WEEKLY UPDATE ON ASEAN PLUS THREE RICE SITUATIONS

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Malaysia

Sabah Allocates 32.5 Million MYR to Boost Rice Production

Sabah has allocated 32.5 million MYR (7.95 million USD) to strengthen its rice sector, including 15 million MYR (3.71 million USD) for agricultural machinery and 17.5 million MYR (4.28 million USD) to develop idle land for rice cultivation through 2030. According to the state agriculture minister, the initiatives would improve mechanisation, increase productivity, and enhance food security, with potential development sites including Kota Belud and Kota Marudu.

*1 USD = 4.09 MYR

Source: Daily Express Malaysia. (2026, October 27). *Sabah allocates RM32.5 million to boost rice cultivation.*

Thailand

Thailand Promotes Premium Artisanal Rice to Boost Farmer Incomes

Thailand's Ministry of Commerce has launched the "Khaopraneat" (Artisanal Rice) campaign, aiming to transform Thai rice from a low-margin commodity into a premium artisanal product. The initiative mobilises 466 producer groups to promote premium Thai rice and boost farmer incomes through product varieties, regional characteristics and improved marketing. The campaign introduces Rice Taste Profile and Rice Flavour Wheel tools to help buyers assess rice varieties by aroma, flavour and texture, providing standardized metrics akin to specialty coffee or fine wine grading while connecting producers with high-value domestic and international markets. In Nakhon Sawan, the approach has helped raise farmgate prices for Hom Baiteoy rice from 35 THB (1.04 USD) per kilogram to 60 – 80 THB (1.78 – 2.37 USD), more than doubling returns for farmers. In addition, the initiative comes as Thai rice exports fell 19.26 percent to 4.99 million MT in January–September 2026, while export revenue declined 16.84 percent to 2.96 billion USD, amid high production costs and fierce competition from regional exporters.

*1 USD = 33.77 THB

Source: Nation Thailand. (2026, October 24). *Thailand Launches 'Artisanal Rice' Campaign to Shift Rice Trade from Volume to Value.*

Viet Nam

Viet Nam to Promote Low-Emission Rice at APEC 2027

Viet Nam will use its APEC 2027 host year to promote regional cooperation on sustainable rice production, innovation and food security, highlighting its domestic flagship scheme to develop 1 million hectares of high-quality, low-emission rice in the Mekong Delta by 2030. On the sidelines of the first APEC Senior Officials Meeting (SOM1), Viet Nam plans to hold a policy dialogue on rice-sector innovation and a workshop on public-private partnerships (PPP) for regenerative agriculture, encouraging economies to share practical experience in green farming. Moreover, Viet Nam will promote digital technologies, climate-resilient production, and value-chain linkages to reduce emissions, improve resource efficiency, and raise farmers' incomes while strengthening the competitiveness of agricultural products.

Source: VietnamPlus. (2026, October 27). *Vietnam eyes APEC 2027 to push green farming, food security agenda.*

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