**REPUBLIČ OF GUINEA**

**COUNTRY SNAPSHOT**

**Population**: 11,780,162  
Urban: 4,382,220 (37%)  
Rural: 7,397,942 (67%)

**Rice Availability** (g/c/d): 264  
Urban: 94-219  
Rural: 413-509

**Rice market**: 80% white milled rice, 20% parboiled rice (proportions estimated)

**Production**  
USDA, 2016  1.375 MMT  
FAO, 2011  1.114 MMT

**Domestic industrial rice milling**: None

**Regional trade**: USDA 2016 reports that 80,000 MT of rice was exported (no destinations specified). UN Comtrade 2014 recorded 50,000 MT of rice re-exported to Senegal. Guinea’s Port of Conakry also serves as a通过 point for landlocked Mali and Burkina Faso.

### IMPORTS

**Number of importers**: Four importers

**Mode of imports**: Majority break-bulk vessels, but reports of South American-origin rice arriving in bulk.

**Total imports**:  
USDA, 2016  350,000 (MT)  
UNC, 2015  407,696  
FAO, 2011  150,000

**Type & Origins**

<table>
<thead>
<tr>
<th>Type</th>
<th>MT (% of imports)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paddy rice</td>
<td>3,902 (1%)</td>
</tr>
<tr>
<td>Semi/wholly milled rice</td>
<td>84,034 (14%)</td>
</tr>
<tr>
<td>India</td>
<td>71,681 (85%)</td>
</tr>
<tr>
<td>Thailand</td>
<td>8,290 (10%)</td>
</tr>
<tr>
<td>USA</td>
<td>2,591 (3%)</td>
</tr>
<tr>
<td>UAE</td>
<td>523 (1%)</td>
</tr>
<tr>
<td>Brown rice</td>
<td>243,501 (39%)</td>
</tr>
<tr>
<td>India</td>
<td>142,410 (58%)</td>
</tr>
<tr>
<td>Thailand</td>
<td>67,005 (28%)</td>
</tr>
<tr>
<td>Pakistan</td>
<td>32,021 (13%)</td>
</tr>
<tr>
<td>Togo</td>
<td>2,000 (1%)</td>
</tr>
<tr>
<td>Broken rice</td>
<td>289,652 (47%)</td>
</tr>
<tr>
<td>India</td>
<td>118,427 (41%)</td>
</tr>
<tr>
<td>Pakistan</td>
<td>56,954 (20%)</td>
</tr>
<tr>
<td>Thailand</td>
<td>50,687 (17%)</td>
</tr>
<tr>
<td>UAE</td>
<td>40,005 (14%)</td>
</tr>
<tr>
<td>Myanmar</td>
<td>20,820 (7%)</td>
</tr>
</tbody>
</table>

**Sources**:  
1. CIA Factbook 2015  
2. Overall estimate is FAO 2011; Urban/rural availability is FFI estimate assuming the urban population consumes 100% of imported rice and the rural population consumes 100% of domestic production. Estimate differs depending on FAO or USDA production and import data.  
3. UN Comtrade 2015, exporter reporting  
Abbreviations: MMT = million metric tons, USDA = United States Department of Agriculture, FAO = Food and Agriculture Organization, UNC = UN Comtrade, USA = United States of America, UAE = United Arab Emirates
REPUBLIC OF GUINEA

EXECUTIVE SUMMARY
At 264 grams daily per capita, rice is the most important source of carbohydrates in the Guinean diet. Availability of wheat flour and maize combined is only approximately one-fourth that of rice.

Domestic rice production is the primary source of rice in Guinea, accounting for approximately 80% of total rice available. Both net rice imports and domestic production have been stable in recent years. There is no national consumption data that could indicate regional or urban/rural differences in rice consumption by rice source. Given high local rice production, it is highly likely that the rural population, 63% of the population, consumes only domestically produced rice. Domestically produced rice is processed in small husking mills or hand-pounded in more remote areas; no industrial milling occurs in the country.

Imported rice is likely only consumed by the urban population, of which 50% lives in the capital, Conakry. The rice importing industry is consolidated, with four or five importers controlling 70% of rice imports.

As feasibility of rice fortification is limited to imported rice, the public health benefit will similarly be limited to the roughly urban populace of 4.4 million.

Table 1: Demographics and annual rice availability (milled equivalent)

<table>
<thead>
<tr>
<th>Population</th>
<th>Urban</th>
<th>Availability</th>
<th>Imports</th>
<th>Exports</th>
<th>G/c/d</th>
<th>Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.8 million</td>
<td>37.2%</td>
<td>1.665</td>
<td>0.350</td>
<td>0.08</td>
<td>264</td>
<td>1.375</td>
</tr>
</tbody>
</table>

2011-2016 trend

<table>
<thead>
<tr>
<th>Population</th>
<th>Urban</th>
<th>Availability</th>
<th>Imports</th>
<th>Exports</th>
<th>G/c/d</th>
<th>Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>+2.6%/year</td>
<td>+3.8%</td>
<td>+3.9%</td>
<td>-0.58%</td>
<td>7%</td>
<td>--</td>
<td>4.7%</td>
</tr>
</tbody>
</table>

G/c/d: grams per capita per day; MMT, million metric tons
1 CIA Factbook
2 FAO Food Balance Sheets, 2011
3 USDA, 2016

GRAIN CONSUMPTION AND FORTIFICATION STATUS
Rice is the primary staple cereal grain in Guinea. It is grown and eaten all over the country in both rural and urban populations. Consumption of wheat flour and maize are minimal, but some starchy roots and fruits are also important dietary sources of carbohydrates. Average per capita daily consumption is estimated at 264 grams.

Table 2: Cereal grain consumption/availability and fortification status

<table>
<thead>
<tr>
<th>Grain</th>
<th>FAO 2001(^1) g/c/d</th>
<th>FAO 2011(^2) g/c/d</th>
<th>Mandatory?</th>
<th>% Industrially milled(^2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheat</td>
<td>29</td>
<td>44</td>
<td>Yes</td>
<td>100%</td>
</tr>
<tr>
<td>Maize</td>
<td>26</td>
<td>26</td>
<td>No</td>
<td>Unknown</td>
</tr>
<tr>
<td>Rice</td>
<td>246</td>
<td>264</td>
<td>No</td>
<td>0%</td>
</tr>
</tbody>
</table>

G/c/d: grams per capita per day
1 FAO Food Balance Sheets
2 FFI Database
Urban
Guinea’s population is 37% urban, or approximately 4.4 million people. Half of the urban population lives in the capital of Conakry, 2.0 million residents. Domestically grown rice is reportedly available in the urban marketplace. Some people prefer its flavor, but locally milled rice is often of lower homogeneity and quality compared to the imported rice that urban consumers are accustomed to. Conservatively, if accounting only for the urban population consumption of imported rice, availability could be 94-219 g/c/d (wide range due to the large differences between USDA 2016 and FAO 2011 import quantities); any consumption of domestically grown rice would increase this estimate. In terms of other grains, it is assumed that the urban population consumes less maize meal and proportionally more wheat-based foods. Average wheat availability was up 45% in the period from 2011-15 compared to the five years before that¹.

Rural
Rural areas have become almost entirely self-sufficient in rice during the last ten years. Most farm households grow rice for self-consumption. An NGO involved in agricultural projects reported there is now little need for distribution of imported rice in the countryside, even in the lean months leading up to harvest. If rural populations consume 100% of the rice grown in Guinea, then per capital consumption could be 412-509 g/c/d (range due to FAO and USDA estimates for domestic rice production).

Rice varieties and quality
Guineans consume both parboiled and white rice, with one importer describing his business as 80% white rice and 20% parboiled. Domestically grown rice is usually parboiled, either in households or at the village level. It is commonly said that Guineans prefer the freshness and quality of their own local rice. Many city dwellers were born in rural areas and grew up eating fresh rice. Importers on other hand seek the cheapest supply source and may end up with Thai or Indian rice that were in government stockpiles for years before being dumped on the world market.

White rice with 100% broken kernels makes up the largest share of urban consumption (perhaps at least 50%) because of low cost, supported by a low import duty of 2.75% on broken white rice. Both parboiled and white rice with 25% broken kernels are also imported for urban consumption. This importer information is supported by UN Comtrade’s 2014 data, which reported that 47% of the rice imported into Guinea was broken rice, and 14% was white milled rice. However, a surprising 39% was categorized as brown rice², which could have been parboiled rice mistakenly categorized³.

¹ USDA via Indexmundi. http://www.indexmundi.com/agriculture/?country=gn&commodity=wheat&graph=domestic-consumption
³ This is FFI’s assumption. Parboiled rice does not have an assigned HS code and a similar discrepancy has not been seen with other countries with high consumption of parboiled rice.
DOMESTIC RICE PRODUCTION

Table 3: Guinea cereals production - 2016†

<table>
<thead>
<tr>
<th>Cereals (MMT)</th>
<th>Maize</th>
<th>Sorghum</th>
<th>Millet</th>
<th>Rice (milled)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.68</td>
<td>0.045</td>
<td>0.225</td>
<td>1.375</td>
<td></td>
<td>2.325</td>
</tr>
</tbody>
</table>

† USDA, 2016 / IndexMundi

Table 4: Guinea rice production, 2012-2016 (MMT)†

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>1.267</td>
<td>1.355</td>
<td>1.301</td>
<td>1.351</td>
<td>1.375</td>
<td>1.329</td>
</tr>
</tbody>
</table>

† USDA, 2016 / IndexMundi

Production, area and yields

Rice is a subsistence crop grown by a majority of rural households in different growing zones, including highland rain-fed, lowlands, mangrove forests and plains. Rice yields are relatively low in Guinea, ranging from 1.5 to 2.5 MTs/ha⁴. Milled rice makes up 58% of total cereal production and is nearly double the harvest of maize.

The rice harvest in 2016 was only about 3% above the five-year average. However the average harvest in the period 2012-2016 was one-third higher than in the previous five-year period, 2006-10.

Domestic rice production now fully meets demand in rural areas. In regular weekly markets in small towns, farmers and traders sell surplus domestic rice. Increasing amounts of domestic rice is now being sold by vendors in the sprawling public markets of Conakry, often sold by the scoop from opened 50 kg bags.

Guinea has the potential to become self-sufficient with only modest increases in yields. Much unused land is available for creation of larger mechanized farms. If smallholders respond to various programs to encourage introduction of improved seed, apply more fertilizer and use better agronomic practice, then Guinea could achieve self-sufficiency in rice. In particular, in the highland areas, slash and burn practices are the norm for rice cultivation, resulting in poor yields and deforestation.

Urban distribution

The urban population consumes both imported and domestically grown rice, but the latter at more limited quantities. Domestic rice has recently started to make inroads in cities, despite low cost competition from imports. However, although domestic rice is favored for taste, other quality barriers (dark grains, dust, other impurities) have held back domestic rice from claiming the urban market. The lack of modern milling capacity prevents production of higher quality rice to compete with imports.

International support

West Africa Agriculture Productivity Programme (WAAPP) is a regional World Bank

administered project funded by the Japan Trust Fund, whose money is designated to support rice production only. WAAPP is a regional project in the Communité de Développement d’Afrique de l’Ouest (CDAO) with 17 member countries. The project involves harmonization of standards and procedures for approval of seed varieties, agro-chemicals and fertilizers. Another component is for production and distribution of improved rice seed varieties. The project also introduces new village-level technology for parboiling rice in 100 kg batches that burns rice husks instead of wood. This project works with groups of women parboilers. They are also creating marketing platforms with warehouses for sale of rice at local biweekly markets.

**IMPORTED RICE INDUSTRY**

Rice and wheat are Guinea’s top two imported food commodities. Wheat import volumes have increased at a faster rate than rice imports, which have leveled off since 2013.

| Table 5: Annual rice import and export volumes, 2012-2016 (MMT)¹ |
|-----------------------|-------|-------|-------|-------|-------|-------|
| Rice imports          | 0.34  | 0.3   | 0.3   | 0.35  | 0.35  | 0.328 |
| Rice exports          | 0.08  | 0.1   | 0.05  | 0.05  | 0.08  | 0.072 |
| Net rice imports      | 0.26  | 0.2   | 0.25  | 0.3   | 0.27  | 0.256 |

¹ USDA / IndexMundi

**Rice origins**

India has become the main origin for the major Guinean rice importers recently, making up 54% of the imported rice in 2014⁵. Importers report that in the past, Thailand and Vietnam were the primary sources. In 2014, after India the major importers were Thailand (20%), Pakistan (14%), and United Arab Emirates (7%). According to sources, some rice arrives from Brazil, but UN Comtrade’s data did not indicate any substantial volumes.

Imported rice from India is made up of boatloads of break-bulk cargo in 25kg or 50 kg bags that may come from up to 20 mills. The small quantities of rice coming from several mills could complicate fortification of Indian rice at origin.

Importers report a longstanding problem of Indian exporters copying brand-name packaging from other countries to compete in the Guinean market. Louis Dreyfus Company (LD Company⁵) had 30,000 MT of counterfeit Bella Luna brand rice confiscated by Guinean authorities in 2014 when the Singaporean owner of the brand pressed a claim. Counterfeiting is easy to do since any of the hundreds of Indian rice exporters only need to have polypropylene bags printed with the markings of popular brands from other countries, Brazil or Thailand in particular.

**Mode of imports**

Rice arrives at Port of Conakry, which is the main port in the country. There is also a port northwest of Conakry called Port of Kamsar⁶. Vessel loads of rice are mostly break-bulk. Some bulk vessels of 100% broken kernels arrive from South America with bagging machines on deck for bagging at the port.

⁵ LD Company is the world’s largest rice trader and maintains such exclusive arrangements with single importers in each of the countries that it supplies.

Rice importers
A relatively small group of importers control almost all rice imports. They enjoy a close relationship with the government, on which they depend to keep import tariffs low and for government contracts to supply the army, police, and possibly other institutions. Competition on price and quality is nevertheless intense among these importers. The top group changes frequently as new players capable of financing boatloads of rice emerge while others scale down due to losses.

As of 2015, Ibrahima Sory Aliments Trading S.A is one of the top three rice importers in the country, with a boatload of around 20,000 MT of break-bulk rice arriving almost every 1.5 months. It buys rice exclusively from LD Commodities, which finances the supply through a collateral management arrangement with SGS. ISAT is the only company in Guinea supplied by LD Commodities. The family-run company\(^7\) has been a rice and sugar importer for 15 years.

One source said that Hosseine Daklala\(^8\) has recently become a top importer and brought in 127,000 MT in 2014. Safricom reported buying “several” boatloads of rice per year. Societe Hamana said they bring in a boatload from India every three months but reported procurement difficulties. The owner’s last visit to source a vessel-load of rice saw the exporter sending lower quality rice than agreed upon - the rice was poor quality and several years old.

Table 6: Major rice importing companies in Guinea

<table>
<thead>
<tr>
<th>Company</th>
<th>Headquarters</th>
<th>Import share(^1) (MMT)</th>
<th>Local milling capacity?</th>
<th>Notes (suppliers, etc)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.S.A. Trading S.A.</td>
<td>Local; Conakry</td>
<td>0.150</td>
<td>No</td>
<td>LD Company / SGS</td>
</tr>
<tr>
<td>Hosseine Daklala (owner; company name not known)</td>
<td>Local</td>
<td>0.100</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Safricom</td>
<td>Local; Conakry</td>
<td>0.060</td>
<td>No</td>
<td>ADM</td>
</tr>
<tr>
<td>Societe Hamana Sarl.</td>
<td>Local; Conakry</td>
<td>0.040</td>
<td>No</td>
<td>Indian traders</td>
</tr>
</tbody>
</table>

\(^1\) Estimates of author, based on interviews

Imported rice storage
Rice is stored in 50 kg polypropylene bags both in the port zone and outside in industrial wholesale market areas. At least 50% of the storage of rice is outside the port. Bolloré Africa Logistics, which manages the Conakry container terminal at port, reports 90,000 m\(^2\) of warehouse storage\(^9\) although it is not clear how much is available at port or outside. At port there is storage capacity for 8,000 20-foot equivalent containers (TEU) with expansion to 15,000 TEUs\(^10\); this is equivalent to 192,000-360,000 MT of rice\(^11\).

SGS provides collateral management service to LD Company for its supply to I.S.A. Trading.

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\(^7\) The father of the current managing director founded ISAT
\(^8\) The author did not meet with Hosseine Daklala directly
\(^11\) Assuming a standard 20-foot container holds 24 MT of grain.
Some of the rice is stored at the port and in outside storage sites on behalf of banks and large exporters. SGS has provided the same service to other importers but withdrew them due to losses from theft. Total storage capacity for bagged cereal, wheat, sugar, as well as other imported foods may be in the range of 100,000 MT.

Large volumes of wheat are also stored at the port, some for transit to Mali. One of Mali’s leading wheat milling companies is considering a project to build steel silos at the Port of Conakry.

GOVERNMENT RICE POLICIES AND PROGRAMS
The Ministry of Commerce, supported by a lobby of rice importers, provides a subsidy for imported rice through waiving normal duties. This economic advantage for imported rice limits the market sale of commercial surpluses from the domestic crop. Some sources report the president would like to rescind this subsidy, but the rice importers lobby effectively to keep it.

The Institut de Recherché Agronomique de Guinee (IRAG) is the government research institute responsible for advancing progress in rice productivity in Guinea. It receives support from international NGO backed projects.

The government does little or no purchasing of local rice to support distribution programs. Institutional purchases of rice for the army and police are opaque transitions between highly placed officials and certain rice importers. These may be 30,000 MT per year.

Before 2010 there was only one large rice importer, who was said to have been linked to the previous president. Since then competition has increased, and rice prices are no longer regulated.

Guinea imposes a 2.75% import duty on 100% broken rice; 25% duty on white rice; and a higher duty on parboiled rice. Consumers prefer local rice for its freshness and familiar taste, but the low duty on 100% broken rice amounts to a subsidy through the Ministry of Commerce. This policy is described by the government as assistance to the urban poor and is also strongly favored by rice importers.

The government does not have a policy to procure domestically grown rice for its institutional use (mainly army and police), instead preferring to source from private importers.

RICE MILLING

Village milling
Almost all rice in Guinea is processed in small husking mills at village level. Sometimes traders take paddy rice to small towns or even to urban markets for husking. In remote areas lacking electricity and easy access to fuel, hand pounding of rice for husking is still the norm.

Small enterprise milling
Dr. Diallo Bobo, a businessman with a 1,000 ha rice plantation near Boke, 280 km north of Conakry, has a small rice mill with 2 MT per hour paddy rice capacity. Reportedly one other rice grower with 100 ha has imported a larger rice mill (“rizérie”) that may have capacity of 4 MT per hour. There could be a few other enterprises of this size in Guinea.
Industrial milling
Despite the importance of rice as the main food staple among both the rural and urban population, there are no modern, industrial rice mills. In addition to his 2 MT/day mill, Dr. Bobo is also negotiating to buy an integrated, automated mill (30,000 paddy rice/year) from a leading rice mill manufacturer (Buhler). Even after this is built however it will only mill <2% of total rice produced in the country.

There is little government involvement with domestic rice milling, as it sources imported rice for its institutional food distribution programs. The government would stimulate greater investment in modern milling capacity if it adopted a policy of procuring domestically grown rice for its institutional needs.

Table 7: Industrial rice millers in Guinea*

<table>
<thead>
<tr>
<th>Company</th>
<th>Mill location</th>
<th>Capacity (paddy)</th>
<th>Farm</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Diallo Bobo</td>
<td>Unknown</td>
<td>30,000 MT per year</td>
<td>1,000 ha</td>
<td>Currently planning</td>
</tr>
</tbody>
</table>

Domestic rice storage
Domestic rice is primarily stored at the household level. NGOs have funded paddy warehouses for farmer groups.

WHOLESALE AND RETAIL TRADE

Wholesale
Hundreds of local wholesalers purchase rice by the truckload from the large importers, distributing bagged rice from their depots throughout the city to market vendors and small shops. Large importers may extend trade credit to wholesalers.

On average, wholesalers may sell 500 to 1,000 sacks of 50 kg per month and generally hold the same number of sacks in inventory. These wholesalers also deal in imported sugar and palm oil as well as other food products.

Retail
The lower income population in urban areas buys most of their food from small vendors in sprawling public markets. Many households buy rice daily by the scoop or every few days from branded bulk bags. However, brand is unlikely to be a large factor during purchasing. Guineans, like other West Africans, buy rice daily, spend a significant part of their disposable income on it, and consider themselves experts at judging the quality of rice by sight, feel and smell.

WORLD FOOD PROGRAMME
WFP has recently launched a “home-grown” school-feeding project with funding from Japan International Cooperation Agency (JICA). This initiative spans several countries in Africa and aims to replace a part of the food rations in its non-emergency programs with locally sourced food from groups who may also receive training in improved agricultural practices.

WFP currently is providing school meals at 1,600 out of 4,500 primary schools in the country, reaching 263,000 school children. The daily ration per child includes 150 grams of parboiled rice. WFP has been importing this rice but reported in 2015 plans to replace imports with locally
procured rice, which is appreciated for its flavor and quality. With savings on transport and port handling charges, WFP will also be able to pay a higher price to farmer groups.

To locally source the parboiled rice, WFP will cooperate with associations of women engaged in parboiling rice, called Union des Etueuses. The first phase of the project will work with seven unions, comprising about 30 villages with women parboilers who will have their rice processed at local husking mills to supply 205 schools. WFP’s assistance will include special parboiling kits, as well as advances to the women to provide them with a financial cushion in the lean season leading up to the harvest.

In addition to the JICA project, WFP has already begun purchasing rice locally last year using an extra $1.3 million special contribution from USAID.

Currently WFP rice deliveries to Guinea are under international (Rome) and regional (Dakar) purchasing arrangements. Much of the rice is supplied by LD Company under a standard optional agreement that is re-priced every six months. The quality from LD Company is often not very good. WFP formerly imported white rice but has been importing parboiled at a higher price.

A Directorate of School Feeding, currently being structured in the government, will eventually take over WFP’s activities. It is not clear how long this may take, as WFP handovers can sometimes take years to occur. WFP can sometimes remain to provide technical and policy guidance without actually funding food purchases.

**REGIONAL TRADE**

Some rice imported from Asia or South America may transit onward from Port of Conakry to Mali or Burkina Faso and do not count as Guinean trade. Some rice is traded across borders to Sierra Leone. USDA estimates an average of 72,000 MT of rice were exported from Guinea per year during the last five years\(^\text{12}\), whereas UN Comtrade reported only 520 MT re-exported to Benin and India in 2013\(^\text{2}\). It is not clear how much of the rice exported is imports or domestically produced, but it is more likely to be imports since small quantities of domestically grown rice is commercialized. This is significant, as 72,000 MT in exports accounts for almost 17% of the total imported rice reported by UN Comtrade in 2015. The USDA figures include illegal trade.

**REGULATORY MONITORING**

Guinea was part of the USAID/West Africa’s “Fortify West Africa Initiative”, implemented by Helen Keller International (HKI)\(^\text{13}\). Fortification of wheat flour and oil became mandatory in 2012 and a national fortification alliance was also established by a government decree. The project ended before training of the mills to meet WHO fortification standards was possible. The National Quality Control Board under the Ministry of Commerce is the agency responsible for monitoring and enforcing fortification. The final report for the Initiative was in 2014, and at that stage no domestically fortified wheat flour was being produced.

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\(^{12}\) USDA Foreign Agriculture Service. 2015 Update West Africa Rice Annual.  

Http://pdf.usaid.gov/pdf_docs/pa00k4jq.pdf
RICE FORTIFICATION – SWOT ANALYSIS

Strengths
• High rice consumption (>200 g/c/d) in the overall population.
• The urban population consumes a high share of imported rice.
• The rice importing industry is relatively consolidated: four or five companies bring in 70% to 75% of total rice imports.
• 80% of imported rice comes in break-bulk or bulk vessels and is therefore theoretically easier to monitor/enforce at port (compared to containerized shipments).
• A private company is negotiating the purchase of the first modern rice mill in the country. If successful, this could encourage other private investment in rice milling.
• Wheat flour fortification is already mandatory.

Weaknesses
• 95%-100% of local rice is husked in small village mills where fortification is not feasible.
• The rural population (63% of Guinea), consuming small-mill or hand-pounded rice, will not be reached through rice fortification.
• An estimated 50% of the urban population’s rice consumption is domestically grown and cannot be feasibly fortified.
• Imported rice comes mainly from India where boatloads of break-bulk cargo come from up to 20 mills, complicating point of origin fortification.

Opportunities
• An assessment of implementation, coverage, and impact of wheat flour fortification program could provide lessons learned for rice fortification.
• A follow-up of fortification activities, the national fortification alliance’s status, and National Quality Control Board processes to monitor fortification.

Threats
• Urban consumers in Guinea are extremely price sensitive when it comes to buying rice since such a large part of their disposable income goes to it.
• An opaque rice importing industry strongly connected to the government (as evidenced by subsidy policies for broken rice and contracts for institutional purchases) with past counterfeit behavior would require strong regulatory control over fortification.
Appendix 1. RICE INDUSTRY CONTACTS

Company
I.S.A. Trading S.A.
Ibrahima Sory Aliments Trading S.A.
Madina Centre cote Corniche
Commune de Matam
Conakry, Guinea
Ibrahima Sory Sidike, Director General
Mobile +224 64 22 03 56 or +224 62 47 53 70
isatransports@yahoo.fr
Madame Toure, assistant
Mobile: +224 666 289894

Company
Safricom - Societe Africaine pour l’Industrie et le Commerce
Carrefour Constantin
B.P.: 1018 Conakry
Republique de Guinee
Alseny Barry, P.D.G. / owner
Mobile +224 622 35 35 35 or +224 621 36 36 08
barryalsenyapdg@yahoo.fr or pdgsafricom@gmail.com
Dominic, advisor from France

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Societe Hamana Sarl.
BP: 3597
Conakry, Guinea
Office +224 30 46 24 91
Sekou Conde, Directeur Commerical
Mobile +224 60 21 85 30 or +224 64 32 06 04
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