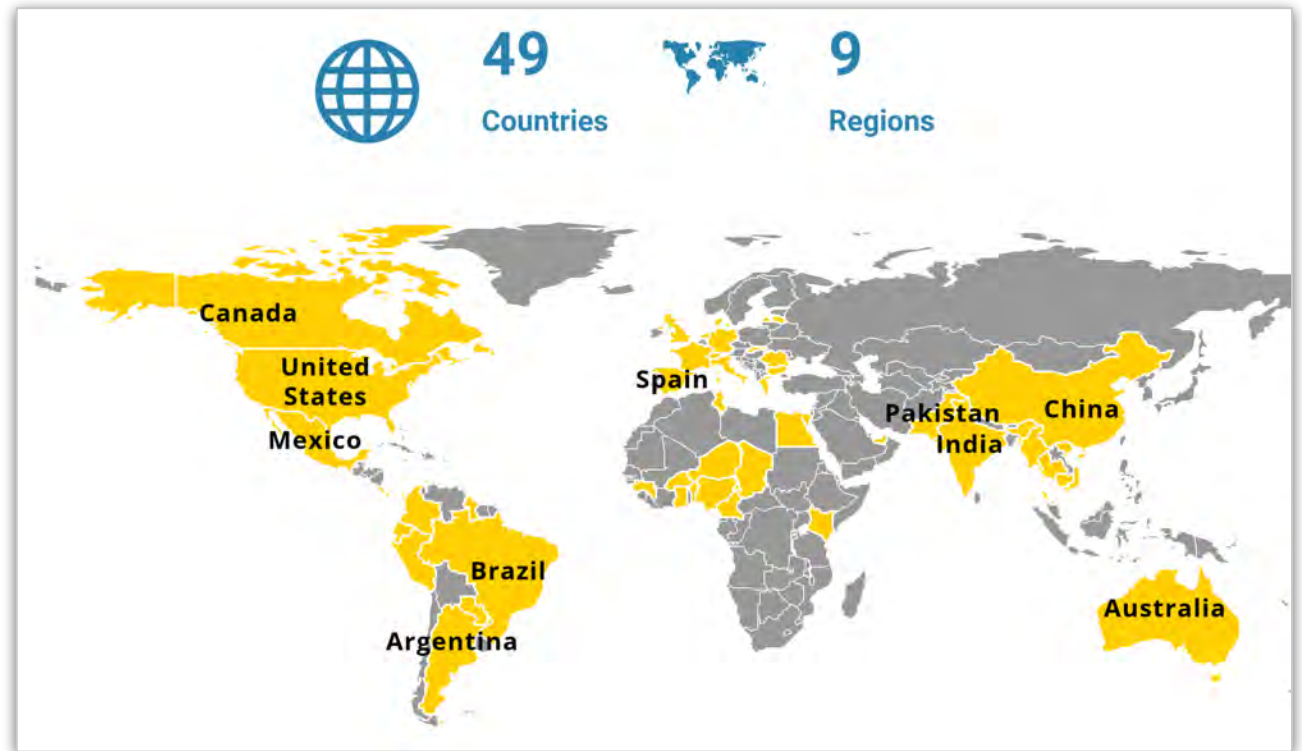
Digital Commodity Exchange

- DCX builds trusted, transparent and efficient marketplaces for agricultural commodities
- Independent and fully integrated commodity trading solutions
- Incorporated in Singapore
- Two operating marketplaces: **Rice Exchange** and **Fertilizer Exchange**
- **DCX Pulses** and **DCX Grain** are in development (2022)
- **DCX Freight** and **DCX Finance** are stand-alone services

DCX has a global presence

- Demand from the major rice buying markets
- Sustainable rice is being adopted in many countries

Active user markets on DCX platforms



Opportunities for SRP rice producers

90% of rice market participants see sustainable sourcing as a priority

Rice Exchange is a secure environment to trade premium rice

Rice Exchange gives visibility on offers and demand for SRP rice

Buyers on Rice Exchange are vetted providing a secure environment for parties to connect

Verification is uploaded by the nominated inspector or seller and securely stored on the platform

12,650

tons of unmet demand
for SRP rice



Rice Exchange gives sellers the tools they need

- A secure environment
- Connections with trusted buyers
- Efficient tools to manage trade documents and sustainable certifications
- No subscription fee - US \$1 per tonne charged to the seller



Benefits for buyers and sellers

- An immutable audit log
- Smart contracts and document-matching tool save time and money and reduce fraud
- Freight opportunities via
- Access to unique and competitive financing from 
- Fully integrated inspection services from Control Union, Cotecna, Intertek and ISC
- Price discovery 

Rice Exchange Service Partners

Shipping



MAERSK

DUCAT

Insurance



Inspection



CONTROLUNION

COTECNA

intertek



What our users say

Since we became users of the Rice Exchange platform, our company has benefited from improved efficiency and faster processes. Uploading a trade request and agreeing terms with the seller is very easy. We can quickly and easily agree all contract terms. The biggest benefit is the establishment of long-term business partnerships based on trusted data. The Ricex platform is designed to safeguard against fraud and poor quality products. Parties participating in the business are reliable given the onboarding procedure.”

Róbert Jakab,
Managing Director at Emirates Foods



“We onboarded as soon as the Rice Exchange platform was live. We don’t regret it as within a few days we concluded our first deal with a new buyer whom we connected to via the Rice Exchange platform. The process of negotiating was smooth and easy to understand. The contract was created within seconds of concluding the deal and our trusted inspection company, Cotecna, received an automated notification. We like the marketplace: the platform is well-designed and saves time and money when executing a rice trade. We expect to conclude more deals in the coming days. We would recommend this platform to all parties involved in rice trade.”

Lakshya Agarwal,
CEO of KLA Group in India



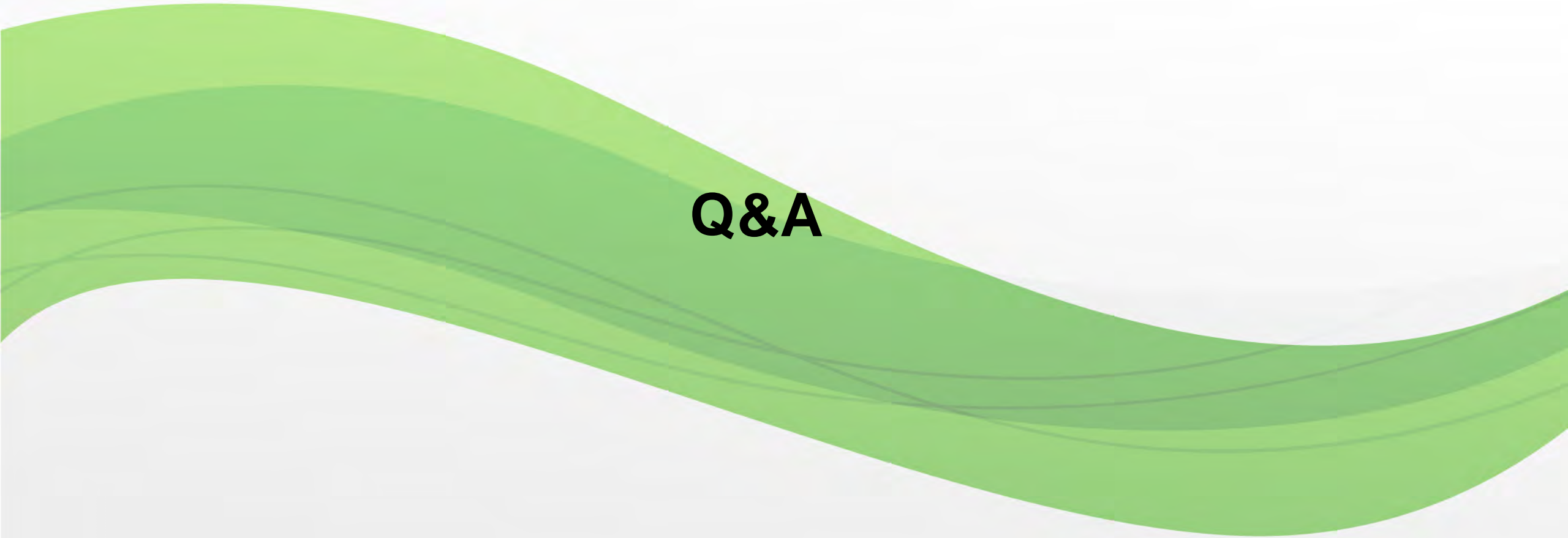


Rice
Exchange

Register Now

www.ricex.io



The background features several overlapping, wavy lines in various shades of green, ranging from light to dark, creating a sense of movement and depth. The lines are smooth and fluid, curving across the lower half of the page.

Q&A



SRP

rikolto





SRP

Transforming the global rice sector for a sustainable future

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SRP

**SUSTAINABLE RICE PLATFORM
TOWARDS A HEALTHY, SUSTAINABLE &
INCLUSIVE GLOBAL RICE SECTOR**

April 2022

Rice - a critical impact commodity



3.5 billion people depend on rice as their staple food



Rice consumes 40% of the world's irrigation water



Rice produces 10% of global methane emissions

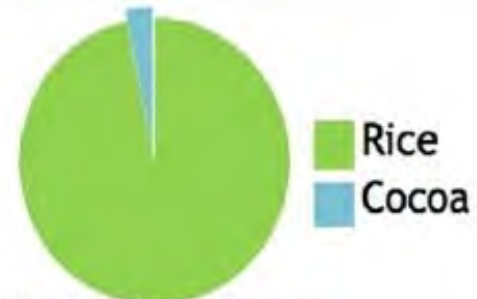
1 billion livelihoods depend on rice farming



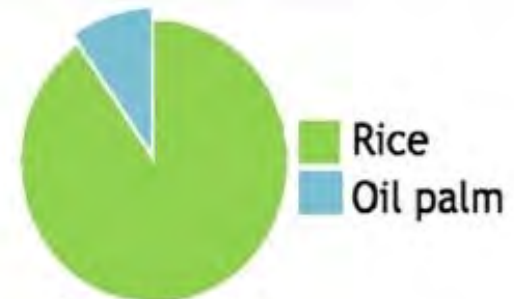
Rice prices are highly sensitive to climate shocks as less than 10% of global rice production is traded internationally



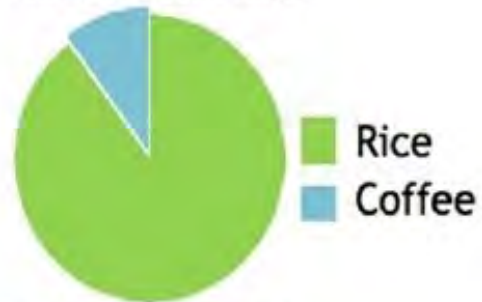
The forgotten crop?



Number of poor farmers



Production area



Global water footprint



Global carbon footprint

Source: Aidenvironment



How to...

- Meet future rice demand
- Improve the lives of farmers and rural communities

Whilst...

- Reducing environmental impact
- Protecting biodiversity
- Increasing climate resilience

The Sustainable Rice Platform (SRP)

“Feed the world. Sustainably”



- A global multi-stakeholder alliance
- Convened by UNEP, GIZ, IRRI and private sector partners
- >100 institutional members
- Registered as a not-for-profit member Association in Germany



SRP tools: SRP Standard & Performance Indicators

- A widely-recognized working definition to benchmark rice sustainability
- Sustainable sourcing for private sector supply chains
- Compare sustainability of any rice system
- Monitor improvement/impact
- Normative basis for policymaking/advocacy
- Indicators linked to SDGs
- Reporting architecture for green finance



SRP Standard: Technologies supported

- Alternate wetting and drying
- Direct Seeded Rice
- Laser levelling
- IPM / biologicals
- Site specific nutrient management
- Digital approaches
- Knowledge-sharing



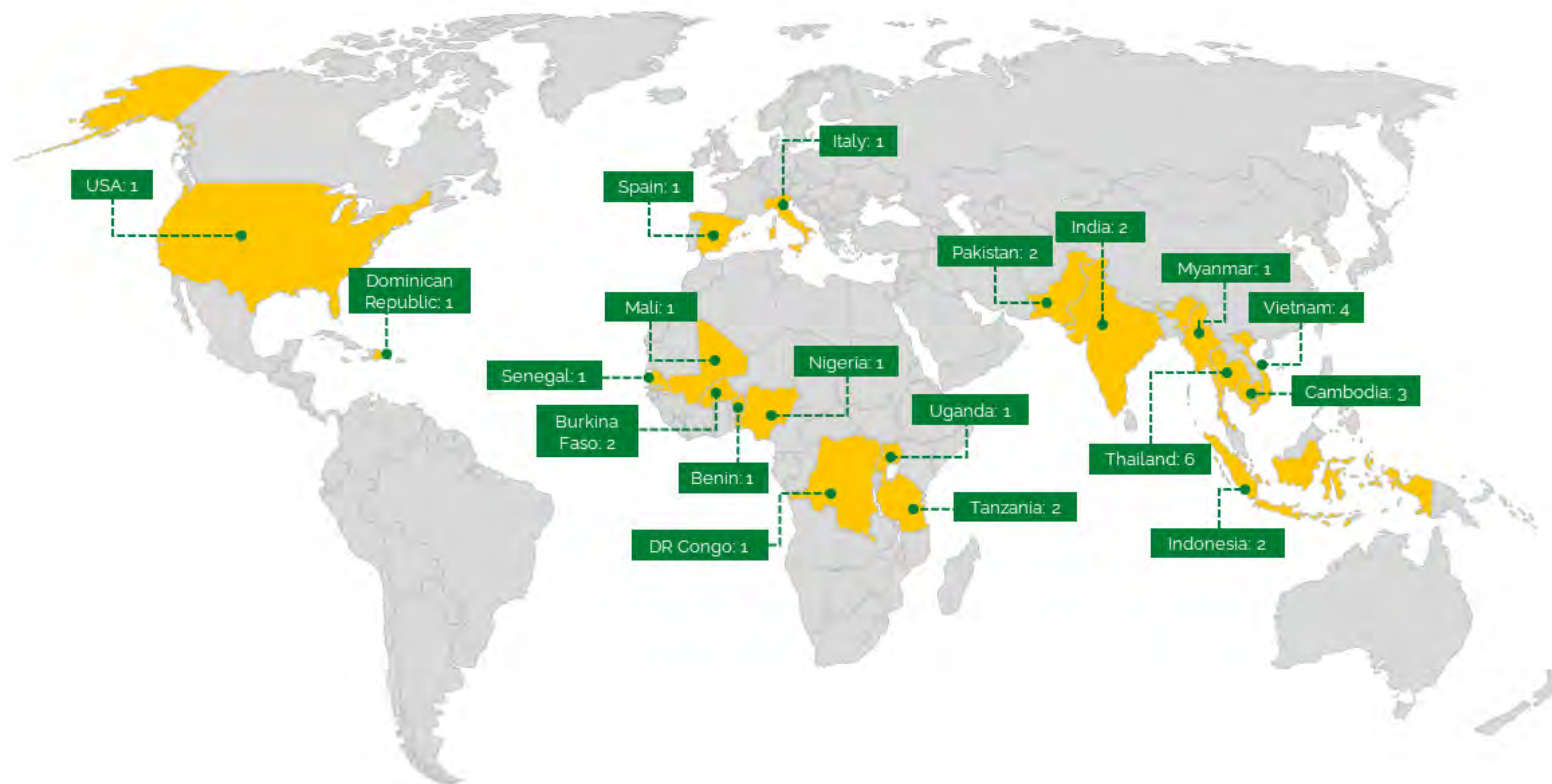
SRP Approach & Reach

- Market: Value chain initiatives (sustainable procurement)
- Public: Drive scale through development partnerships
- Build capacity
- Demonstrate real-world impacts
- Facilitate S-S knowledge exchange

Registered SRP Projects

- SRP Registered projects managed by SRP members are introducing the SRP Standard to > 400,000 farmers

22 active projects in
19 different countries,
>400,000 farmers



SRP Standard: Benefits of adoption

Farm level impacts




10-20%
increase in
farmers'
incomes

Up to 50%
reduction in
GHG
emissions

Reduce water
use by up to
20%

10%
reduction in
chemical use



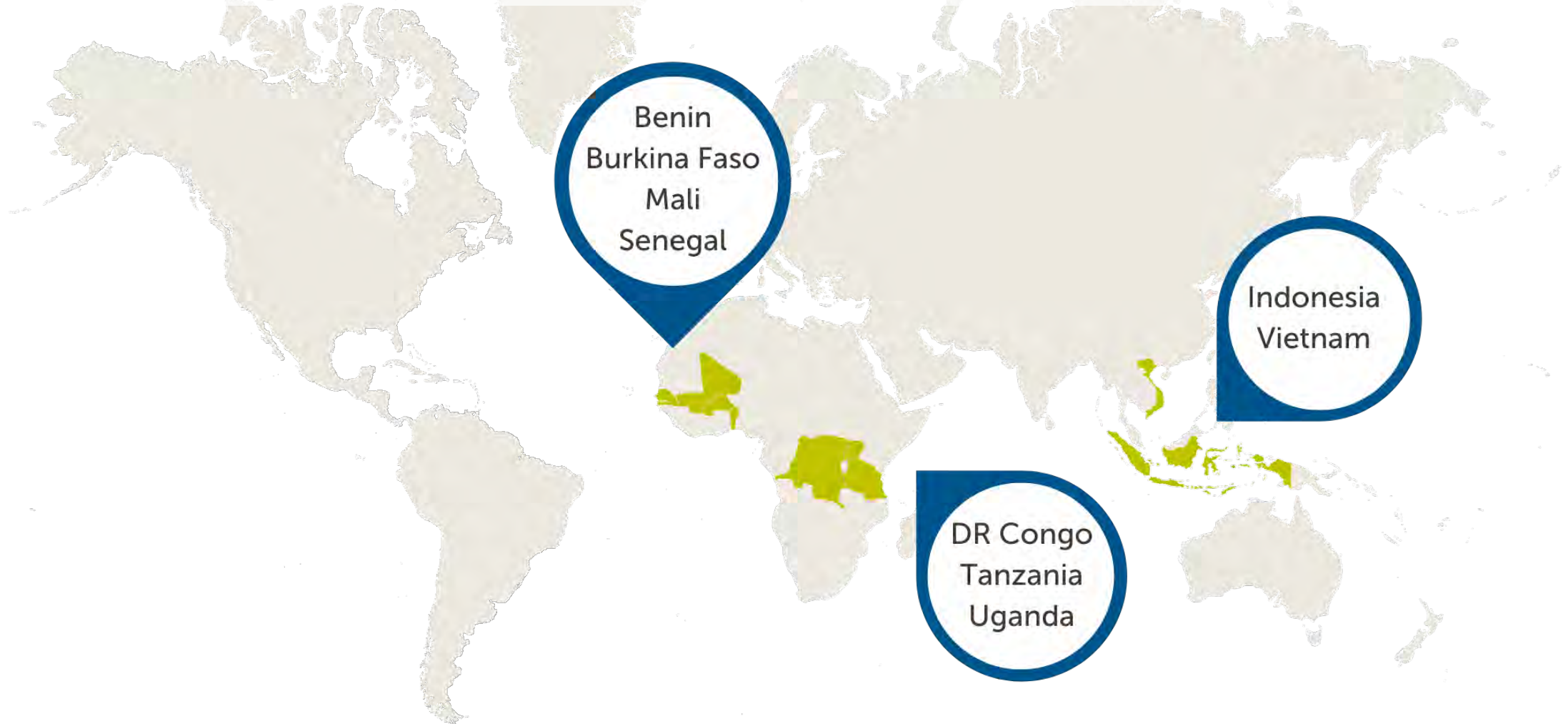
A person wearing a green headband and a patterned shirt is shown in a field, pouring water from a large, round metal bowl into a large pile of harvested rice stalks. The background features a line of trees under a clear blue sky.

rikolto

Rikolto's Sustainable Rice Programme

Active in 9 countries

> **50,000** rice producers, members of **57** rice producer's groups, associations, cooperatives and parboiling unions



Sustainable rice for all



Sustainable rice cultivation

Market inclusion for both consumers and producers

Enabling environment



Three cross-cutting themes

- Youth inclusion
- Gender equity
- Climate change





SRP

Thank You

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Global Rice Programme Director

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<https://www.rikolto.org/sustainable-rice-for-all>
[rikolto.org](https://www.rikolto.org) | [linked-in](#) | [twitter](#) | [instagram](#)

BEHOLD INTERNATIONAL



❖ EUROPEAN RETAILER & BRAND ENGAGEMENT

OVERALL PROJECT OBJECTIVE:

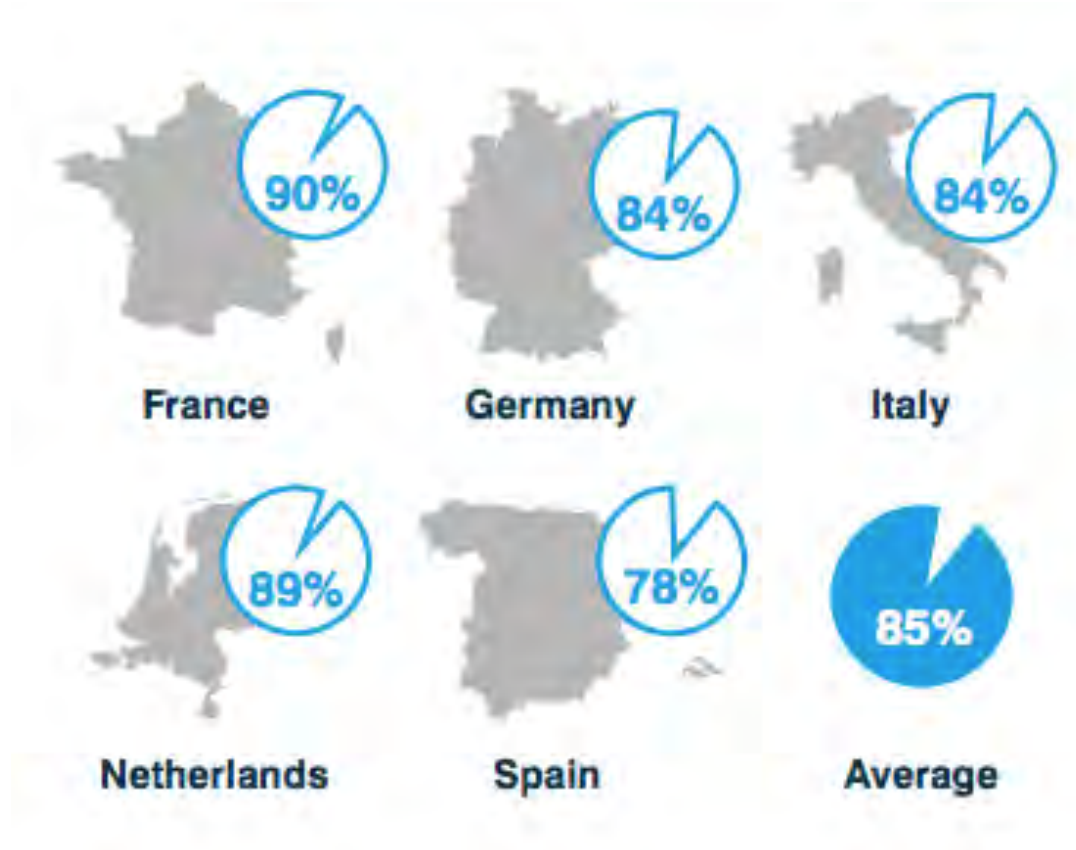
Increase the value of the SRP Trademarks and broker relationships with downstream rice value chain actors to expand market penetration in Europe, and with that contribute to safeguard livelihoods of > 1 million smallholder farmers while minimizing environmental impacts of rice production.



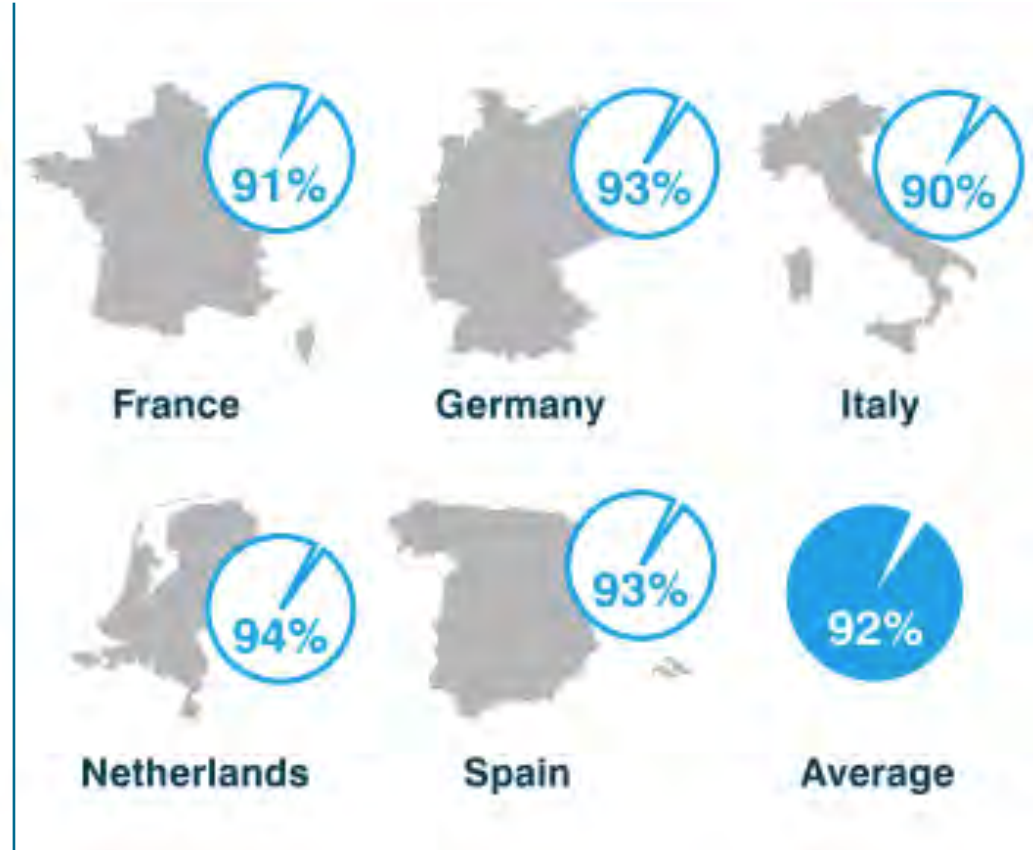


SUSTAINABILITY

A mantra for retailers as well as consumers



85% of retailers report increased sales of sustainable products over the past five years (before 2019)



92% of retailers expect sales in sustainable products to increase in the next five years (after 2019)



CONSUMER INSIGHTS

Growing market trends for sustainability

Sustainability

- Environment & Climate change
- Packaging, CO2 & Circularity
- Certification & quality standards

Healthy living

- Pure healthy diet
- Health benefits
- Super food

Organic

- Bio
- Certification
- Vegan

Global vs local

- Global cuisine
- Local produce
- Private labels vs specialty

Fair trade

- Conscious consuming
- True pricing & fair wages
- Origin, transparency & blockchain

E-commerce / convenience

- Online groceries
- Convenience (OOH -Hello fresh)
- Covid 19 (working from home)



EUROPEAN MARKET SEGMENTS OF IMPORTED RICE VARIETIES

Europe is not self-sufficient in rice. Around 60% of the demand is fulfilled by Europe's own production, leaving a need to import 1.8 million tonnes of husked and milled rice.

The most popular variety of specialty rice is basmati. Europe imported 371,000 tonnes of basmati rice in 2019/2020. The Netherlands and the United Kingdom are the biggest importers, followed by Italy, Belgium and France.





TARGET GROUPS EUROPE

Purchasing Power Europe

- 480MMT produced a year
- 150m smallholders, 166m ha.
- EU (inc UK) imports 2MMT of non-European imports (1.6MM from Asia, mostly fragrant varieties)

Retail Landscape Europe

Norway: 6 chains

UK: 29 chains

Netherlands: 28 chains

Germany: 44 chains

Sweden: 8 chains

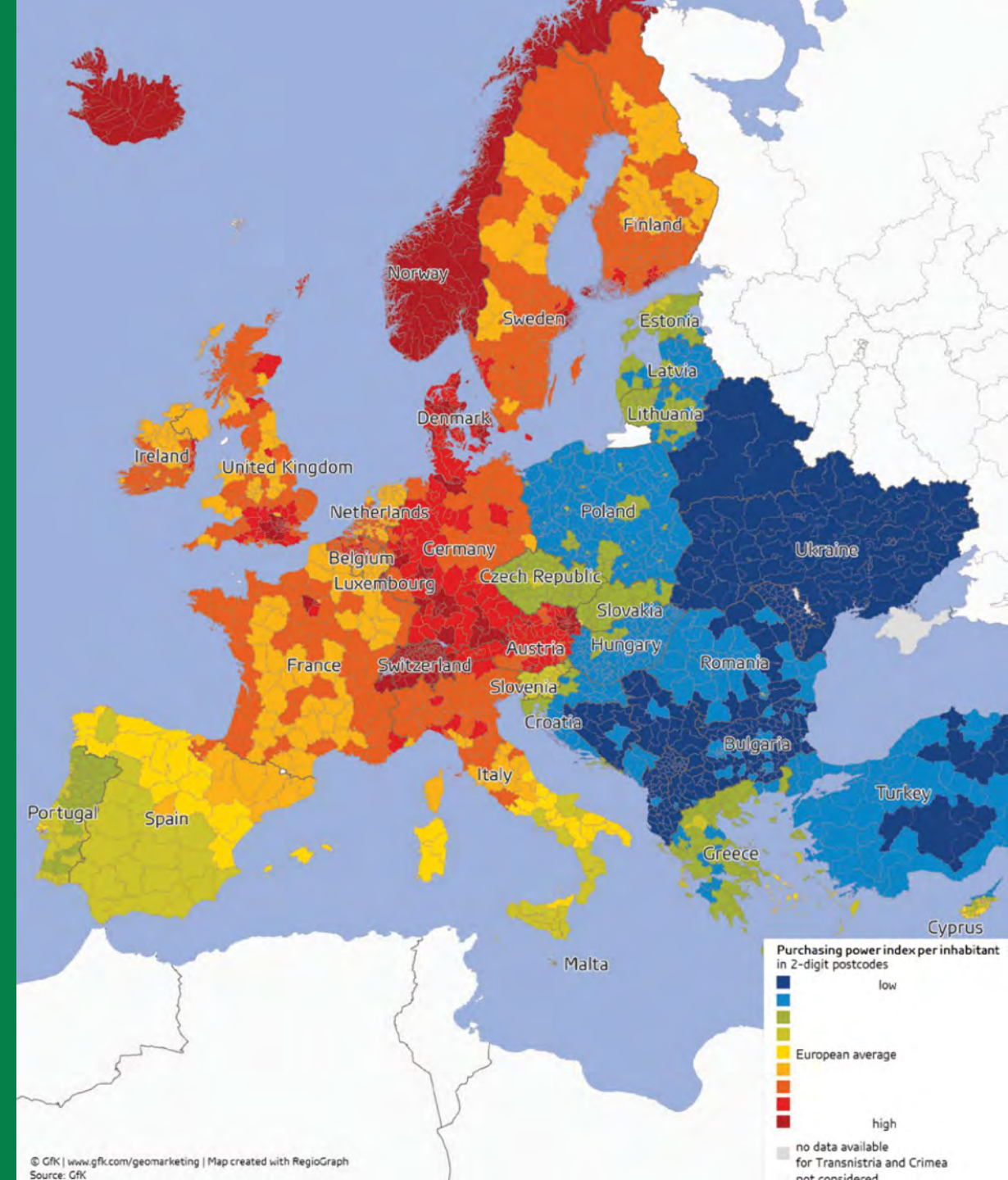
Switzerland: 11 chains

Austria: 14 chains

Ireland: 12 chains

Denmark: 9 chains

Belgium: 14 chains





Retail Ambassadors for Sustainability Europe

SPAR International (NL)

48 countries, 13.230 Stores,
14.5 million consumers every day.

Ahold (NL)

10 countries, 19 brands, 7,452 local groceries,
55 M shoppers each week.

Plus (NL)

270 stores
6.5% share of the Dutch grocery market

Superunie (NL)

14 supermarket companies, 1800 stores,
Dutch marketshare of about 30%.

Picnic (NL)

Online only
With customers in 200 cities across the
Netherlands, Germany, and France.

Metro Group (DE)

30 countries, 681 stores
17 million customers.

LIDL GERMANY (DE)

32 countries, 11,200 stores.

TESCO (UK)

11 countries, 4,673 stores
Market share of around 28.4% in UK

MARKS & SPENCER (UK)

1,509 stores , 100 websites globally.
30 million costumers per year.

DANSK (DK)

Salling Group. 3 countries (Denmark,
Germany & Poland), 1400 stores.

COLRUYT (BE)

3 countries (Belgium, France, Luxemburg),
553 stores

AXFOOD (SE)

1,137 stores, of which 274 are group-owned.
Market share of approximately 20%

COOP (CH)

2,478 stores. Coop accounts for half of all
the organic food sold in Switzerland.

MIGROS (CH)

The biggest Swiss supermarket chain.
+600 large stores. 2 million Swiss residents
are members.

MARLEY SPOON EUROPE

Meal kits, 254.000.000



SRP SURVEY

We recently conducted a survey among a broad base of **retailers, brands, millers, traders and other downstream rice actors and stakeholders in Europe.**

The findings show a significant interest and increase in sustainably produced rice in the near future:

- Over **90%** of respondents view sustainable sourcing as a priority.
- **70%** of the respondents already work with sustainable rice.
- **33%** of respondents expect **70%** of their rice volumes to be sourced from verified sustainable sources by 2025



SRP EU RETAILER SURVEY

Over 90% of respondents view sustainable rice sourcing as a priority



SRP SURVEY

The **highest ranked** motivations for sourcing sustainable rice are:

1. **Consumer sustainability interest**
2. **Reputation & business potential**
3. **Company sustainability policy**

Upcoming legislation is not one of the main motivations.



The **main obstacles** in sustainable rice procurement are:

1. **Not enough supply**
2. **Lack of sufficient consumer demand**
3. **High prices**



SRP SURVEY

Most of the respondents are interested in the SRP's **environmental areas** of focus:

- Better land use and biodiversity
- Ensuring better water management
- Reducing greenhouse gas emissions
- Creating climate change resilience

Boosting smallholder farmers incomes is also very relevant for the respondents.



MARKET FORECAST 2025

Just like bananas and coffee, we expect sustainable RICE to become the norm.

We expect the European retail demand for sustainable rice to double towards 2025

with a EU potential market share of > 50% of sustainable rice procurement by 2030.



CONTROLUNION



Q & A



**THANK
YOU!**

