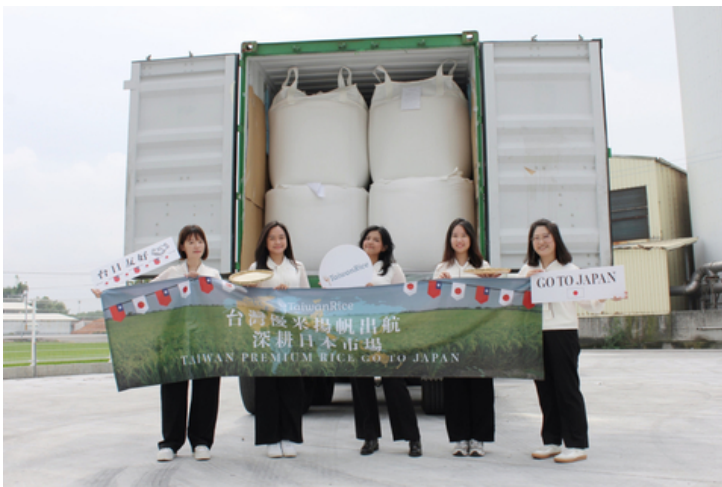


Taiwan's 1,200 metric tonnes of premium-quality rice to enter Japan

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Japan is facing its most serious rice shortage in three decades and has affected supermarkets across the country. Suppliers in Taiwan, which has maintained friendly ties with its northeastern neighbour over the years, are working with importers to sell fresh premium rice to Japan, providing consumers with more quality products to choose from.

Taiwan Premium Rice Enterprise LTD., which has been promoting delicious Taiwanese rice in overseas markets, announced that it will ship 200 metric tonnes of premium quality rice to Japan on October 8. This shipment is the first part of a total of 1,200 metric tons that will be exported to the country by the end of this year.

As a major rice consumer, Japan grows its high-quality rice under strict regulations, making it difficult for foreign products to compete in the market. However, Taiwan Premium Rice has gained favour among a substantial number of Japanese consumers with its Tainan No. 11 rice, known for its pleasant taste and aroma, and commonly used for making sushi and various rice dishes. Taiwan Premium Rice focuses on quality rather than low prices and has seen remarkable success in selling its products to major restaurant chains in Japan.

As Taiwan's leading exporter of high-quality rice, Taiwan Premium Rice expects the total sale of high-quality rice to Japan in 2024-2025 to grow exponentially, reaching ten times year-on-year. It means that in-season quality rice from Taiwan is gradually gaining approval in major Japanese markets, and the company hopes that increased exports will help meet consumer needs during this shortage. Taiwan Premium Rice expresses gratitude to the Agriculture and Food Agency for its support and pledges to expand its presence in more markets so that quality rice from Taiwan will become visible and recognised worldwide.