This paper examines the determinants of rice-cultivation adoption in an inland-valley bottom area in Ghana. In West African countries such as Ghana, surging import of rice should have shown farmers a new and potentially huge income source. Around the second largest urban area in Ghana, Kumsi, there are inland-valley bottoms which are suitable for rice cultivation. The puzzle is that it was reported that not much parts of inland-valley bottoms around Kumasi had not been utilized for rice production. This paper tackles this puzzle by comparing the profit from lowland rice and upland maize. We found q low profit from lowland rice..