



THE FIGURE above displays the amount of rice consumed in each region in the year 2012. From the data it is clear that Asia was the largest consumer of rice, given that the amount of rice consumed by the rest of the world combine is significantly less than Asia. While the America consumed 22,440 thousands metric tons, and Africa consumed 28,220 thousands metric tons, combining with Europe, Australia and the middle will yield only 64,552 metric tons, Asia alone consumed 402,380 thousands metric tons. And due to the increasing population this number will be increasing.

The other statistics (on the lower right part of this page) shows the comparison of trading value between brown rice and white rice. Knowing that brown rice is more expensive one might argue that this comparison is not valid, however the focus of this statistic is that the trading value (in USD) of brown increased during the pas years while the white rice tends to go on the opposite direction. From that data, one could say that the world is now concerning more on health issues.

CONSUMPTION

40%

BROWN RICE

The data suggested that the trading value of brown rice have been increasing for the past years. In spite of its higher cost when comparing to ordinary white rice, it managed to climb almost 40% in its value. This signals that people are becoming more aware of health issues. (Nielsen, 2015)

8%

WHITE RICE

The transaction value in white rice trading have been decreasing by 8%. (Nielsen, 2015)