

MEDIA RELEASE

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CASE REPORTS MODERATE INCREASE IN RICE PRICES FROM SURVEY

FINDINGS

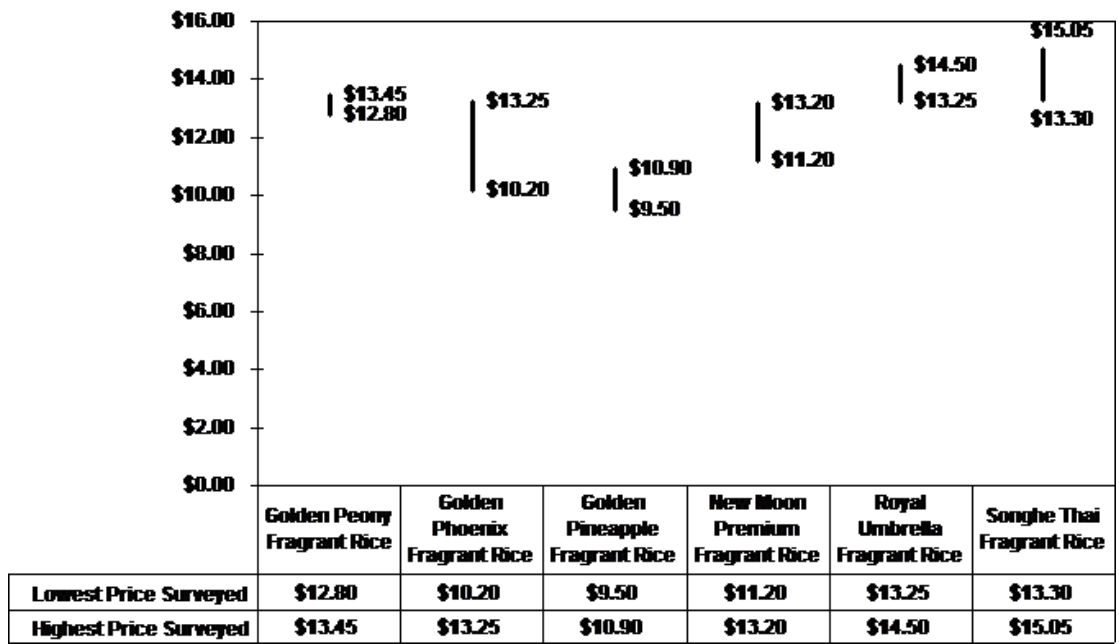
The Consumers Association of Singapore (CASE) recently conducted another round of price survey on fragrant rice following the first survey conducted in early May.

Within three weeks from the first survey, CASE found that while the prices of non-housebrand fragrant rice have either increased or stabilised, the prices for housebrand fragrant rice have increased significantly. Checks by CASE found that the prices for non housebrand fragrant rice have increased fractionally by less than one percent to as high as 49 per cent. The prices for housebrand fragrant rice have increased sharply by 14 to 58 per cent. Despite the increases, the prices for housebrand fragrant rice are still lower in general in comparison to non housebrand fragrant rice.

The supermarkets and hypermarkets surveyed were Carrefour at Plaza Singapura, Cold Storage at Harbourfront Centre, Giant at Vivocity, Mustafa at Little India, NTUC FairPrice at Clementi Central, Prime at Hougang Ave 1, Sheng Siong at Ten Mile Junction, and Shop 'N' Save at Toa Payoh Central. Similarly to the previous survey, only regular prices of fragrant rice are collated for survey results. This provides a comparable basis for comparison in the instances where the supermarkets have different prices stated for regular and promotion prices.

Analysis of findings

Figure 1. To show the range of prices of non housebrand fragrant rice (5kg) - End May



Note: The quantity for New Moon Premium Fragrant Rice is 6 kg promotional pack.

Figures 1 and 2 show the range of prices for each individual non housebrand fragrant price surveyed during end May.

Figure 2. To show the range of prices of non housebrand fragrant rice (10kg) - End May

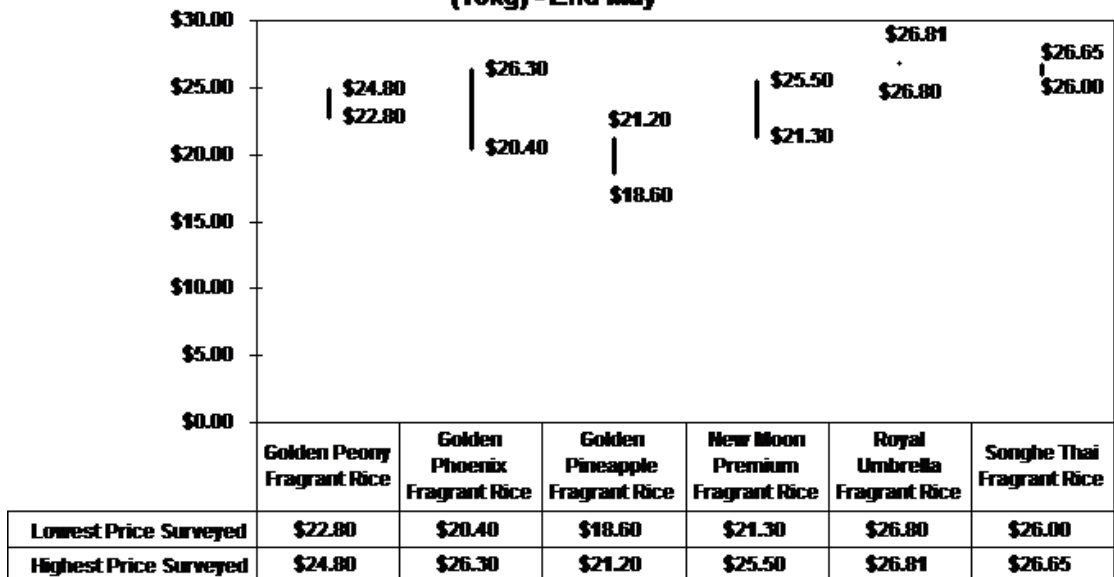


Table 1. Price range comparison for non housebrand fragrant rice

S/N	Brand	Retail Quantity	Range of prices (early May 08)	Range of prices (end May 08)
1	Golden Peony Fragrant Rice	5kg	\$9.00 to \$12.80	\$12.80 to \$13.45
		10kg	\$24.80	\$22.80 to \$24.80
2	Golden Phoenix / Jin Huang Fragrant Rice	5kg	\$13.30 to \$15.00	\$10.20 to \$13.25
		10kg	\$18.80 to \$28.00	\$20.40 to \$26.30
3	Golden Pineapple Fragrant Rice	5kg	\$9.64 to \$10.50	\$9.50 to \$10.90
		10kg	\$19.00 to \$19.60	\$18.60 to \$21.20
4	New Moon Premium Fragrant Rice	5kg / 6kg	\$10.20 to \$13.20 (5kg)	\$11.20 to \$13.20 (6 kg)
		10kg	\$18.90 to \$25.50	\$21.30 to \$25.50
5	Royal Umbrella Fragrant Rice	5kg	\$13.80 to \$15.00	\$13.25 to \$14.50
		10kg	\$26.80 to \$27.30	\$26.80 to \$26.81
6	Songhe Thai Fragrant Rice	5kg	\$11.20 to \$14.85	\$13.30 to \$15.05
		10kg	\$21.85 to \$28.65	\$26.00 to \$26.65

Table 2. Price range comparison for housebrand fragrant rice

S/N	Brand	Retail Quantity	Range of prices (early May 08)	Range of prices (end May 08)
1	Carrefour Fragrant Rice	5kg	\$7.50	\$8.90
2	Fairprice Thai Fragrant Rice	5kg	\$6.60	\$7.50
3	First Choice Thai Fragrant Rice	5kg	\$8.75 to \$9.10	\$13.80
		10kg	NA	\$25.95
4	Prime Choice Fragrant Rice	5kg	\$7.50	NA
5	No Frills Thai Fragrant Rice	5kg	NA	\$6.95
		10kg	NA	\$13.75
6	Giant Thai Fragrant Rice	5kg	NA	NA
7	Happy Family Wholegrain Rice	5/10kg	NA	NA

Table 1 and 2 provide a side by side price range comparison for both housebrand and non housebrand fragrant rice for both early May and end May. Those indicated NA means they are not available during the time of survey.

Table 3. Range of prices and the percentage differences between different brands of fragrant rice (early May).

S/N	Brand	Range of prices (5kg)		% difference	Range of prices (10kg)		% difference
		Lowest	Highest		Lowest	Highest	

1	Golden Peony Fragrant Rice	\$9.00	\$12.80	42.22%	\$24.80	NA	NA
2	Golden Phoenix	\$13.50	\$15.00	11.11%	\$18.80	\$28.00	48.93%
3	Golden Pineapple	\$9.64	\$10.50	8.92%	\$19.00	\$19.60	3.15%
4	New Moon Premium Fragrant Rice	\$10.20	\$13.20	29.41%	\$18.90	\$25.50	34.92%
5	Royal Umbrella Fragrant Rice	\$13.80	\$15.00	8.69%	\$26.80	\$27.30	1.86%
6	Songhe Thai Fragrant Rice	\$11.20	\$14.85	32.58%	\$21.85	\$28.65	31.12%
7	Carrefour Fragrant Rice	\$7.50	NA	NA	NA	NA	NA
8	Fairprice Thai Fragrant Rice	\$6.60	NA	NA	NA	NA	NA
9	First Choice Thai Fragrant Rice	\$8.75	\$9.10	4.00%	NA	NA	NA
10	Prime Choice Fragrant Rice	\$7.50	NA	NA	NA	NA	NA
11	No Frills Thai Fragrant Rice	NA	NA	NA	NA	NA	NA
12	Giant Thai Fragrant Rice	NA	NA	NA	NA	NA	NA
13	Happy Family Wholegrain Rice	NA	NA	NA	NA	NA	NA

Table 4. Range of prices and the percentage differences between different brands of fragrant rice (end May).

S/N	Brand	*Range of prices (5kg)		% difference	Range of prices (10kg)		% difference
		Lowest	Highest		Lowest	Highest	
1	Golden Peony Fragrant Rice	\$12.80	\$13.45	5.08%	\$22.80	\$24.80	8.77%
2	Golden Phoenix / Jin Huang Fragrant Rice	\$10.20	\$13.25	29.90%	\$20.40	\$26.30	28.92%
3	Golden Pineapple Fragrant Rice	\$9.50	\$10.90	14.74%	\$18.60	\$21.20	13.98%
4	New Moon Premium Fragrant Rice	\$11.20	\$13.20	17.86%	\$21.30	\$25.50	19.72%
5	Royal Umbrella Fragrant Rice	\$13.25	\$14.50	9.43%	\$26.80	\$26.81	0.04%
6	Songhe Thai Fragrant Rice	\$13.30	\$15.05	13.16%	\$26.00	\$26.65	2.50%
7	Carrefour Fragrant Rice	\$8.90	NA	NA	NA	NA	NA

8	Fairprice Thai Fragrant Rice	\$7.50	NA	NA	NA	NA	NA
9	First Choice Thai Fragrant Rice	\$13.80	NA	NA	\$25.95	NA	NA
10	Prime Choice Fragrant Rice	NA	NA	NA	NA	NA	NA
11	No Frills Thai Fragrant Rice	\$6.95	NA	NA	\$13.75	NA	NA
12	Giant Thai Fragrant Rice	NA	NA	NA	NA	NA	NA
13	Happy Family Wholegrain Rice	NA	NA	NA	NA	NA	NA

Note: For Table 4, New Moon Premium Fragrant Rice is not available in packs of 5kg, but instead in promotional packs of 6 kg.

CASE's analysis from the findings:

- 1) 1) As shown in Table 3 and 4, the gap between the lowest and highest price surveyed is narrowing. This implies that supermarkets are even more competitive than before when setting the prices of their fragrant rice.
- 2) 2) According to Table 1, the upper range of prices for Golden Phoenix Fragrant Rice had dropped since the previous survey.
- 3) 3) The prices for some brands of rice have remained consistent and do not fluctuate as much as other brands.
- 4) 4) Housebrand fragrant rice such as Giant Thai Fragrant Rice, Prime Choice Fragrant Rice and Happy Family Wholegrain Rice are not available at surveyed outlets since early May (first round of survey).
- 5) 5) As seen in Annex A (enclosed), it is also found that Sheng Siong decreased most of their fragrant rice prices from last survey.
- 6) 6) It is also found that for Giant Hypermart, fragrant rice prices remain consistent for most of the brands surveyed.

- 7) 7) Similarly to the previous survey, Royal Umbrella Fragrant Rice and Songhe Thai Fragrant Rice are the two most expensive brands among those surveyed.

It is evident that prices of rice have increased over the past few months and CASE will continue to monitor the fragrant rice prices over time, and publish them on our website. If the public is opting for cheaper alternatives, they should look out for promotions from time to time.

For detailed prices of fragrant rice surveyed in each individual supermarkets/hypermarkets, please refer to enclosed Annex A. It is also available on CASE's website after 18 June 2008.

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CASE