

From Consumers to Farmers: Market Dynamics Perspective on 100% SSL

Salman Muhammad Padiberas Nasional Berhad



PREAMBLE

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Hundred percent Self Sufficiency Level (SSL) is desirable, but to whom...

- 1. Policy wise, 100% SSL is deemed desirable because:
 - The nation's food security is enhanced (psychologically)
 - Import bills on food would be reduced
 - Farmers' income would increase
- 2. But the market players do not really care where their rice is coming from, so long as they can make reasonable profit. They will not carry local rice if it results in a loss
- 3. And the consumers do not really care whether their rice is:
 - Grown locally
 - Imported legally, or
 - Smuggled illegally

as long as it gives them fair value

Once achieved, can it be sustained...



- 1. Common approaches to achieve 100% SSL:
 - Opening new granary (against limited suitable land and competition for other uses)
 - Increasing yield (against historically almost static productivity growth)
 - Improving existing granaries (irrigation density)
 - Cropping intensity (double cropping and 5 crops in 2 years)
- 2. Sustaining 100% SSL can be more difficult (and more problematic) than achieving it, given:
 - We are high cost producer
 - Market players and consumers have no loyalty to locally produced rice
 - Our neighbors are major rice exporters



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Market Dynamics and Industry Stability

Supports and Interventions Across the Globe

Ensuring 100% Consumption



Market Dynamics and Industry Stability

Supports and Interventions Across the Globe

Ensuring 100% Consumption

For farmers to plant paddy and the industry players to engage in local rice...



Margin is

sufficient for farmers to continue planting paddy.

Margin depends on paddy price and production supports (subsidies).

Rice Millers

Price of paddy has to be sufficiently low to enable them produce competitive ex-mill price (wholesale price for rice mill).

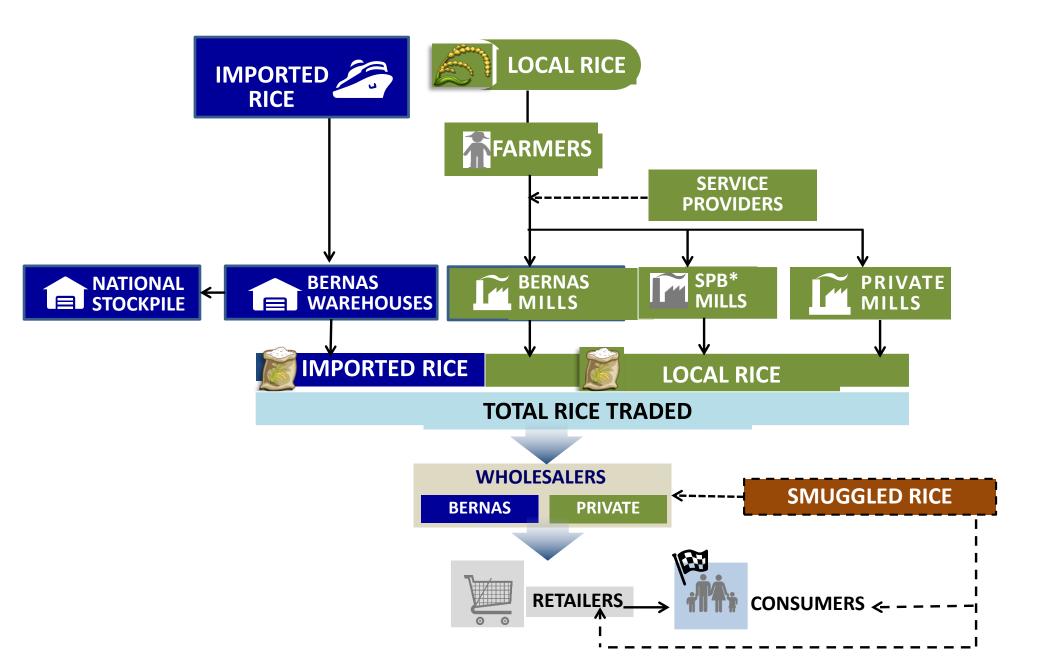
Ex- mill price = paddy price + rice conversion rate + processing cost + margin

Distributive trade

Ex-mill price has to be competitive against smuggled wholesale price.

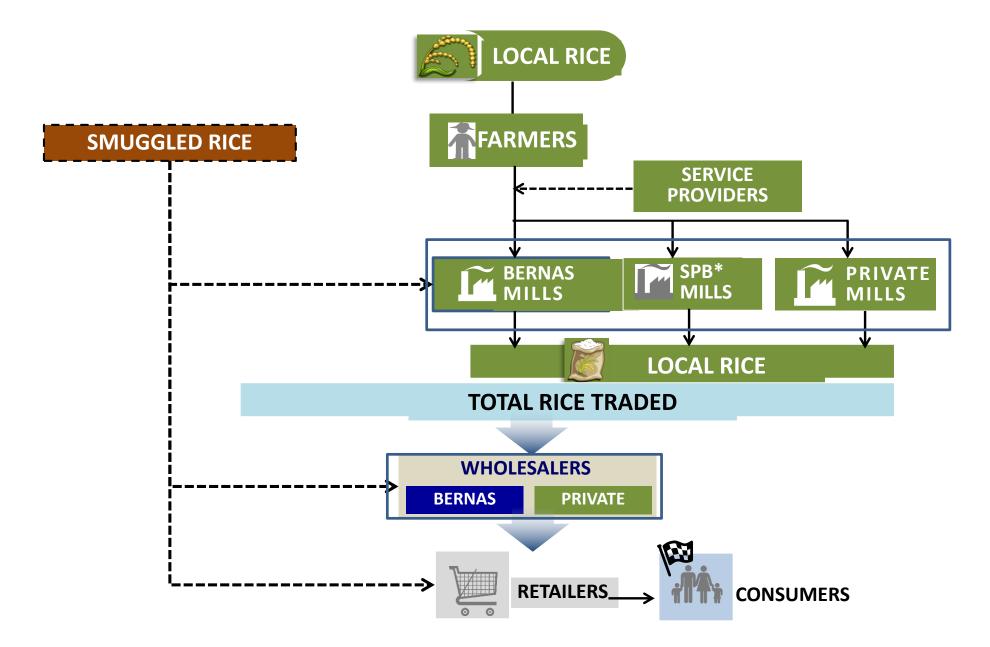
Currently, rice reach consumers via the followings





With 100% SSL, the only alternative is smuggled rice





GAP between FOB and local wholesale prices determines smuggling severity

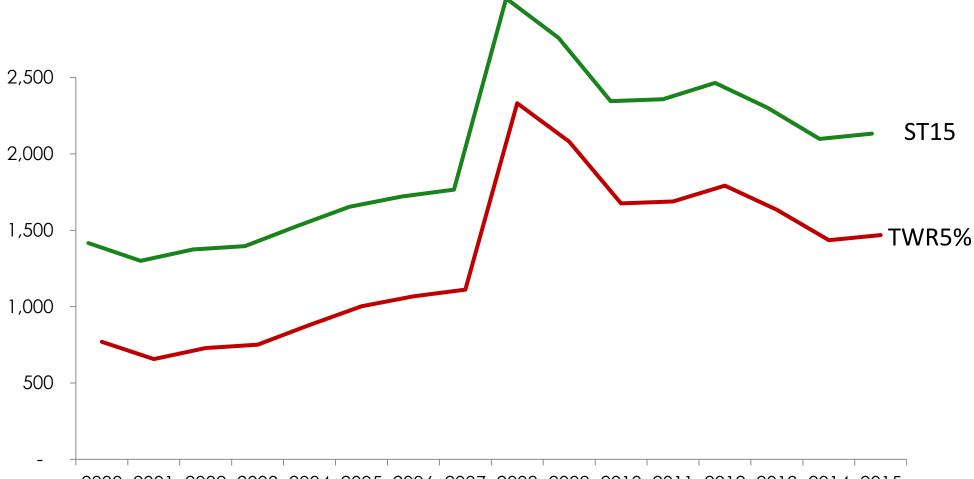


*Note:

- Local rice price increased substantially during 2008 crisis as paddy price shot upward
- Crisis over, paddy price remains high because of price standardization (RM1,200/MT), but leads to glut in paddy market

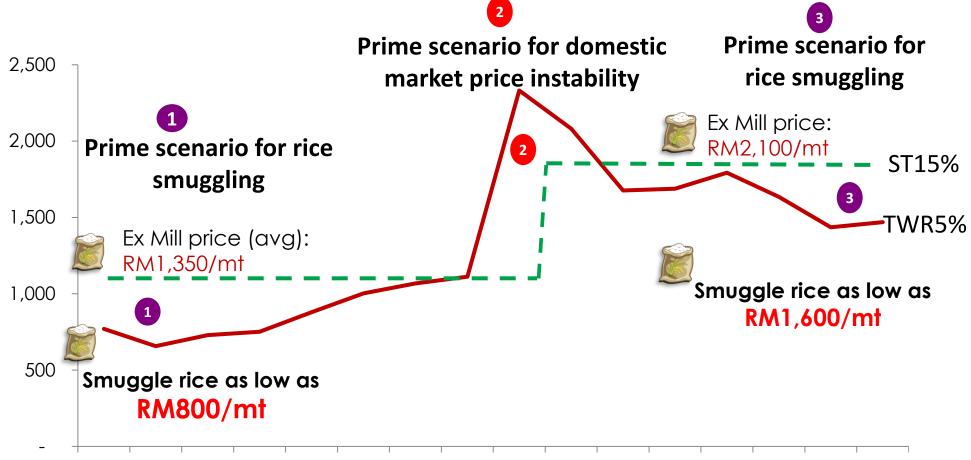
Without intervention, market price for paddy (and local rice ex-mill) will follow international price fluctuation

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2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015

But to protect farmers' income, we keep local ex-mill price stable amidst fluctuating international price



2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015

3 Market players avoid local rice

2

Market players compete for local rice

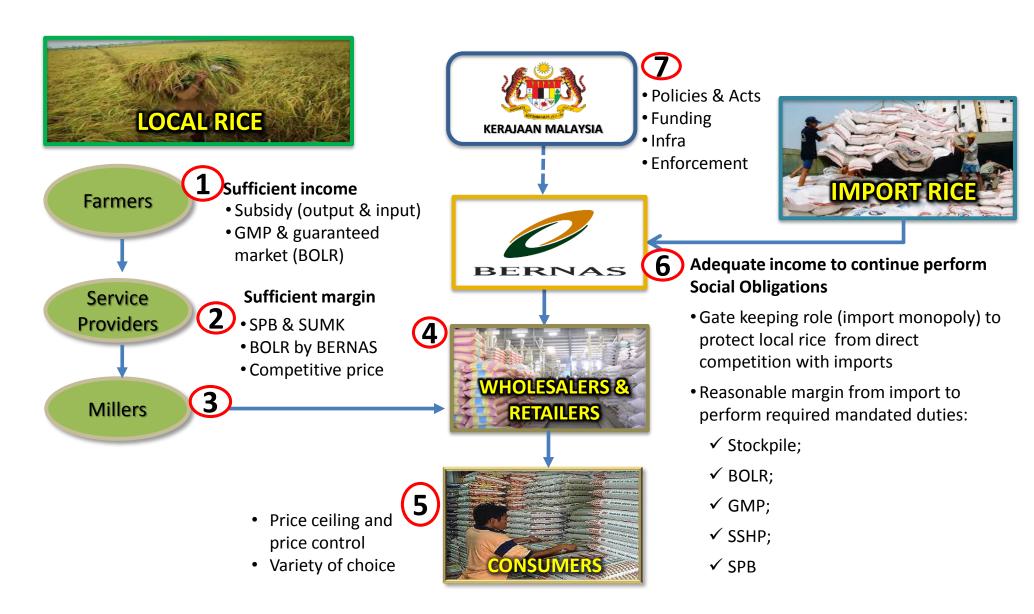
Currently, the well being of the Industry is maintained when





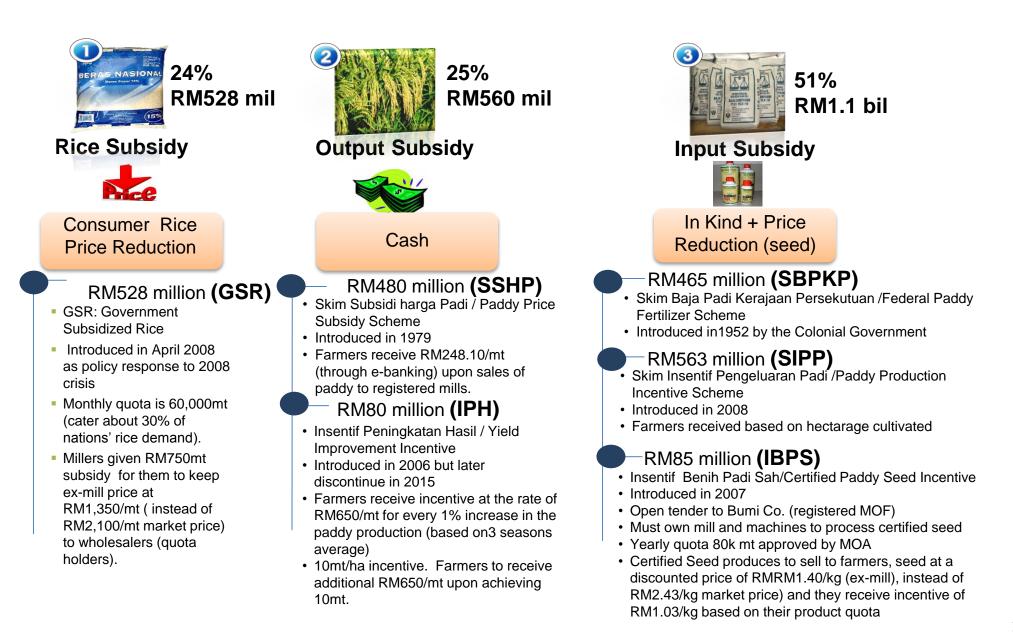
Instruments/approaches used to manage the Industry





RM2.2 billion subsidies spent in 2014 to sustain the industry





Even so, the local rice sector has been strained lately due to high paddy price and low FOB



In short, although 100% SSL maybe desirable,





it will not come cheap

PADDY AND RICE SUBSIDIES RMXX BILLION ANNUALLY



Rice Subsidy (Price Stabilization to Consumers)

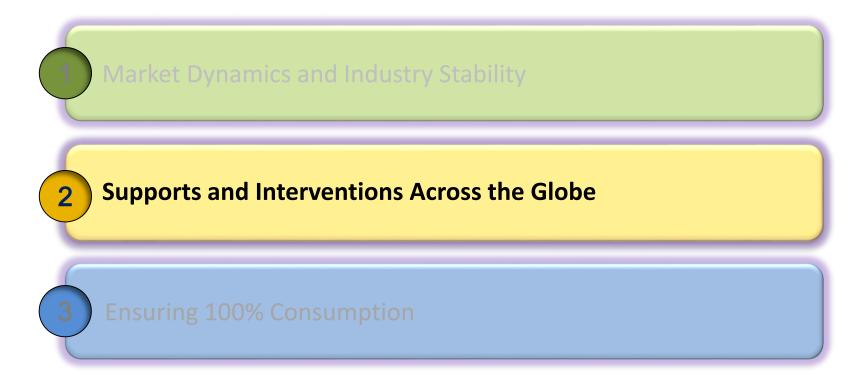


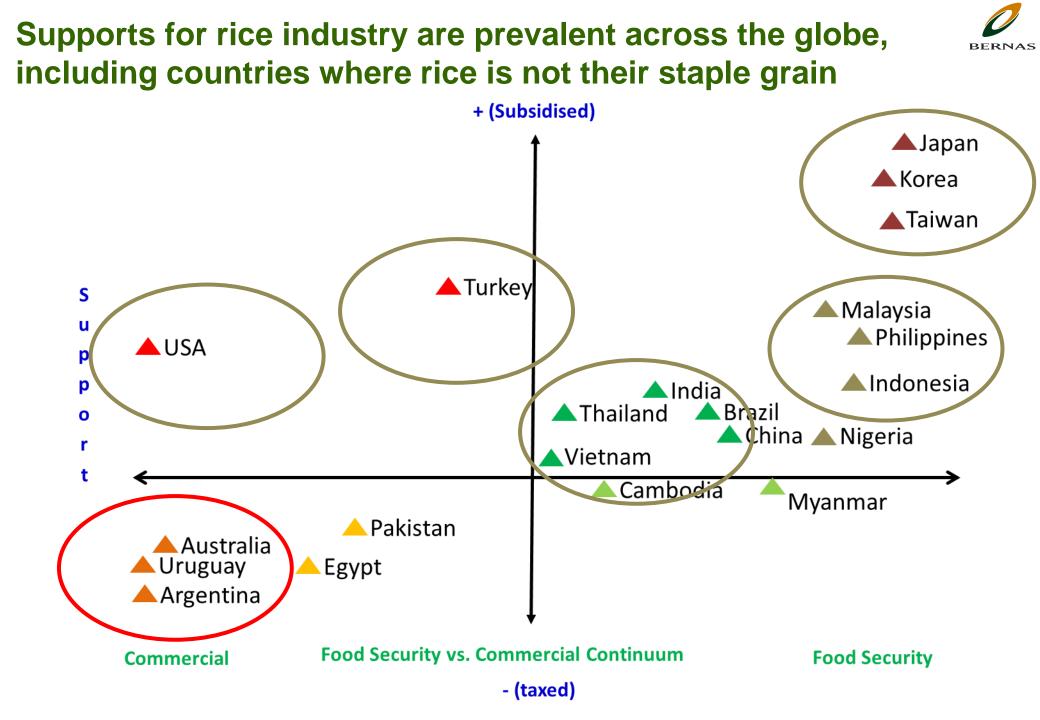
Output Subsidy (Income support)



Input Subsidy (Production incentives)







Although not WTO compliant, Domestic supports and protection on rice is highest among all commodities

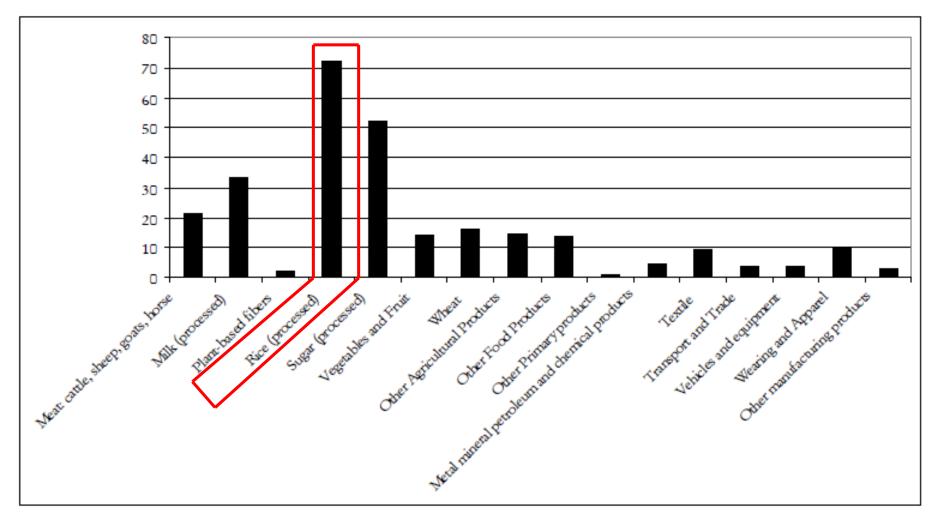


Figure 3—Protection by product - 2005



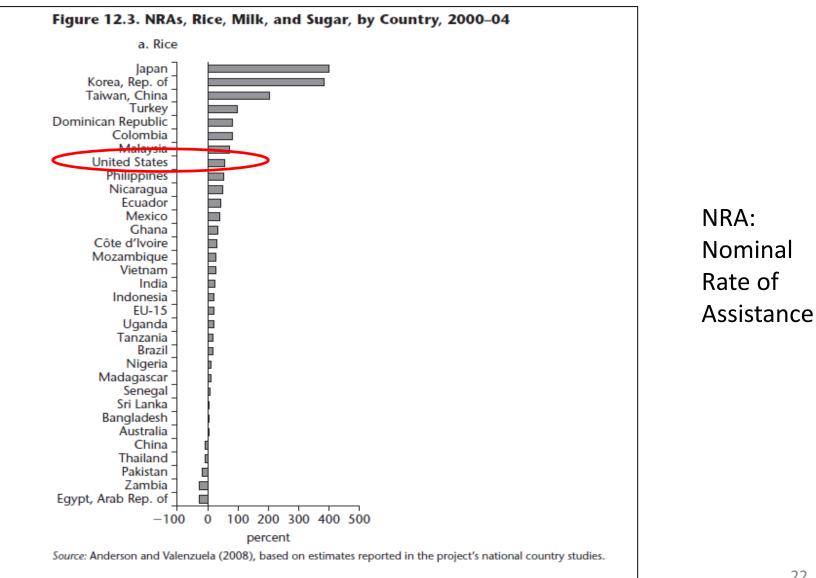
Especially in more developed countries



Annex 4 —Initial pattern of protection – Reporting country / Product - 2005																
Developed A si		21.5%	_	46.3			0.2%			%		.5%		8.4%		79.8%
European Union - 2.	·	39.7%	0	47.0	J%6		0.0%		138.6	76 <u> </u>	128	.6%	1	7.9%		0.5%
_ ^	Meat: cattle, sheen	Malk (processed)	Plare-based fibers	Rice (processed)	Sugar (processed)	Vegeables and Frair	Wiar	Other Agnicultural Produce	Other Food Produce	Other Printing produces	lente	Wearing and Appared	Métal _{Itim} etal petroletur ,	Vehida and equipment	Other manufacturing pro-	Average
A setralia/New Zealand Ganada	0.0%	0.9%	0.0%	0.0%	2.1%	0.5%	0.0%	0.1%	3.9% 10.9%	3.2%	12.7% 10.4%	16.8% 13.5%	3.0%	4.9% 1.7%	3.4% 1.5%	4.8%
Developed A size	21.5%	46.1%	0.2%	614.7%	139.5%	18.4%	/9.8%	38.3%	15.8%	1.6%	6.0%	8.7%	2.5%	3.1%	1.5%	4.9%
Esamoan Union - 25	39.7%	47.0%	0.0%	138.6%	128.6%	17.9%	0.5%	7.5%	11.1%	0.1%	5.8%	7.1%	2.1%	2.2%	1.0%	3.2%
Rat of OE CD	102.3%	\$8.1%	0.0%	13.3%	44.0%	31.5%	108.4%	32.9%	37.0%	0.2%	3.6%	2.7%	0.7%	0.5%	1.1%	4.3%
USA	1.7%	18.8%	1.6%	4.9%	34.9%	2.7%	2.4%	2.8%	3.7%	0.0%	9.0%	10.9%	2.1%	1.3%	0.6%	2.3%
Argentina	8.6%	16.8%	7.4%	12.2%	17.5%	10.4%	5.7%	7.4%	14.1%	0.8%	18.3%	19.7%	12.1%	12.8%	13.7%	12.5%
Bnazil Olina	6.0% 9.9%	19.7% 11.4%	8.8% 1.1%	14.5%	17.5% 19.8%	8.8% 11.9%	4.6%	6.7% 11.1%	13.3% 15.5%	0.8%	18.1% 11.3%	18.2%	10.7% 7.9%	13.4% 7.3%	12.5% 5.4%	11.8% 7.6%
Deudoping Asia	3.8%	5.5%	1.6%	16.8%	19.8%	10.1%	7.7%	20.5%	12.1%	1.2%	10.3%	7.5%	5.8%	6.4%	5.6%	6.5%
Lietaoping A sta India	24.2%	51.4%	5.6%	72.8%	59.5%	41.4%	100.0%	46.1%	63.1%	19.5%	29.4%	32.7%	32.4%	25.3%	27.4%	31.8%
Mecieo	14.3%	32.6%	5.2%	17.4%	20.8%	22.8%	28.2%	29.5%	29.9%	10.3%	14.5%	24.0%	9.3%	7.7%	10.6%	10.8%
Rest of America	10.3%	19.2%	5.1%	31.2%	29.4%	14.1%	5.9%	8.4%	16.5%	13.2%	11.7%	14.5%	8.1%	8.4%	10.0%	9.6%
Rest of Middle East and North Africa	26.4%	40.8%	3.7%	19.3%	30.7%	26.7%	17.1%	18.2%	21.7%	4.8%	14.3%	25.6%	7.4%	6.8%	8.6%	9.2%
Rest of the World	14.5%	27.4%	1.1%	9.6%	36.5%	20.3%	22.8%	7.5%	23.4%	2.5%	11.0%	16.3%	7.9%	7.4%	10.1%	8.9%
Southern A frica Custom Union	12.5%	38.3%	13.5%	0.0%	97.3%	73%	36.3%	9.6%	14.3%	0.3%	21.5%	31.3%	5.4%	6.2%	8.0%	8.2%
Bangladesh	17.7%	34.8%	0.2%	5.0%	25.2%	16.8%	5.0%	15.9%	26.5%	22.0%	29.7%	28.7%	16.8%	11.8%	21.8%	17.4%
Rest of SubSahanan A frica	16.9%	19.7%	6.1%	32.1%	23.1%	32.3%	10.6%	20.5%	33.4%	7.1%	29.4%	36.0%	15.4%	12.1%	19.9%	16.9%
Zantia	9.3%	13.8%	5.5%	4.9%	23.7%	16.7%	5.0%	8.0%	19.0%	7.3%	16.5%	24.4%	8.6%	11.0%	16.2%	11.8%
Average	214%	33.1%	2.3%	719%	52.2%	14.2%	16.1%	14.5%	13.9%	1.3%	9.5%	10.3%	4.4%	3.8%	2.9%	

Source: MacMap-HS6 and author's calculation.

Even USA's support on rice is very high, although it is not their staple food, as NRA figure shows



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And the testimony of their Agriculture Attache



In addition, USDA implements a number of programs to help rice producers manage risk and protect the environment. The legal framework for these rice-related programs, along with many other food and agricultural programs, is set through a legislative process that occurs approximately every 5 years. The resulting law, which guides overall U.S. agricultural production policy, is often referred to as the "Farm Bill" or "Farm Act." The last such farm bill was passed in 2014. Under this legislation, rice producers can enroll in USDA crop insurance programs, which protect against adverse price movements and weather related risks. In addition. the 2014 Farm Bill includes a safety net provision whereby rice producers receive benefits should the annual national-average market price fall below a certain reference price. The Farm bill also includes several programs that provide compensation to farmers to take certain marginal lands out of production. This program protects wetlands, forests, and other conservation reserve areas. In addition, the legislation funds assistance to low-income consumers to guarantee they have access to safe and nutritious food, including rice.

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USDA's Agricultural Research Service and U.S. Land Grant Universities are deeply involved in rice production research and extension. For example, the Universities of Arkansas, Kansas State and Louisiana State have leading rice research and development programs. The research done at these Universities are excellent examples of public-private partnerships, with the private sector often funding research and teaching programs. U.S. companies and producer Cooperatives that offer seed, fertilizer, crop protection systems, and equipment are also actively involved in providing rice farmers with information to enable them to make the best production and marketing decisions.

376, Jalan Tun Razak, 50400 Kuala Lumpur, Malaysia Tel: (603) 2168-5082 Fax: (603) 2168-5023 Email: Agkualalumpur@usda.gov minimizing emissions of short-lived climate pollutants (SLCPs) from agriculture, consistent with broader climate change objectives, in ways that also enhance food security and livelihoods. Malaysia's participation in the Coalition, and likewise, in the Global Alliance for Climate-Smart Agriculture, would help strengthen international efforts to address climate change and food insecurity challenges that the line of the strengthen international efforts to address climate change and food

Sincerely, Chús Kitlque Chris Rittgers Agriculture Attaché

Sincerely.

Chris Rittgers Agriculture Attaché

Production supports are prevalent in all Asian countries



Table 5. Rice sector polices	in Sri Lanka, 2011.]		
Table 6. Rice sector polici	es in China, 2011.			
Table 7. Rice sector polic	ies in Japan, 2011.			
Table 8. Rice sector policies	in South Korea, 2011.			
Policy	Description			
Stock policy)-		
Public stocks	Starting in March 2011, 150,000 tons of rice were released from govern- ment reserves to control increases in domestic prices.			
Production policy		\frown		
Price support	The government supports farmers through the direct purchase of do- mestic milled rice under the PSSE. The government paid rice farmers an average price of \$1.54 per kilogram based on grade.			
Direct income support	Eligible farmers receive an area direct payment of \$608 per hectare. Farmers not participating in the rice reduction program receive sup- port of \$2,600 per hectare.	rt		
Area limit	The rice reduction plan will continue until 2012, with paddy plantings cut by 40,000 hectares. The government aims to reduce rice production by 200,000 tons annually.	24		

Source: Tobias A, Molina I, Valera HG, Mottaleb KA, Mohanty S. 2012. Handbook on rice policy for Asia. Los Baños (Philippines): International Rice Research Institute.

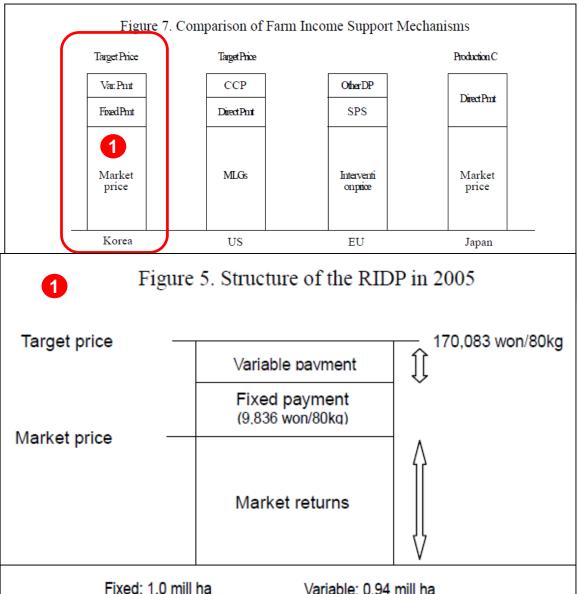
Including the exporting nations



able 2. Rice sector policies in In	dia, 2011.
Policy	Description
Stock policy	
Public stocks	Approval of one million metric tons of rice to be sold through open market operations.
Production policy	
Minimum support price	The minimum support price of common paddy is \$0.21 per kilo- gram, and \$0.22 per kilogram for grade A paddy.
Irrigation and electricity subsidy	Irrigation and electricity are supplied directly to farmers at prices below production costs. Consumption is unmetered for many agri- cultural users and is based on the horsepower rating of the water pump.
Machinery subsidy	Provision of a 50% subsidy for pump sets, seed drills, rotavators, knapsack sprayers, power weeders and rice transplanters. Power tillers are distributed at a 25% subsidy, subject to a maximum of INR 45,000.
Fertilizer subsidy	Also called NBS. This subsidy was implemented to give farmers incentives to use a better mix of nutrients and is based on the scheme that fixes a subsidy on nutrient nitrogen (N), phosphorus (P), potassium (K), and sulfur (S) contents.
Seed subsidy	Production of hybrid rice seed amounting to a subsidy of INR 2,000 per quintal or 50% of the cost.

Source: Tobias A, Molina I, Valera HG, Mottaleb KA, Mohanty S. 2012. Handbook on rice policy for Asia. Los Baños (Philippines): International Rice Research Institute.

And direct payment to farmers is common in advanced nations



- Direct payment above market price is common in advances nations
 - Korea model, introduced in 2005, would be closest to the stabilization fund proposed, because it has fixed and variable payments
 - Fixed payment is liken to our input subsidies (fertilizer, etc.) and Paddy Price Subsidy Scheme
 - Variable payment is akin to the proposed stabilization fund (on the production side)
 - In Korea case, however, the payment is linked to farm management. Basically, farmer is eligible for fixed payment by planting paddy and caring for it. But to qualify for variable payment, he needs to meet precision farming criteria such as meeting standard for pesticide residues and comply with recommended use of chemical fertilizers.

Source: Song Soo Lim, Decoupled Payments and Agricultural Policy Reform in Korea, Selected Paper prepared for presentation at the American Agricultural Economics Association Annual Meeting, Portland, OR, July 29-August 1, 2007

Aside from farmers' income support, consumers welfare is also common policy feature for food security

Table 7: Food Security Policy Matrix

Actions	National	Box 3.2: Social Safety Nets and Food Programs in Selected Developing Asian Countries
Interventions to Meet Immediate Needs	 Provide emergency food assistance and enhance social safety nets Offer programmed cash transfers 	Bangladesh Bangladesh's food safety net program has moved from its colonial system, which involved obtaining supplies and distributing them to consumers in rationed quantities and at subsidized prices, to a more targeted approach that has been in use since the early 1990s. These include in-kind wages for manual labor in public works (Food-for-Work and Test Relief). Other major food transfer safety nets are the Vulnerable Group Development Program—targeting poor women— and feeding programs like the Vulnerable Group Feeding Program and a primary school feeding program. Bangladesh likewise has cash-based social programs such as the Primary Education Stipend Program and the Rural Maintenance Program, with the latter targeting women as well.
	 Target interventions at nutrition 	India In India, the central and state governments jointly run a marketing channel called the Public Distribution System (PDS) devoted solely to the distribution of subsidized food grain. This involves a network of private retailers called "Fair Price Shops" that distribute subsidized grains These Fair Price Shops sell grain below market prices to consumers holding "ration cards," each subject to a quota. Since 1997, subsidies are targeted depending on a household's classification as "above powerty line" " thelow powerty line" or "powert of the poor" by the Antavodaya Apra

Source: Food security in Asia and the Pacific. Mandaluyong City, Philippines: Asian Development Bank. 2013.

olic his ns. ach ion as "above poverty line," "below poverty line," or "poorest of the poor" by the Antayodaya Anna Yojana Program. The program cost is shouldered by the central government, except in cases where state governments cover beneficiaries in excess of central government estimates. Apart from the subsidy, India uses a cash transfer scheme-the National Rural Employment Guarantee Act-in which cash is distributed as wages from public works employment. Another cash transfer program targets those over 65 years old who are classified as below the poverty line.

Indonesia

Indonesia's major safety net programs are its Raskin rice subsidy program; a program providing free inpatient and outpatient care to households at primary health centers and hospitals; and a nonrecurrent cash transfer scheme, Bantuan Langsung Tunai (Direct Cash Assistance [BLT]), used in 2005 and 2008 to help households cope with fuel price increases due to fuel subsidy cuts. Other cash transfers exist in smaller social assistance programs targeting the poor, elderly, persons with disabilities, and youth. One is a conditional cash transfer scheme based on health and education-related conditionalities for household mothers and their school-aged children.

Philippines

ADB Economics Working Paper. Manila: ADB.

The Philippines' rice price subsidy, run by the National Food Authority (NFA), is the largest food program in the country. Almost 90% of the rice under this program is sourced from external markets. During the food, fuel, and financial crises in 2008, when there were over 60 social programs in the country, the NFA subsidy accounted for 70% of the total social protection budget. While the rice price subsidy is largely untargeted-except in 2008, when only low-income households in Metro Manila could purchase subsidized rice-it is accompanied by smaller programs like the Tindahan Natin (Our Store) Program geared toward distributing food supplies to areas determined by a Food Insecurity and Vulnerability Information Mapping System. Among the many other social assistance programs are school feeding programs, where children attending accredited schools receive 1 kilogram (kg) of rice per day - and in selected schools, are provided breakfast. However, most work now is on the government's newest and fast-expanding centerpiece program-a conditional cash transfer scheme (originally the Pantawid Pamilyang Pilipino (Filipino Family Assistance) Program [4Ps]). Begun in 2007 with a pilot group of 6,000 households, the program covered 2.3 million households by 2011, with a target of 3 million households by 2012. To qualify. households must: (i) be located in poor areas; (ii) be classified as poor through a proxy means test; (iii) have either a pregnant mother or at least one child aged 0-14; and (iv) meet conditions relating to education and health, such as 85% school attendance, health clinic visits, and deworming for children.



27



Such as Fair Price Shop in India



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India

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Or RASKIN in Indonesia



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Indonesia

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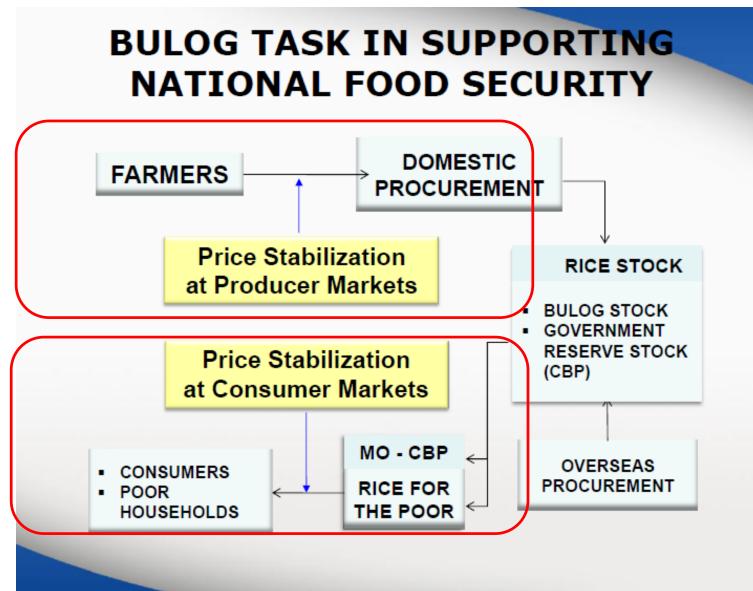
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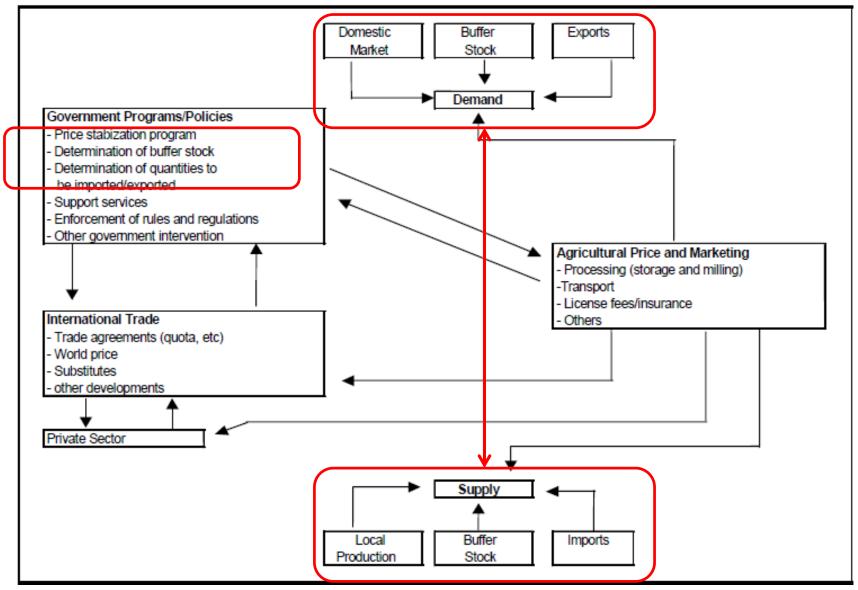
Supports at both ends are common, like our neighbor Indonesia





And the Philippines

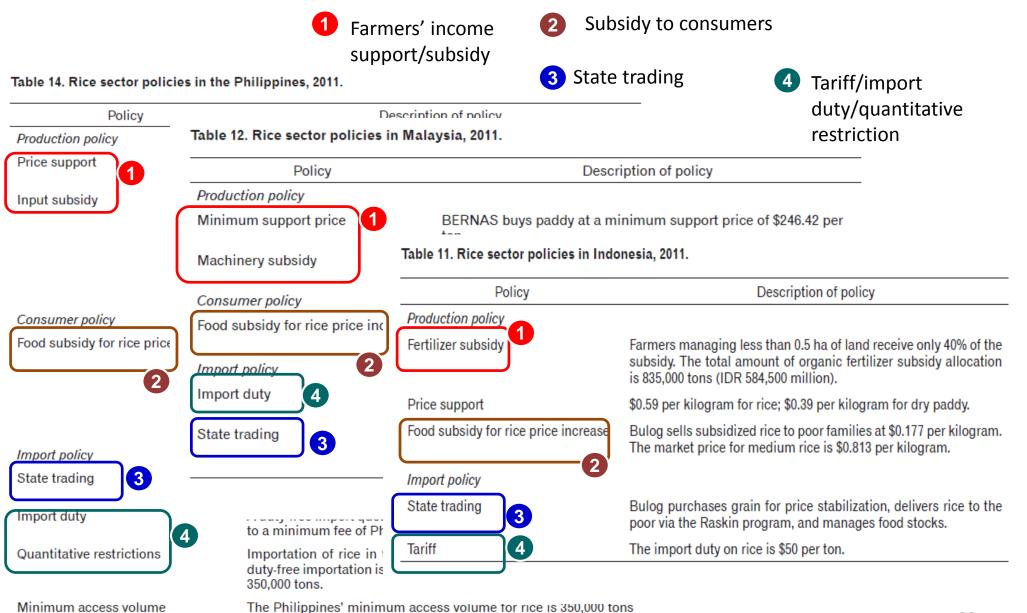




Source: Caesar B. Cororaton, "Philippine Rice and Rural Poverty" an Impact analysis of Market Reform Using CGE", International Food Policy Research Institute, MTID Discussion Paper No. 96, 2006

We share many similarities in terms of policy

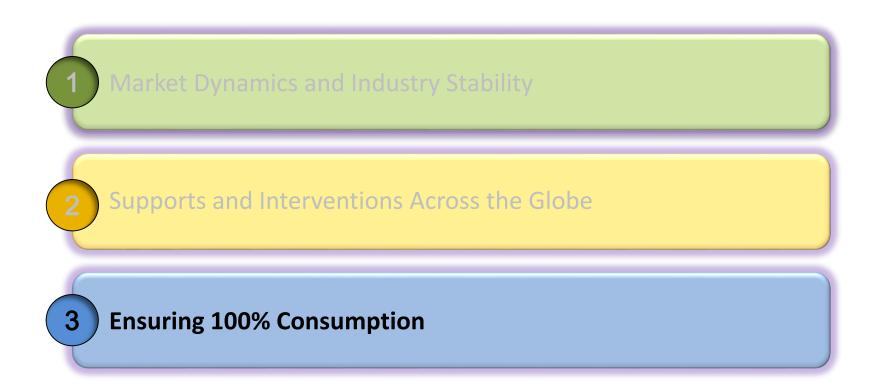




Source: Tobias A, Molina I, Valera HG, Mottaleb KA, Mohanty S. 2012. Handbook on rice policy for Asia. Los Baños (Philippines): International Rice Research Institute.

annually at reduced tariffs equal to 40%.





Although never 100% self sufficient, we have come a long way in terms of SSL

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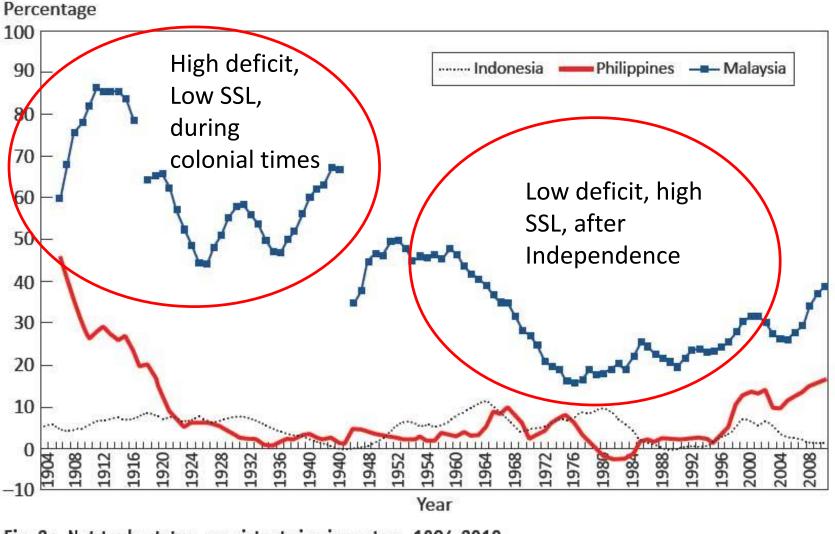
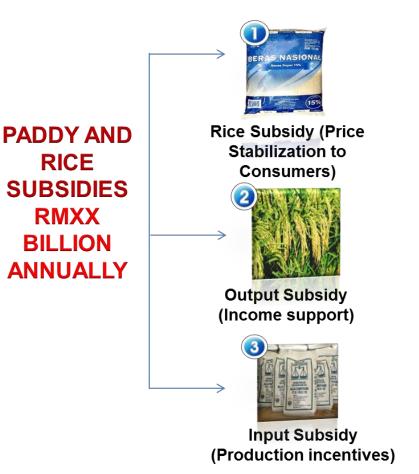


Fig. 2a. Net trade status, consistent rice importers, 1904-2010.

Rice self-sufficiency: A question of geography? David Dawe,,2014 <u>http://irri.org/rice-today/rice-self-sufficiency-a-question-of-geography</u> 22/9/15

Although 100% SSL is going to be costly,





it is not impossible if we are willing to pay for it

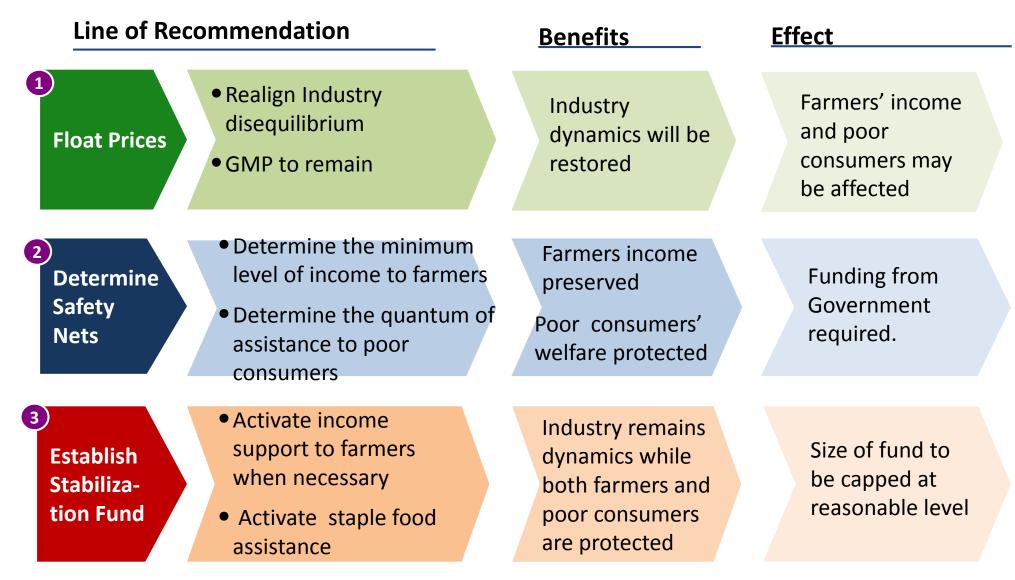


Including the cost to ensure that the 100% domestic production is matched with 100% domestic consumption

- 1. Competing for retail market, industry players will go for "alternative source" if local rice is too expensive
- 2. Huge production supports to encourage paddy farmers to continue planting paddy, as well as to keep paddy price low so that industry players would not resort to smuggled rice
- 3. In the event international price of rice is too high, rice subsidy need to be in place for consumer welfare

Broadly, to ensure that what is produced will be also be consumed, the followings must be in place







CONCLUDING REMARKS

Why from consumers to farmers



- 1. Because what is produced must be consumed locally
- 2. Our rice is not competitive in the international market because our production cost is high
- 3. If we have to export the surplus not consumed by our consumers, it means we are subsidizing foreign nations

Yes, we can go for 100% SSL, but is it worth the costs involved



- 1. To achieve 100% SSL is just a matter of putting more money, assuming land is no issue
- 2. But, to ensure all these rice reach the market is more tricky
- 3. What is important is not 100% self sufficient, but food security must be 100% guaranteed



Thank you