PRODUCT REPORT

Milled Rice (Basmati and Other)

HS Code 1006.30 | Export market guide: Pakistan to Canada | October 2026

Key facts at a glance

Indicator	Value	Source
Canada's imports of milled rice (HS 100630), 2025	USD 443.80 million (+7.4% vs 2024)	Trade Data Online
Canada's imports from Pakistan, 2025	USD 17.38 million (3.92% share; −7.9% vs 2024; +23.5% vs 2020)	Trade Data Online
Pakistan's rank among suppliers	4th every year since 2016, after Thailand, India and the United States	Trade Data Online
Pakistan in 2026 so far	January–August 2026: USD 10.83 million (−13.0%); total imports −4.6%	Trade Data Online
Pakistan's world exports, FY2025-26	USD 1.81 billion (3.47 million tonnes), of which basmati USD 719 million; Canada is the 12th basmati market	TIPP
Canadian import duty	Free from all origins (MFN, GPT and all FTAs)	CBSA Customs Tariff 2026
Key food rules	Safe Food for Canadians licence for the importer; preventive control plan; pesticide MRLs; inorganic arsenic limit of 0.2 ppm in polished rice	CFIA; Health Canada
Labelling	Bilingual common name, net quantity, dealer name and address, Nutrition Facts table for retail packs	CFIA
Quebec labelling (Bill 96)	All product text in French; descriptive words in trademarks must also be in French since 1 June 2025	Charter of the French Language / OQLF
Major Canadian importers (2024)	71 importers account for 80.3% of imports (CAD 565.7 million). From Pakistan: 26 importers account for 79.8% of CAD 25.8 million	Canadian Importers Database

Trade values from Trade Data Online and TIPP are in US dollars. Canadian Importers Database values and retail prices are in Canadian dollars. Pakistan's data follows its fiscal year (July–June); Canada's data follows the calendar year.

1. Introduction

HS 1006.30 covers "Semi-milled or wholly milled rice, whether or not polished or glazed": white rice from which the husk and bran have been removed. In Canada's 2026 Customs Tariff the tariff item is 1006.30.00 (unit: tonnes), with statistical suffixes for parboiled long-grain (11) and other parboiled rice (19), and for other long-grain (91), medium-grain (92), short-grain (93) and mixtures (94). Basmati, jasmine, parboiled, sushi and long-grain white rice all fall here.

Products outside this code, which exporters should classify separately:

- Rice in the husk (paddy, HS 1006.10), husked brown rice (HS 1006.20) and broken rice (HS 1006.40).
- Rice flour (HS 1102.90), rice preparations and instant or flavoured rice mixes (HS 1904 and 2106).

Canada does not grow rice, so all its rice is imported. Demand comes from households (especially South Asian, Southeast Asian, East Asian, Middle Eastern, African and Caribbean communities), restaurants and food manufacturers. Long-grain aromatic rice (basmati and jasmine) makes up a large part of retail sales.

Pakistan is one of the world's leading rice exporters, with basmati grown mainly in the Punjab (Gujranwala, Sialkot, Sheikhupura, Hafizabad and Narowal districts) and non-basmati rice in Sindh and Punjab. Pakistan registered Basmati as a geographical indication under its Geographical Indications (Registration and Protection) Act, 2020. TIPP shows milled-rice exports of USD 1.81 billion in FY2025-26, of which basmati was USD 719 million.

References

[1] CBSA, Customs Tariff 2026, Chapter 10, tariff item 1006.30.00: https://www.cbsa-asfc.gc.ca/trade-commerce/tariff-tarif/2026/html/00/ch10-eng.html

[2] TIPP, Export Trade Data, PCT 1006.3010 and 1006.3090, FY2025-26: https://tipp.gov.pk/index.php?r=site/display&id=305

[3] Canadian Importers Database, HS 100630, major Canadian importers (2024): https://ised-isde.canada.ca/app/ixb/cid-bdic/productReport.html?hsCode=100630&lang=eng

2. Pakistan's Exports (Production)

The Trade Information Portal of Pakistan (TIPP) reports exports of milled rice under two national tariff lines: 1006.3010 basmati and 1006.3090 other. Canada buys almost only basmati from Pakistan, so the table shows the total and basmati separately.

Pakistan's exports of milled rice (PCT 1006.30) and basmati (PCT 1006.3010)

Fiscal year	World, all milled (USD m)	World, basmati (USD m)	Basmati unit value (USD/kg)	Canada, all milled (USD m)	Canada, basmati (USD m)	Canada basmati unit value (USD/kg)	Canada rank (basmati)
FY2021-22	1,627	665	0.90	13.88	13.24	1.35	14th
FY2022-23	1,349	631	1.13	15.91	15.68	1.39	11th
FY2023-24	2,975	841	1.14	20.04	18.86	1.30	12th
FY2024-25	2,601	805	1.04	18.43	17.11	1.23	12th
FY2025-26	1,812	719	1.04	15.12	14.32	1.29	12th
FY2026-27 (Jul–Sep)	566	278	1.12	2.87	2.59	1.33	15th

FY2026-27 covers July–September 2026 only. In FY2025-26 the largest markets for Pakistani basmati were the United Arab Emirates (USD 146.6 million), Saudi Arabia (81.6), Kazakhstan (65.5), Oman (50.6) and Italy (49.9); Canada ranked 12th with USD 14.3 million (2.0%). For all milled rice, the largest markets were the UAE, Kenya, Kazakhstan, Tanzania and Saudi Arabia, and Canada ranked 25th.

> **Insight:** Pakistan's rice exports swing with world prices and with India's export policy: they rose to USD 2.97 billion in FY2023-24 and fell to USD 1.81 billion in FY2025-26. Basmati is steadier, at USD 630–840 million a year. Canada pays a premium: basmati shipped to Canada averaged USD 1.29 per kg in FY2025-26, against USD 1.04 for all markets, which shows Canadian buyers take higher grades (inferred).

References

[1] Trade Information Portal of Pakistan (TIPP), Export Trade Data dashboard, PCT 1006.3010 and 1006.3090, filtered by fiscal year (FY2021-22 to FY2026-27), all countries, values in USD and quantities in kg; data accessed 9 October 2026: https://tipp.gov.pk/index.php?r=site/display&id=305

3. Canada's Imports (Consumption)

Canada's imports of semi-milled or wholly milled rice (HS 100630), USD million

From	2020	2022	2023	2024	2025	Change 2024–25
Total imports	**389.50**	**434.56**	**450.24**	**413.31**	**443.80**	**+7.4%**
Thailand	112.13	118.08	122.38	105.83	145.58	+37.6%
India	92.17	105.05	119.15	118.48	130.46	+10.1%
United States	146.56	170.74	152.69	135.39	111.82	−17.4%
Vietnam	8.80	8.28	12.62	11.32	10.75	−5.0%
Italy (incl. Vatican City State)	2.89	4.24	4.56	4.09	4.39	+7.2%
Japan	0.62	0.82	2.78	3.59	3.90	+8.5%
Pakistan	14.066	15.119	17.040	18.868	17.375	−7.9%

2020 is shown as a benchmark year. 2025 values are the sum of the 12 monthly values in Trade Data Online, because the annual 2025 column had not yet been filled in when the data was accessed. Year to date: total imports in January–August 2026 were USD 279.76 million (−4.6% on the same months of 2025, USD 293.35 million); imports from Pakistan were USD 10,832,099 (−13.0% on USD 12,452,568), a 3.87% share.

Pakistan in Canada's imports

Indicator	2016	2020	2021	2022	2023	2024	2025
Imports from Pakistan (USD million)	7.95	14.07	12.56	15.12	17.04	18.87	17.38
Share of Canada's imports	3.36%	3.61%	3.91%	3.48%	3.78%	4.57%	3.92%
Rank among suppliers	4th	4th	4th	4th	4th	4th	4th

Insight: Canada imports about USD 410–450 million a year of milled rice (USD 443.80 million in 2025, +7.4%). Imports from Pakistan more than doubled from USD 8.0 million in 2016 to USD 18.9 million in 2024, then fell 7.9% to USD 17.38 million in 2025. Pakistan has been the 4th supplier every year, with a share of 3.5–4.6%. In January–August 2026 imports from Pakistan fell 13.0%, more than the market (−4.6%).

Where demand is: imports by province (USD)

Province	2022	2023	2024	Share 2024
Ontario	237,318,951	256,066,309	225,144,237	54.5%
British Columbia	121,750,509	126,812,038	126,478,981	30.6%
Quebec	42,038,648	39,832,790	37,835,171	9.2%
Alberta	21,458,660	14,513,553	13,651,256	3.3%
Manitoba	6,120,945	7,256,812	5,332,459	1.3%
Nova Scotia	3,375,406	3,489,849	3,288,255	0.8%
Saskatchewan	2,265,835	2,227,275	1,558,533	0.4%

Ontario, British Columbia and Quebec together accounted for 94.2% of imports in 2024. Provincial figures show the province where goods were cleared, which is usually where the importer or its distribution centre is located, not necessarily where the product is sold.

References

[1] Trade Data Online (ISED / Statistics Canada), Canadian imports, HS 100630, all countries (detailed), complete years, USD; accessed 9 October 2026: https://ised-isde.canada.ca/app/ixb/tdo/runRpt.html?grouped=GROUPED&searchType=KS_CS&areaCodes=&naArea=9999&countryList=DET&toFromCountry=CDN&reportType=TI&timePeriod=10%7CComplete+Years&currency=US&productType=HS6&hSelectedCodes=%7C100630&lang=eng

[2] Trade Data Online, HS 100630, monthly trends (September 2024 – August 2026), used to total calendar 2025 and the 2026 year to date: https://ised-isde.canada.ca/app/ixb/tdo/runRpt.html?grouped=GROUPED&searchType=KS_CS&areaCodes=&naArea=9999&countryList=DET&toFromCountry=CDN&reportType=TI&timePeriod=24%7CMonthly+Trends&currency=US&productType=HS6&hSelectedCodes=%7C100630&lang=eng

[3] Trade Data Online, HS 100630, imports by province, complete years: https://ised-isde.canada.ca/app/ixb/tdo/runRpt.html?grouped=GROUPED&searchType=KS_CS&areaCodes=&naArea=9998&countryList=ALL&toFromCountry=CDN&reportType=TI&timePeriod=5%7CComplete+Years&currency=US&productType=HS6&hSelectedCodes=%7C100630&lang=eng

4. Import Market Analysis

Supplier shares of Canada's imports of milled rice (%)

Supplier	2020	2022	2023	2024	2025
Thailand	28.8%	27.2%	27.2%	25.6%	32.8%
India	23.7%	24.2%	26.5%	28.7%	29.4%
United States	37.6%	39.3%	33.9%	32.8%	25.2%
Vietnam	2.3%	1.9%	2.8%	2.7%	2.4%
Italy (incl. Vatican City State)	0.7%	1.0%	1.0%	1.0%	1.0%
Japan	0.2%	0.2%	0.6%	0.9%	0.9%
Pakistan	3.61%	3.48%	3.78%	4.57%	3.92%

- **Thailand (32.8%)** became the largest supplier in 2025 (+37.6%), mainly with jasmine rice.
- **India (29.4%)** is the main basmati competitor and has gained share every year since 2020.
- **United States (25.2%)** supplies long-grain, medium-grain and parboiled rice by truck and rail; its share fell from 37.6% in 2020.
- **Pakistan (3.92%)** is a distant fourth, concentrated in basmati.
- **No tariff advantage:** rice enters Canada duty-free from every origin, so competition is on price, quality, brand and supply reliability.
- **Market concentration:** the top three suppliers held 87.4% of imports in 2025. The Canadian Importers Database lists 71 major importers for 80.3% of imports (CAD 565.7 million in 2024); the top 10 hold 42.8%. From Pakistan, 26 importers account for CAD 25.8 million, and the top three for 28.6%.

> **Insight:** Canada's basmati market is shared mainly between India and Pakistan, and India is much larger. Pakistan's buyers are mostly South Asian and Middle Eastern food importers and wholesalers. Reaching mainstream grocery chains and brand owners that now buy Indian basmati is the main opportunity.

References

[1] Trade Data Online, HS 100630 (shares calculated from import values): https://ised-isde.canada.ca/app/ixb/tdo/runRpt.html?grouped=GROUPED&searchType=KS_CS&areaCodes=&naArea=9999&countryList=DET&toFromCountry=CDN&reportType=TI&timePeriod=10%7CComplete+Years&currency=US&productType=HS6&hSelectedCodes=%7C100630&lang=eng

[2] Canadian Importers Database, HS 100630, major importers (2024): https://ised-isde.canada.ca/app/ixb/cid-bdic/productReport.html?hsCode=100630&lang=eng

[3] Canadian Importers Database, HS 100630, major importers of goods from Pakistan (2024): https://ised-isde.canada.ca/app/ixb/cid-bdic/exportingCountries.html?hsCode=100630&countryCode=527

5. Quality, Packaging and Labelling Requirements

This section uses official government sources only (Government of Canada, Government of Québec and Government of Pakistan).

5.1 Quality requirements

Requirement	What it means for Pakistani exporters	Authority / legal basis
Food must be safe and not adulterated	Rice must be free of harmful levels of contaminants, filth and pests. Imported food must meet the same standards as food made in Canada.	Food and Drugs Act; Food and Drug Regulations
Inorganic arsenic	Health Canada sets maximum levels for inorganic arsenic: 0.2 ppm in polished (white) rice, 0.35 ppm in husked (brown) rice and 0.1 ppm in rice-based foods for infants and young children.	Health Canada, List of Contaminants and Other Adulterating Substances in Foods
Pesticide residues	Residues must not exceed Health Canada maximum residue limits (MRLs). Where no specific MRL exists, a general limit of 0.1 ppm applies.	Pest Control Products Act; Health Canada MRL database
Other contaminants	Rice must comply with the other limits in Health Canada's List of Contaminants and Other Adulterating Substances in Foods.	Food and Drug Regulations

5.2 Packaging requirements

- Under the Safe Food for Canadians Regulations (SFCR), packaging must protect the food from contamination and damage during transport and storage, and packaging materials must be suitable for food.
- Wood packaging (pallets) must meet the international ISPM No. 15 standard.
- Each lot must be traceable. The importer must keep records showing who supplied the food and to whom it was sent, so bags and cartons should carry lot codes.

5.3 Labelling requirements (retail prepackaged rice)

Label element	Requirement
Common name	For example "Basmati rice / Riz basmati", on the principal display panel, at least 1.6 mm high.
Net quantity	In metric units (g or kg) on the principal display panel, with bilingual symbols.
Name and place of business	For imported food, either the foreign manufacturer's name and address; or "Imported by / Importé par" or "Imported for / Importé pour" followed by the Canadian company; or the Canadian company together with the country of origin (for example "Product of Pakistan").
Bilingual labelling	Mandatory information must appear in English and French.
Date marking	A "best before / meilleur avant" date is required only if durable life is 90 days or less; milled rice usually exceeds this, but many buyers ask for a packing or best-before date.
Nutrition Facts table	Required on retail prepackaged foods unless an exemption applies.

Labelling requirements differ for rice not sold at retail, such as bulk bags for restaurants or repackers. The importer, who is legally responsible for compliance, should confirm the exact requirements using the CFIA Industry Labelling Tool, and the exporter should agree label content with the importer before shipping.

5.4 Quebec: French-language rules (Charter of the French Language, as amended by Bill 96)

Quebec cleared 9.2% of Canada's imports of milled rice in 2024, and several importers of Pakistani rice are based in Montréal (Groupe Phoenicia, Nutrifresh, Shah Trading, Riviana Foods Canada). On top of the federal bilingual

rules, products sold in Quebec must follow the Charter of the French Language. Bill 96 (Act respecting French, the official and common language of Québec, S.Q. 2022, c. 14) amended the Charter, and new product-labelling rules under the Regulation respecting the language of commerce and business took effect on 1 June 2025.

Rule	What it means for rice labels	Legal basis
Everything on the product must be in French	Every inscription on the product, its container or wrapping, and documents supplied with it (leaflets, recipe cards and promotional inserts) must be in French. This includes claims printed on the product or its packaging, such as "extra long grain", "aged", "premium" or "aromatic".	Charter s. 51
French must not be less prominent	Another language may appear, but it must not be given greater prominence than the French or be available on more favourable terms. The OQLF explains this as meaning the other language must not be more visible than the French, and the consumer must not have to make any extra effort to get the information in French.	Charter s. 51 (amended 2022, c. 14, s. 42); OQLF guidance
Trademarks: descriptive words must be in French (in force 1 June 2025)	A registered trademark may stay in another language only if no French version is registered with the Canadian Intellectual Property Office. Any generic or descriptive words inside the trademark (for example "Basmati Rice", "Extra Long Grain" or "Aged Basmati") must also appear in French on the product or on a medium permanently attached to it. The product name and company name may stay in another language.	Charter s. 51.1; Regulation C-11, r. 9, s. 7.1
If a French version of the trademark is registered	It must be used on products sold in Quebec.	Charter s. 51.1; OQLF guidance
Transition period (until 1 June 2027)	Products with trademarks whose descriptive words are not in French may still be sold until 1 June 2027 if they were made before 1 June 2025 and no French version of the trademark had been filed by 26 June 2024. Certain foods made between 1 June and 31 December 2025 under the new federal labelling rules also have until 1 June 2027. New production for Canada should already comply.	OQLF, Marques de commerce sur les produits
Exceptions useful to exporters	Inscriptions may be only in another language on containers used in international transport (export cartons), and on products for incorporation or processing that are not sold at retail in Quebec. The original wrapping of perishable food not sold at retail is also exempt. The name of a firm established only outside Quebec may stay in its original language.	Regulation C-11, r. 9, ss. 3(2), 3(4), 5, 7(1)
Displays count as advertising	Shelf displays and point-of-sale material are treated as commercial advertising, where French must be clearly predominant.	OQLF guidance
Enforcement	The Office québécois de la langue française (OQLF) handles complaints and works with businesses to bring products into compliance. The Charter provides penal fines, which are doubled for a second offence and tripled for later offences.	Charter ss. 205–207

Insight: For retail packs going to Quebec, design one fully bilingual label in which the French is at least as large and visible as the English, and translate every descriptive word, including words inside the brand or logo (for example "Basmati Rice / Riz basmati", "Extra Long Grain / Grain extra-long", "Aged / Vieilli"). Bulk bags for restaurants or repackers that are not sold at retail, and outer shipping containers, can stay in English only.

References

[1] Health Canada, List of Contaminants and Other Adulterating Substances in Foods (inorganic arsenic in rice): https://www.canada.ca/en/health-canada/services/food-nutrition/food-safety/chemical-contaminants/contaminants-adulterating-substances-foods.html

[2] Health Canada, Maximum residue limits for pesticides: https://www.canada.ca/en/health-canada/services/consumer-product-safety/pesticides-pest-management/public/protecting-your-health-environment/pesticides-food/maximum-residue-limits-pesticides.html

[3] Health Canada, Maximum residue limits search: https://pest-control.canada.ca/pesticide-registry/en/mrl-search.html

[4] CFIA, Food labelling requirements checklist: https://inspection.canada.ca/en/food-labels/labelling/industry/requirements-checklist

[5] CFIA, Country of origin on food labels: https://inspection.canada.ca/en/food-labels/labelling/industry/country-origin

[6] CFIA, Name and principal place of business: https://inspection.canada.ca/en/food-labels/labelling/industry/name-and-principal-place-business

[7] CFIA, Bilingual labelling: https://inspection.canada.ca/en/food-labels/labelling/industry/bilingual-food-labelling

[8] CFIA, Food labelling for industry (Industry Labelling Tool): https://inspection.canada.ca/en/food-labels/labelling/industry

[9] CFIA, Key requirements of the Safe Food for Canadians Regulations: https://inspection.canada.ca/en/food-safety-industry/key-requirements

[10] Government of Québec (LégisQuébec), Charter of the French Language, C-11, ss. 51, 51.1, 205–207: https://www.legisquebec.gouv.qc.ca/en/document/cs/c-11

[11] Government of Québec (LégisQuébec), Regulation respecting the language of commerce and business, C-11, r. 9, ss. 3, 5, 6, 7, 7.1: https://www.legisquebec.gouv.qc.ca/en/document/cr/C-11,%20r.%209

[12] Office québécois de la langue française, Marques de commerce sur les produits (rules in force since 1 June 2025; transition to 1 June 2027): https://www.oqlf.gouv.qc.ca/francisation/entreprises/marque-commerce-produits.html

[13] Office québécois de la langue française, Loi sur la langue officielle et commune du Québec, le français (Bill 96) – legislative changes: https://www.oqlf.gouv.qc.ca/charte/changementslegislatifs/

6. Technical and Safety Standards

This section uses official government sources only (Government of Canada, Government of Québec and Government of Pakistan).

Aspect	Requirement	Authority / reference
Legal framework	Safe Food for Canadians Act and Regulations (SFCA/SFCR), plus the Food and Drugs Act and Regulations.	CFIA, Health Canada
Import licence	The Canadian importer must hold a Safe Food for Canadians (SFC) licence covering the import of this food, obtained before the shipment reaches the border.	SFCR
Preventive Control Plan (PCP)	The importer must have written preventive controls and must verify that the foreign supplier produces under controls giving at least the same level of protection as the SFCR.	SFCR Part 4; CFIA importer PCP guide
Traceability and recall	The importer must keep traceability records one step forward and one step back, investigate complaints, and notify CFIA and start a recall when needed.	SFCR Part 5
Import conditions	Specific CFIA import conditions for rice from Pakistan (for example any plant-health requirements) are shown in CFIA's Automated Import Reference System (AIRS), which the importer should check before each new product.	CFIA AIRS
Pakistan export clearance	Pakistan requires a phytosanitary certificate for plant-product exports, issued by the Department of Plant Protection through Pakistan Single Window (PSW) when the Goods Declaration is filed.	Pakistan Plant Quarantine Rules 2019; TIPP procedure
Customs accounting	The importer needs a CBSA business number and import-export account and must use the CARM Client Portal to account for and pay duties and taxes.	CBSA

References

[1] Safe Food for Canadians Regulations (SOR/2018-108): https://laws-lois.justice.gc.ca/eng/regulations/SOR-2018-108/index.html

[2] Food and Drug Regulations (C.R.C., c. 870): https://laws-lois.justice.gc.ca/eng/regulations/C.R.C.,_c._870/index.html

[3] CFIA, Guide for food importers: prepare your preventive control plan: https://inspection.canada.ca/en/food-safety-industry/preventive-control-plans/importers

[4] CFIA, Importing food to Canada: a step-by-step guide: https://inspection.canada.ca/en/importing-food-plants-animals/food-imports/step-step-guide

[5] CFIA, Automated Import Reference System (AIRS): https://airs-sari.inspection.gc.ca/airs_external/english/decisions-eng.aspx

[6] TIPP, Phytosanitary Certificate for Plant and Plant Products [Export]: https://tipp.gov.pk/index.php?r=searchProcedure/view1&id=132

[7] CBSA, CARM: Assess and pay duties and taxes on imported commercial goods: https://www.cbsa-asfc.gc.ca/services/carm-gcra/menu-eng.html

7. Import Tariff

Tariff item	Description	MFN	GPT (Pakistan)	Duty-free / other access
1006.30.00 (suffixes 11, 19, 91–94)	Semi-milled or wholly milled rice, whether or not polished or glazed (parboiled and other; long, medium and short grain; mixtures). Unit: tonnes	Free	Free	Free under all tariff treatments

Milled rice enters Canada duty-free from every origin, including Pakistan. No certificate of origin is needed to claim a preference, because the MFN rate is already zero. Basic groceries such as rice are zero-rated for GST/HST.

> **Insight:** Tariffs are not a barrier and give no supplier an advantage. Competition is on price, grain quality, aroma, brand and reliable supply.

References

[1] CBSA, Customs Tariff 2026, Chapter 10, tariff item 1006.30.00: https://www.cbsa-asfc.gc.ca/trade-commerce/tariff-tarif/2026/html/00/ch10-eng.html

[2] CBSA, Import commercial goods into Canada: https://www.cbsa-asfc.gc.ca/import/?D=A

8. Non-Tariff Barriers

- **Importer licensing and liability:** only an SFC-licensed Canadian importer can bring rice in for sale. Importers carry legal responsibility and run supplier-approval checks (audits, documents and test results).
- **Arsenic and pesticide limits:** lots above 0.2 ppm inorganic arsenic or above Canadian pesticide MRLs (0.1 ppm default where no specific limit exists) can be refused or recalled. Buyers increasingly ask for lot test reports.
- **Basmati authenticity:** buyers and brand owners test for adulteration of basmati with non-basmati varieties, and mislabelling can be treated as misleading under Canadian food-labelling law.
- **Bilingual and Quebec labelling:** retail packs need full English and French labelling, and Quebec requires French at least as prominent as any other language, including descriptive words in trademarks since 1 June 2025.
- **Brand loyalty:** consumers are loyal to established basmati brands, many of them Indian or owned by large food companies, which makes it hard for new Pakistani brands to get shelf space.
- **Logistics:** Karachi to Toronto or Vancouver involves transhipment and long transit times, while US rice arrives by truck or rail.

References

[1] CFIA, Key requirements of the Safe Food for Canadians Regulations: https://inspection.canada.ca/en/food-safety-industry/key-requirements

[2] Health Canada, List of Contaminants and Other Adulterating Substances in Foods: https://www.canada.ca/en/health-canada/services/food-nutrition/food-safety/chemical-contaminants/contaminants-adulterating-substances-foods.html

[3] Health Canada, Maximum residue limits for pesticides: https://www.canada.ca/en/health-canada/services/consumer-product-safety/pesticides-pest-management/public/protecting-your-health-environment/pesticides-food/maximum-residue-limits-pesticides.html

[4] CFIA, Food labelling for industry: https://inspection.canada.ca/en/food-labels/labelling/industry

[5] Office québécois de la langue française, Marques de commerce sur les produits: https://www.oqlf.gouv.qc.ca/francisation/entreprises/marque-commerce-produits.html

9. Distribution Channels

Imported rice reaches Canadian consumers through the channels below. The company examples are taken from the Canadian Importers Database list of importers of HS 100630 from Pakistan (2024).

Channel	Role	Examples of importers buying from Pakistan (CID, 2024)
Ethnic food importers and wholesalers	Import branded and private-label basmati for South Asian and Middle Eastern grocers	Super Asia Wholesale Distributors (Woodbridge, ON; Calgary, AB); Shah Trading (Saint-Laurent, QC); Farah Impex, Saleem Caravan and Iqbal Halal Foods (Toronto, ON); Khan Products (Calgary, AB)
Food distributors and brand owners	National brands sold to mainstream grocery chains and foodservice	Groupe Phoenicia (Saint-Laurent, QC); Riviana Foods Canada (Montréal, QC); Nutrifresh Foods (Saint-Laurent, QC); Dainty Foods (Windsor, ON); TFI Foods (Toronto, ON)
Foodservice and specialty distributors	Supply restaurants, caterers and smaller retailers	Premier Foods (Mississauga, ON); Imusa Foods (Montréal, QC); Global Gateway Foods (Oakville, ON)

Ontario cleared 54.5% of imports in 2024, British Columbia 30.6% and Quebec 9.2%. For a Pakistani exporter, the practical routes are: (1) ethnic importers and wholesalers, which already know Pakistani basmati; (2) Canadian rice brands and grocery chains, for private-label basmati; and (3) foodservice distributors, which buy larger bags for restaurants.

References

[1] Canadian Importers Database, HS 100630, major Canadian importers (2024): https://ised-isde.canada.ca/app/ixb/cid-bdic/productReport.html?hsCode=100630&lang=eng

[2] Canadian Importers Database, HS 100630, major importers of goods from Pakistan (2024): https://ised-isde.canada.ca/app/ixb/cid-bdic/exportingCountries.html?hsCode=100630&countryCode=527

10. Pricing

Level	Product / basis	Price	Source
Retail (value)	Suraj Aged Basmati Rice, 3.63 kg	CAD 8.00 (CAD 2.20/kg)	realcanadiansuperstore.ca
Retail (value, sale)	Mother's Magic Basmati Rice, 4.54 kg	CAD 11.00 (was CAD 12.99; CAD 2.42/kg)	realcanadiansuperstore.ca
Retail (Indian basmati)	Gia Indian Basmati Rice, 3.64 kg	CAD 11.99 (CAD 3.30/kg)	realcanadiansuperstore.ca
Retail (premium)	817 Elephant Pure Basmati Rice, 4 kg	CAD 15.99 (CAD 4.00/kg)	realcanadiansuperstore.ca
Retail (premium, sale)	Daawat Basmati Rice, 4 kg	CAD 16.99 (was CAD 19.49; CAD 4.25/kg)	realcanadiansuperstore.ca

Level	Product / basis	Price	Source
Retail (premium)	Tilda Basmati Rice, 4.54 kg	CAD 19.99 (CAD 4.40/kg)	realcanadiansuperstore.ca
Export (FOB Pakistan), basmati, all markets	Average value of Pakistan's basmati exports, FY2025-26	USD 1.04 per kg	TIPP
Export (FOB Pakistan), basmati, to Canada	Average value of basmati exports to Canada, FY2025-26	USD 1.29 per kg	TIPP

Retail prices were checked on 9 October 2026 at a Real Canadian Superstore location and change often; the retailer does not show the origin of each brand in its listings. Value basmati sells at about CAD 2.20–2.45 per kg in 3.6–4.5 kg bags, and premium brands at about CAD 4.00–4.40 per kg. Export unit values are calculated from TIPP value and quantity. A Canadian importer adds freight, brokerage and its own and the retailer's margins; there is no duty.

References

[1] Real Canadian Superstore, Suraj Aged Basmati Rice: https://www.realcanadiansuperstore.ca/en/aged-basmati-rice/p/20838931_EA

[2] Real Canadian Superstore, Mother's Magic Basmati Rice: https://www.realcanadiansuperstore.ca/en/basmati-rice/p/21590432_EA

[3] Real Canadian Superstore, Gia Indian Basmati Rice: https://www.realcanadiansuperstore.ca/en/indian-basmati-rice/p/20059642_EA

[4] Real Canadian Superstore, 817 Elephant Pure Basmati Rice: https://www.realcanadiansuperstore.ca/en/pure-basmati-rice/p/20787524_EA

[5] Real Canadian Superstore, Daawat Basmati Rice: https://www.realcanadiansuperstore.ca/en/basmati-rice/p/20896606_EA

[6] Real Canadian Superstore, Tilda Basmati Rice: https://www.realcanadiansuperstore.ca/en/rice-basmati/p/20153678_EA

[7] TIPP, Export Trade Data, PCT 1006.3010 (values and quantities used to calculate unit values): https://tipp.gov.pk/index.php?r=site/display&id=305

11. Reasons for Pakistan's Low/High Share

Why Pakistan has a foothold

- Basmati heritage: Pakistani basmati is well known among South Asian and Middle Eastern consumers, a large and growing population in Canada.
- Price premium: basmati shipped to Canada sells at a higher unit value than Pakistan's average, showing demand for quality grades.
- Duty-free access: no duty from any origin.

Why the share is small

- India's scale: India supplies far more basmati and has more brands on mainstream shelves.
- Narrow product range: Canada imports mostly jasmine and long-grain rice from Thailand and the United States, segments where Pakistan has little presence.
- Recent decline: imports from Pakistan fell 7.9% in 2025 and 13.0% in January–August 2026.

References

[1] Trade Data Online, HS 100630 (Canadian imports by country): https://ised-isde.canada.ca/app/ixb/tdo/runRpt.html?grouped=GROUPED&searchType=KS_CS&areaCodes=&naArea=9999&countryList=DET&toFromCountry=CDN&reportType=TI&timePeriod=10%7CComplete+Years&currency=US&productType=HS6&hSelectedCodes=%7C100630&lang=eng

[2] TIPP, Export Trade Data, PCT 1006.3010: https://tipp.gov.pk/index.php?r=site/display&id=305

[3] Canadian Importers Database, HS 100630, importers of goods from Pakistan: https://ised-isde.canada.ca/app/ixb/cid-bdic/exportingCountries.html?hsCode=100630&countryCode=527

12. Recommendations

- **Go beyond ethnic channels.** Offer private-label basmati to Canadian grocery chains and brand owners that now buy from India, with consistent grain length, aroma and cooking quality.
- **Lead with food safety and authenticity.** Provide lot test reports for inorganic arsenic, pesticide residues and basmati purity (DNA testing), and hold a GFSI-recognized certificate (BRCGS or FSSC 22000).
- **Use the Basmati GI.** Promote Pakistan's registered Basmati geographical indication and origin story on bilingual packaging.
- **Offer a wider range.** Add sella (parboiled) basmati, brown basmati and non-basmati long-grain rice for foodservice.
- **Label for all of Canada.** Supply fully bilingual, CFIA-compliant packs that also meet Quebec's Charter of the French Language (Section 5.4).

Trade shows (Canada)

Show	Dates	Location	Focus
SIAL Canada 2027	27–29 April 2027	Toronto, ON (Enercare Centre)	Canada's largest food and beverage trade show for retail, foodservice and ingredients; international pavilions
Grocery & Specialty Food West 2027	20–21 April 2027	Vancouver, BC	Grocery retailers, distributors and specialty food suppliers in Western Canada
RC Show 2027 (Restaurants Canada)	Spring 2027 (check website for dates)	Mississauga, ON	Foodservice and hospitality buyers

References

[1] SIAL Canada 2027: https://www.sial-network.com/en/sial-exhibitions/sial-canada

[2] Grocery & Specialty Food West 2027: https://gsfshow.com/

[3] Restaurants Canada, RC Show: https://www.restaurantscanada.org/event/rc-show/

13. Pakistani Exporters

Canadian buyers looking for Pakistani suppliers of milled rice can use these official sources:

- Pakistan Exporters Directory (TDAP), search by HS code 1006.
- Rice Exporters Association of Pakistan (REAP), the trade body for rice exporters, publishes a member list.

TIPP data shows that Pakistani exporters shipped milled rice to 120 destinations in FY2025-26, so there is a large base of active exporters.

References

[1] Pakistan Exporters Directory (TDAP), search by HS code: https://pakistanexportersdirectory.gov.pk/searchbyhscode?product_code=1006

[2] TDAP, Pakistan Exporters Directory information page: https://tdap.gov.pk/pakistan-exporters-directory/

[3] TIPP, Export Trade Data, PCT 1006.3010 and 1006.3090, FY2025-26 (destinations): https://tipp.gov.pk/index.php?r=site/display&id=305

14. List of Canadian Importers

The table below lists major Canadian importers of milled rice (HS 100630). The complete list of importers can be obtained from the Canadian Importers Database at **https://ised-isde.canada.ca/app/ixb/cid-bdic/productReport.html?hsCode=100630&lang=eng**.

Company	City, Province	Postal code	Phone	Website
GROUPE PHOENICIA INC.	Saint-Laurent, Quebec	H4S 1T2	514-389-6363	phoeniciagroup.com
LES ALIMENTS NUTRIFRESH LIMITEE / NUTRIFRESH FOODS LIMITED	Saint-Laurent, Quebec	H4R 2N6	514-331-2099	nutrifreshfoods.ca
SHAH TRADING COMPANY LIMITED	Saint-Laurent, Quebec	H4S 1Y6	514-336-2462	shahtrading.com
SUPER ASIA WHOLESALE DISTRIBUTERS	Woodbridge, Ontario	L4H 5A1	905-850-7428	superasia.ca
SUPERASIA WHOLESALE DISTRIBUTORS LTD.	Calgary, Alberta	T2C 5N7	416-746-5550 *	superasia.ca
TFI FOODS LTD.	Toronto, Ontario	M1S 3P8	416-299-7575 *	tfifoods.com
FARAH IMPEX LTD	Toronto, Ontario	M1H 2X6	416-335-6113	farahimpex.com
LES ALIMENTS DAINTY FOODS	Windsor, Ontario	N9C 0C1	519-972-8888	daintyfoods.ca
UNITED IMPORTERS INC	Toronto, Ontario	M9M 2Z2	416-744-7833	pameer.ca
PREMIER FOODS	Mississauga, Ontario	L4W 0G4	416-419-4190 †	premierfoods.ca

*All ten companies imported milled rice from Pakistan in 2024. Contact details and websites checked on 10 October 2026. * Phone number taken from the company's own website (SuperAsia Calgary: head office number, as no Calgary listing was found on YellowPages.ca; TFI Foods: YellowPages.ca also lists 647-789-5890). † YellowPages.ca gives a different address from the CID, so confirm before contacting (Premier Foods Distribution: 6820 Pacific Cir, Mississauga, L5T 1N8). Nutrifresh also has a branch at 60 boul Hymus, Pointe-Claire. Other importers from Pakistan, such as Riviana Foods Canada, Les Aliments Imusa, Taha International, Iqbal Halal Foods, Khan Products, Global Gateway Foods, House of Trading, Daoud Corporation, Herat Import & Export, Saleem Caravan and Nazo Products, are not listed because a phone number and a working website could not both be confirmed. The CID gives company names and addresses only, not contact persons or import values; the importer is not necessarily the end user of the product.*

References

[1] Canadian Importers Database, HS 100630, major Canadian importers (all countries, 2024): https://ised-isde.canada.ca/app/ixb/cid-bdic/productReport.html?hsCode=100630&lang=eng

[2] Canadian Importers Database, HS 100630, major importers by country of origin: https://ised-isde.canada.ca/app/ixb/cid-bdic/exportingCountries.html?hsCode=100630

[3] YellowPages.ca business search (phone numbers and websites), accessed 9 October 2026: https://www.yellowpages.ca/

[4] YellowPages.ca, business listings (searched 10 October 2026): https://www.yellowpages.ca/

[5] Groupe Phoenicia, company website: https://www.phoeniciagroup.com/

[6] Nutrifresh Foods, company website: https://www.nutrifreshfoods.ca/

[7] Super Asia Foods, company website: https://www.superasia.ca/

[8] TFI Foods, company website: https://www.tfifoods.com/

**The TIC Wing may be contacted for additional guidance.*