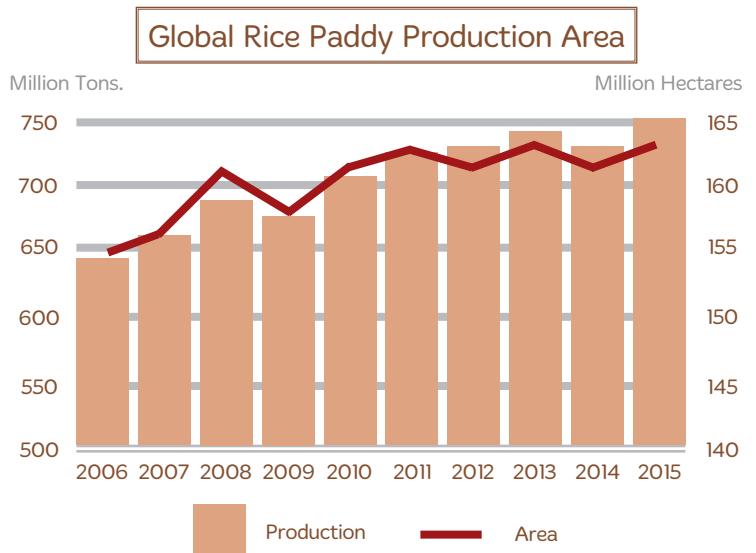


# PRODUCTION TREND

This section will discuss more about the rice production, how much rice is produced globally compared to the area is used for farming. After that we will talk about the region who gives the largest contribution to rice's availability in the world. Furthermore, how the development of organic food production in the world. More or less its development actually can be seen from how much area is used for organic agriculture land.

**THE EFFECT** of inclement weather in 2014, particularly Asia is become one major challenge to the farming. The global production of rice is fallen slightly. At the country level, the largest downward is in Thailand because the disruption of water availability in irrigation caused by unseasonable dryness. In the other hand, the effect of monsoon make India rice production to deteriorate further.

Production rice globally is increase gradually from 2006 until 2014. At 2006 the production showed approximately 640 million ton with the farming land reach 155 million hectares, while in the closure of 2014 data recorded reach 740 million ton with the usage of land 163 million hectares. Since 2006 production rate and the farming land is increasing but in fluctuating pattern. The main reason for decreasing is inclement weather, although the number population who needs rice is increasing each



year. In the 2015 Food and Agriculture Organization (FAO) forecast the production will reach 750 million ton.

**ORGANIC FOOD PRODUCTION,** Healthy growth is continuing in the global market for organic product. Latest research showed the international sales of organic product approached US\$64 billion in 2012, experience positive growth in all region. While in 1999 the total market size is only US\$15.2 billion (source: Organic Monitor). The leading countries in organic market are US with EUR\$22.6 billion, Germany EUR\$7 billion and France with EUR\$4 billion.

According to the latest FIBL-IFOAM survey on certified organic agriculture worldwide, which available from 164 countries in 2012, it has increased from 162 countries in 2011. There were 37.5 million hectare of organic agricultural land in 2012. While if we see the data in 1999, the organic agricultural land only 11 million hectare. The largest area of organic agricultural are Oceania with 12.2 million hectares or almost 32% of world's organic agricultural land. Then followed by Argentina with 3.6 million hectare and United States with 2.2 million hectare. In 2012, the organic agricultural land increased by almost 0.2 million hectares or about 0.5 percent.

The growth of rice production means that the demand or people who consuming rice is increasing, moreover the organic agricultural land always steps up gradually too, hence the organic rice is the great opportunity with a high prospect of market.