



WEEKLY UPDATE ON ASEAN PLUS THREE RICE SITUATIONS

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Malaysia

Malaysia to strengthen Rice Self-Sufficiency level (SSL) via AI-Enabled SMART Large-Scale Paddy Field (SMART SBB) Programme.

Malaysia's state rice agency Bernas is strengthening its initiative to elevate the country's SSL to 80 percent by 2030 using its SMART SBB programme. The programme employs digital transformation and AI to centralise farm operations such as fertilisation, pest control, and harvesting, aiming for higher yields, lower costs, and better coordination among farmers. Furthermore, Bernas also allocates about 4 million MYR (0.95 million USD) annually to provide machinery to lead farmers, and offers an interest-free farm operation cost advance.

*1 USD = 4.21 MYR

Source: Bernama. (2025, September 26). *Bernas To Strengthen 80 Pct Rice SSL Mission Through Smart SBB.*

Thailand

Thailand's rice exports declined 23.9 percent in the first eight months due to a strong baht.

According to the Department of Foreign Trade (DFT), Thailand's exports between January and August 2025 totalled 5.04 million tonnes, a decline of 23.98 percent from 6.63 million tonnes in the same period of 2024. The export value decreased by 30.58 percent to 2.98 billion USD (99.06 billion THB), compared to 4.30 billion USD (153.91 billion THB) in 2024. The Decline was driven by global surplus,

weak demand, strong baht. Despite the decline, Thailand expanded its market for premium rice, including jasmine rice, parboiled rice, sticky rice, and brown rice, to major markets such as China, the United States, South Africa, the Middle East, and Europe.

*1 USD = 33.24 THB

Source: Nation Thailand. (2025, September 29). *Thai rice exports slump 23.9% in first eight months on strong baht, global glut.*

Viet Nam

Vietnam's Rice Exports Reach 6.6 million tonnes, Value Falls.

Due to global rice oversupply, world rice export prices have decreased, including in Viet Nam. Viet Nam exported 6.6 million tonnes of rice worth nearly 3.4 billion USD as of September 15, an increase of 1.5 percent in volume but a fall of 17 percent in value compared to the same period in 2024, according to customs data. The Viet Nam Food Association said that export prices remain stable, with 5 percent broken fragrant rice price at 440 – 465 USD (11.61 – 12.27 million VND) per tonne and jasmine rice at 496–500 USD (13.09 – 13.19 million VND) per tonne. Meanwhile, rice prices in the domestic market increased by 90–164 VND (0.003 – 0.006) per kilogramme due to limited supply. Exporters explained that world rice export prices have decreased due to increasing global supply. Although Vietnamese rice has its own market segment, it is also affected by the general trend, so rice prices in the last months of the year are unlikely to increase sharply again.

*1 USD = 26382.51 VND

Source: VietnamPlus. (2025, September 29). *Vietnamese rice remains steadfast amid world market fluctuations.*

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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.