



WEEKLY UPDATE ON ASEAN PLUS THREE RICE SITUATIONS

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Philippines

The Philippines expands the PHP20/kg rice program nationwide.

According to the Department of Agriculture (DA), the Philippine government's PHP20-per-kilogram rice program under the "Benteng Bigas Meron (BBM) Na" initiative has now reached 2.6 million beneficiaries across 508 sites nationwide. The program is active in all 82 provinces and will run until June 30, 2028. The DA is currently working closely with the National Food Authorities (NFA), the Food Terminal Inc. (FTI), and local governments to strengthen food security. In Pampanga alone, about 350,000 residents are eligible, supported by 8,300 tonnes of rice stocks stored in the NFA warehouses.

Source: Philippine News Agency. (2026, February 3). *BBM Na serves 2.6-M Filipinos, now in 508 sites nationwide.*

Thailand

Thailand moves to boost rice exports to Hong Kong.

Thailand's Department of Foreign Trade led a delegation of government officials, the Export-Import Bank of Thailand (EXIM) executives, and Thai rice exporters to Hong Kong on 18 – 20 January 2026 to strengthen trade relations and promote Thai rice, especially jasmine rice, during the Chinese New Year period. Hong Kong officials confirmed Thai rice has been the market leader for over 30 years, supported by strong relationships between importers and Thai exporters. Discussions covered

cooperation on trade amid global volatility, emergency rice stockpiles, electronic certificates of origin, and possible future trade agreements. Moreover, Thailand currently exports about 160,000 – 170,000 tonnes of rice annually to Hong Kong, which imports around 280,000–310,000 tonnes per year, giving Thailand over 50 percent market share in Hongkong rice market. During the visit, strong demand for Thai rice was reaffirmed, and officials expressed confidence that Thailand will continue to hold its leading position in the Hong Kong market over the long term.

Source: Thairath. (2026, January 29). *Rice exports beat 2025 goal on strong year-end demand.*

Japan

Japan's farm export hit a new record of 1.7 trillion JPY.

According to the Ministry of Agriculture, Forestry, and Fisheries, Japan's export of agricultural, forestry, and fishery products and foods reached a record of 1.7 trillion JPY (about 10.9 billion USD) in 2025, marking the 13th consecutive annual increase, driven largely by the growing global popularity of Japanese cuisine. However, the record missed the government's 2 trillion JPY target for 2025 (12.8 billion USD), highlighting the need to expand overseas markets further as Japan aims for 5 trillion JPY (32 billion USD) in exports by 2030. Japan's rice exports increased 3.2 percent to 46,573 tonnes, while exports of packaged precooked rice surged 21.8 percent to 2,950 tonnes, driven by rising demand at Japanese restaurant chains abroad.

*1 USD = 157.3 JPY

Source: Japan Wire by KYODO NEWS. (2026, February 3). *Japan's annual farm exports rise to new record 1.7 trillion yen.*

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