



## WEEKLY UPDATE ON ASEAN PLUS THREE RICE SITUATIONS

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### Malaysia

***Farmers in Malaysia have incurred 10.3 million USD due to flooding.***

Farmers in Malaysia's northern state of Perlis, which is the key agricultural state, especially in the cultivation of rice, have incurred about 42.6 million IDR (10.3 million USD) in losses due to flooding, with the majority of damage to the paddy rice yield. According to the State Committee for Agriculture, Plantations, and Consumer Affairs, over 14,785 hectares of rice fields have been affected, as well as mangoes, vegetables, industrial crops, mushrooms, and agro-based industries. Additionally, Flooding has affected parts of Malaysia in recent weeks, with tens of thousands displaced in several states, while at least two deaths have been reported.

\*1 USD = 4.14 IDR

**Source:** Xinhua. (2025, December 4). *Farmers in Malaysia's Perlis state incur 10.3 mln USD in flood losses.*

### Thailand

***Thailand launched a new rice strategy to export to high-value markets through rice branding.***

The Thai Ministry of Commerce launched a strategy to improve the nation's rice industry by focus from bulk exports to the high-value market. The strategy centres on the concept of "Exquisite Rice" (Khao Praneat), which brands rice based on detailed flavour, geographical origin, unique identity, and producer stories. During the Thailand Rice Fest 2025, the Minister of Commerce successfully concluded negotiations for an initial 450-tonne sale of the

specialty rice, valued at 16 million THB (0.504 million USD). In addition, the ministry also confirmed that the initiative aims to enable small-scale farmers to fetch prices five to ten times higher than conventional rice. Despite producing more than 20 million tonnes of rice annually, Thailand's rice yield is still lower than competitors. To improve competitiveness, the Ministry is focusing on specialised markets by utilising almost 5,000 of Thailand's rice varieties. The first phase will promote 200 model farmer groups to adopt new quality standards, supported by comprehensive assistance in milling, drying, packaging, and marketing to boost product competitiveness.

\*1 USD = 31.76 THB

**Source:** Nation Thailand. (2025, December 9). *Thailand's "Exquisite Rice" Strategy Yields 16 Million Baht Export Deal.*

### Japan

***Japan's average retail rice prices have reached a new record high.***

According to the Ministry of Agriculture, Forestry and Fisheries (MAFF) data, Japan's average retail rice prices from 1,000 supermarkets have reached a new record high, increased by 23 JPY (0.15 USD) to 4,335 JPY (27.81 USD) per 5 kilogrammes, which is the highest since 2022. Prices of brand rice increased by 5 JPY (0.032 USD) to 4551 JPY (29.20 USD), while blended rice increased by 92 JPY (0.59 USD) to 3,870 JPY (24.83 USD) due to new yields from the 2025 season. Brand rice accounted for 68 percent of total rice sales. In addition, nationwide surveys also reported broad price increases, confirming higher rice costs across supermarkets, drugstores, and other retailers.

\*1 USD = 155.86 JPY

**Source:** The Japan Times. (2025, December 6). *Average price of rice in Japan hits new record high.*

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\* This Weekly Update on ASEAN Plus Three Rice Situations is based on all available sources during the period and may be missing some important facts. The APTERR Secretariat shall take no responsibility for data accuracy in this publication and any consequence of their use.