

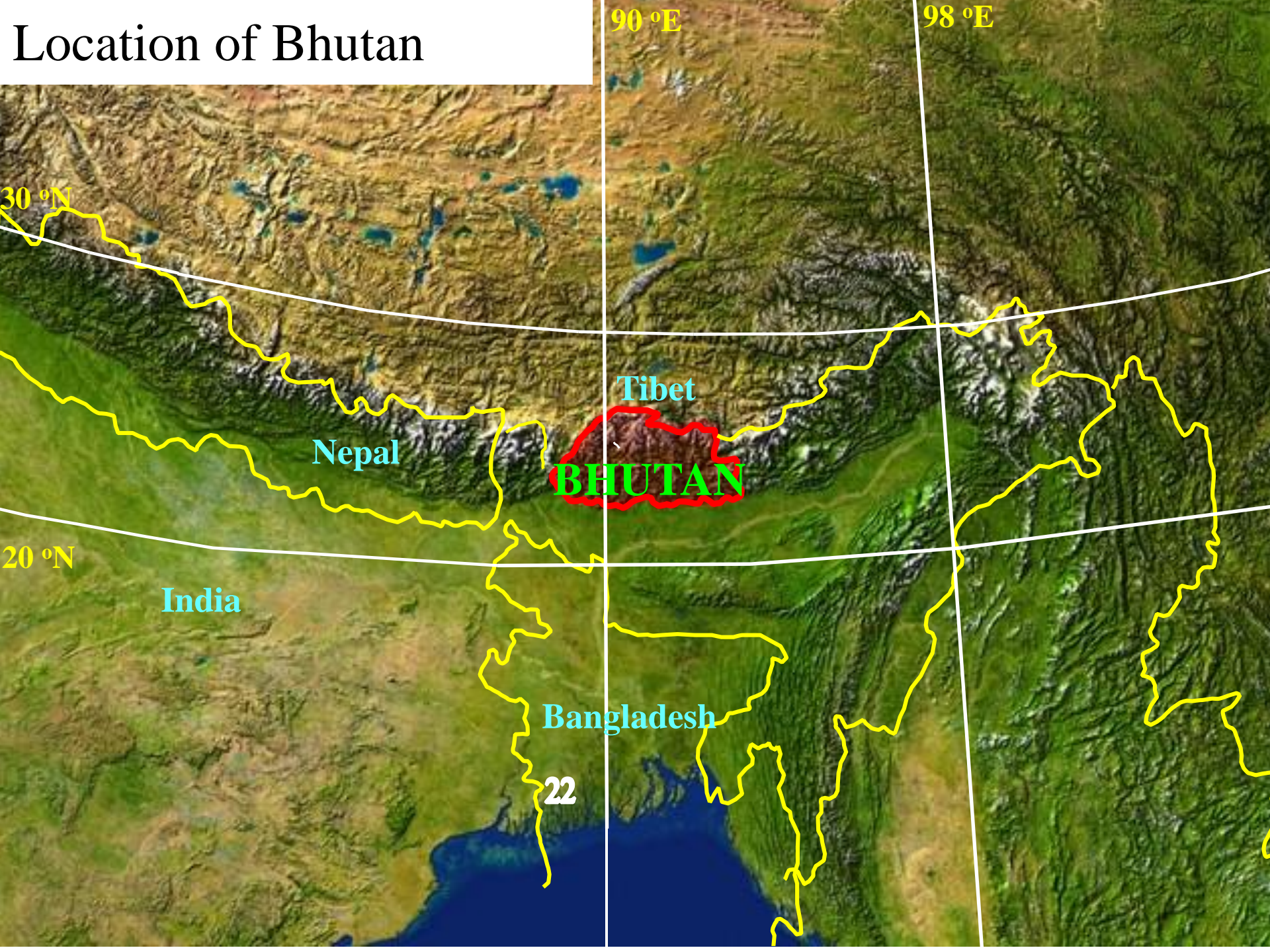


**Voices from Rural Communities in LDC: Promoting  
traditional food products and the territory through  
"made in" initiatives and geographical  
indications...UNCTAD organised  
Turin, Italy 23 & 24<sup>th</sup> October 2014**

**BHUTAN Paper**



# Location of Bhutan



# Rice (*Oryza Sativa*)

- Rice is the staple food crop and is widely grown in Bhutan
- Bhutan produces about 60,000 MT
- An area of about 58,609 acres with an average yield of 984 kg/acre

# Rice Agro climate

- 150 m in the south to - 2600 m in the north.
- highest elevation rice cultivated - 2600m.
- High altitude zone - warm temperate, covers rice areas from 1,600 m and above and accounts for around 20% of the rice areas under this zone.
- Mid altitude zone - accounts for 40% of the rice areas - 700 m to 1,500 m.
- 40% is the low altitude zone (200 m – 600 m)  
one

# Market status

- Rice in Bhutan is largely cultivated for domestic consumption
- Only about 15% goes to the market.
- Market price of local rice averages US \$ 1.5 per kg, which is higher than the (*Basmati rice* ) imported from India

# Red Rice – GI potential

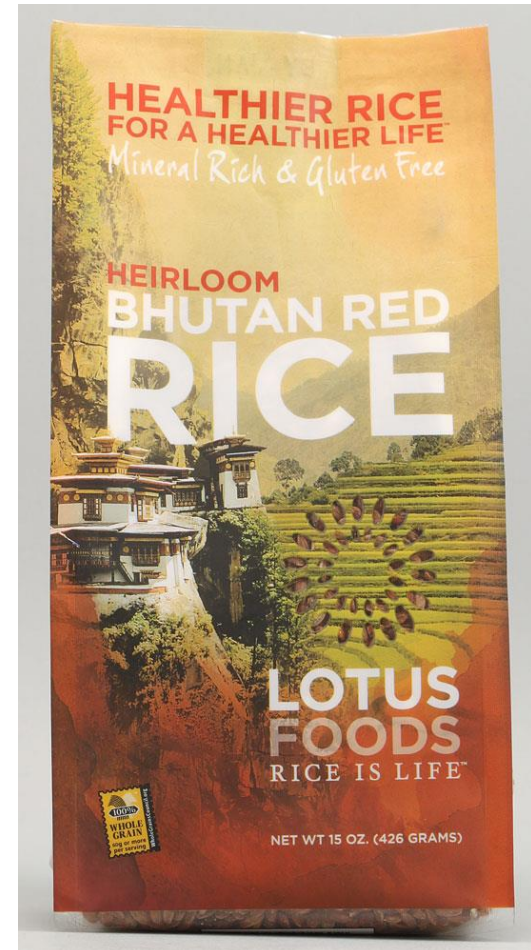
- 60% of the rice produced in the country constitutes of ‘Red Rice’ variety,
- Traditional rice varieties of Bhutan.
- a red japonica rice.
- is semi-milled—some of the reddish bran is left on the rice. Because of this, it cooks somewhat faster than an unmilled brown rice.
- When cooked, the rice is pale pink, soft and slightly sticky. Low productivity



- Red rice usually fetches higher price
- distinct flavor
- Distinct red colour
- Good export opportunity
- Traditional/bio-dynamic agro practices



400 MT is being  
exported to US and  
Europe



























# Challenges

- GI still a new concept specially at farm/farmer level
- Low Technical know how / expertise /experience – (UNCTAD)
- Related and necessary legislation not fully in place...might take some time (Could follow Cambodia' s exp)
- Product(s) identification ..Red Rice/Lemon grass/Fermented cheese



- Many Red rice varieties – many micro climate due to highly diverse agro climatic factors – delimitation of GI areas could be difficult
- Difficult to meet quantity/volume demand by market
- Farmers groups/Cooperatives still new