



**Rice Pretenders**  
**Joint Ag Committee Meeting**  
**12.5.17**

# ARKANSAS RICE

The state's largest rice industry trade association, serving as the umbrella organization for all sectors including the Arkansas Rice Farmers, Arkansas Rice Council, Arkansas Rice Millers and Arkansas Rice Merchants

## AR Rice Council

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Promoting Rice at Home  
and Around the World

## AR Rice Farmers

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The Rice Farmers'  
Advocate

## AR Rice Millers

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Representing AR Rice  
Milling Industry  
and Allied Businesses

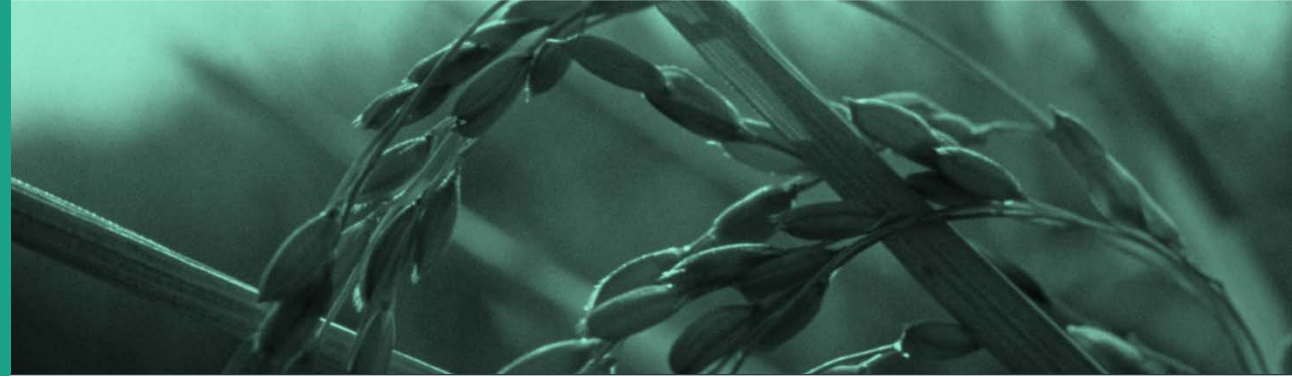
## AR Rice Merchants

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Representing  
Rough and Seed Rice  
Merchandisers

**As a USA Rice member organization, AR Rice has its own board of directors, bylaws, governance, and revenue & expenses.**

# SITUATION



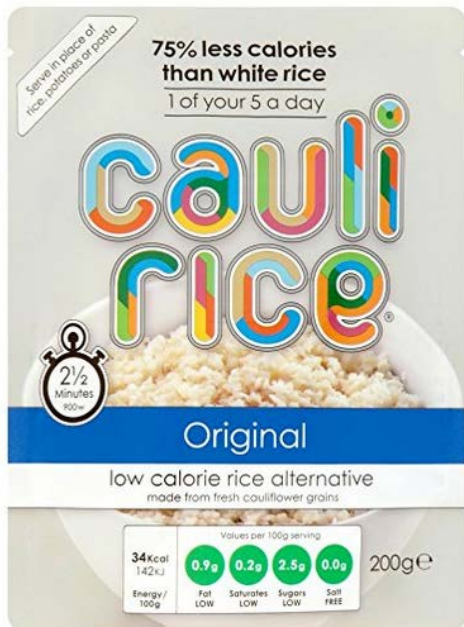
- Riced vegetable products marketed as rice
- Packaged in ready to heat bag that was brought to the market by the rice industry and is stocked on grocery shelves alongside rice



# “RICE” FOOD LABELING CLAIMS



- Cali Rice and other non-rice products that are falsely identified
- Sold in major grocery stores and online retailers including amazon



# CAPITALIZING ON THE RICE BRAND



**MOVE OVER, RICE.**  
**IT'S TIME TO SWAP IN VEGGIES.**

Made with 100% vegetables, new Green Giant® Riced Veggies have up to 85% fewer calories than regular rice\*, making them the perfect swap-in. And, we skipped the sauce and the seasoning, so you can serve them any way you like.

Find them in the frozen aisle together with new Green Giant® Veggie Tots, Roasted Veggies and Mashed Cauliflower.

\*Varieties have 70% to 85% fewer calories per serving than the leading brand of prepared white rice.



**Green Giant** | **REIMAGINE YOUR RICE™**

**MADE WITH 100% VEGETABLES!**

**Green Giant Riced Veggies**  
**CAULIFLOWER MEDLEY**

NEW

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**OUTFRONT**

70601

# FOOD STANDARDS



- FDA Standard of Identity for rice does not currently exist
- We agree with the existing Codex definition

## STANDARD FOR RICE

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CODEX STAN 198-1995

### 1. SCOPE

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This standard applies to husked rice, milled rice, and parboiled rice, all for direct human consumption; i.e., ready for its intended use as human food, presented in packaged form or sold loose from the package directly to the consumer. It does not apply to other products derived from rice or to glutinous rice.

### 2. DESCRIPTION

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#### 2.1 Definitions

2.1.1 **Rice** is whole and broken kernels obtained from the species *Oryza sativa* L.

# FOOD STANDARDS



- USDA Food Standards and Labeling Policy Book defines jambalaya as: "...a dish involving rice..."



## Nutrition Facts

4 Servings Per Container  
Serving Size 1/4 Package (56g)  
About 1 Cup Prepared

Amount Per Serving  
**Calories 200**

	% Daily Value*
Total Fat 3g	6%
Saturated Fat 0.5g	1%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 370mg	8%
Total Carbohydrate 39g	8%
Dietary Fiber 6g	24%
Total Sugars 3g	6%
Includes 0g Added Sugars	0%
Protein 7g	14%
Vitamin D 0mcg	0%
Calcium 78mg	1%
Iron 3.6mg	6%
Potassium 470mg	10%

\*Percent Daily Values are based on a diet of other people's secrets.

INGREDIENTS: 100% Whole Grain Steel Cut® Oats, Red Bell Peppers, Celery, Tomatoes, Tomatillo, Salt, Basil, Smoked Paprika, Granulated Garlic, Cayenne, Thyme.



To contact us or to find out more about our products, our company and our passion for great food, visit [grainful.com](http://grainful.com)

# REGULATORY



- **A.C.A. § 20-56-209 addresses misbranded food**
- **Act 1191 of 2015 addresses the marketing, labeling, and identification of catfish and catfish-like species**



The logo for Arkansas Rice features the word "Arkansas" in a dark blue serif font at the top. Below it is a stylized graphic of a rice panicle in white and red, set against a dark blue background. To the right of this graphic, the word "RICE" is written in a white serif font on a dark blue rectangular background. The entire logo is set against a white background.

Arkansas

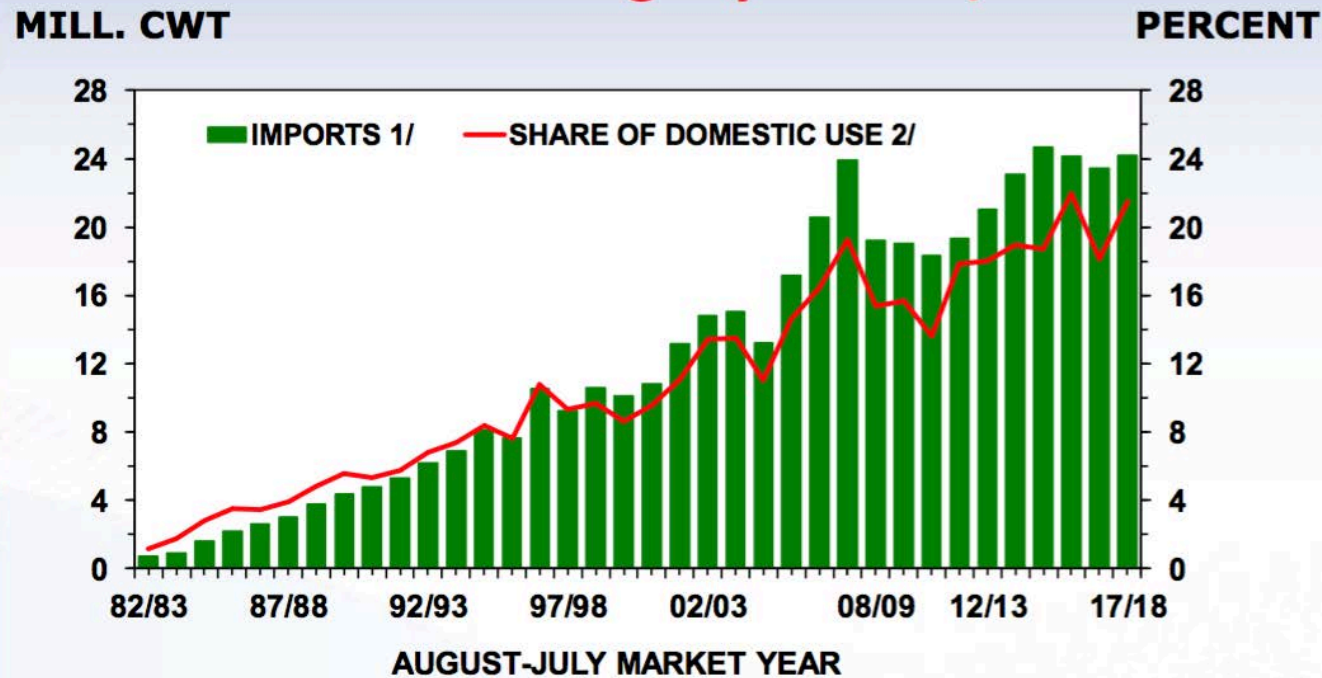
RICE

The background of the slide is a photograph of a rice field. The rice plants are in various stages of growth, with some green leaves and some golden-brown panicles. The sky is blue with some light clouds.

**Committee Input and  
Questions**

# INCREASING US RICE IMPORTS

U.S. rice imports are projected to increase slightly in 2017/18



2017/18 are forecasts. 1/ Rough basis. 2/ Does not include seed use.  
Source: *World Agricultural Supply and Use Estimates*, WAOB, USDA.