The price may differ with the grade of rice, but in general white rice will cost 2.5 USD for 32 ounces bag while brown rice will cost 2.75 USD per 16 ounces bag.

# Bibliography

Difen. (2015, 05 25). *Brown Rice Vs. White Rice.* Retrieved from difen: http://www.diffen.com/difference/Brown\_Rice\_vs\_White\_Rice

Conclusion/Discussion

The aim of this industrial analysis report is to see the market trend for organic brown rice, as well as to describe the benefits of brown rice over white rice, and to convince the reader that there are still clear and far future for this product. However with no specific data regarding this topic, other sets of relevant data are used for analysis. ***ALL OF THE DATA/STATICTICS DISPLAYED IN THISA REPORT ARE TAKEN FROM OTHER SOURCES LISTED IN THE REFERENCE SECTION.***

As far as statistic shows, the consumption of rice has been gradually climbing. Throughout the years its pace may be hindered by the economic crisis, but the fact remains that it is making its way up in the food industry. Seeing how much rice is consumed comparing to the increased in the treading value of brown rice in addition to the decrease in white rice (please refer to Consumption trend on Pg.XX), one could say that the future of brown rice in the market is still bright. For the organic market, there are also data indicating the growth in this field, be it the growth in investment or land used for organic farming. As mentioned in the Variables section (on Pg.XX), there are many factors in play when it comes to marketing. So even if there are no data specifically gathered for “organic brown rice” it is possible to see the trend of this market.

As one country develops further its concern for health increased proportionally. This can be proven by the increasing sells on organic foods. Price may be the only factor hindering the growth of organic product. But this hindrance could be overcame by the economy of scale, if more people choose to consume organic product, the price will surely be reduced. However every factors are related to each other. For example if the consumption rate of the customers increase the price will increase. Then seeing that there are more consumers the manufacturers will likely to invest more to produce more; this will cause the price to drop due to more competitors and lower cost. The improvement in technology will also the manufacturers to produce rice at a quicker pace, and sometimes lower cost. Moreover the regulations regarding the manufacturing procedures of the product itself may influence the cost, which will consequently effect the vending price.