

RICE FITS YOUR HEALTHY LIFESTYLE

Rice sustains two-thirds of the world's population. It is the most popular grain globally, supplying energy, complex carbohydrates, fiber, essential vitamins and minerals and beneficial antioxidants.



Whether you want to improve your nutrition, lose weight, boost your energy or help prevent chronic diseases like heart disease or diabetes, rice can help you achieve your goals.

According to the USDA's 2005 Dietary Guidelines for Americans and MyPyramid, enriched and whole grain foods, like enriched white rice and whole grain brown rice, are among the food groups that form the basis of a healthy diet. In fact, the Dietary Guidelines state that 45-65 percent of daily calories should come from carbohydrates, preferably complex carbs. Rice, a nutrient-rich complex carbohydrate, fits today's recommendations to get the most nutrition from calories consumed, and provides energy the body needs for physical activity.



Here's what makes rice naturally nutritious. Rice:

- Is sodium- and cholesterol-free
- Has only a trace of fat and has no cholesterol-raising trans fats or saturated fat
- Is gluten-free and the most non-allergenic of all grains
- Is nutrient dense and contributes over 15 vitamins and minerals including folate and other B-vitamins, iron and zinc
- Has approximately 100 calories per half-cup cooked serving
- Is comprised of complex carbohydrates that are more slowly digested
- Triggers the neurotransmitter serotonin in the brain that helps regulate and improve mood
- Is an energy food, supplying carbohydrates that fuel the body's physical activity

RICE IS GLUTEN FREE

Rice is gluten-free and can be an important staple in diets of individuals with gluten sensitivity. The National Institutes of Health report that Celiac Disease might affect three million Americans.

Rice Eaters Eat Better

Recent research conducted by Iowa State University showed that U.S. consumers who eat rice have healthier diets than non-rice eaters. According to the data, people who eat rice have healthier diets in that they eat:

- more consistently with the 2005 Dietary Guidelines recommendations;
- more fruits and vegetables;
- less fat and added sugars;
- higher amounts of nutrients like folic acid, potassium and iron; and
- are less likely to be obese than non-rice eaters.

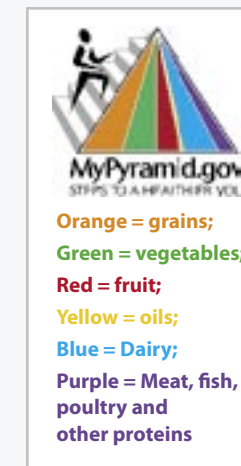
U.S. Grown Rice and the U.S. Dietary Guidelines: A Perfect Combination

The 2005 Dietary Guidelines recommend adults eat from six to over 10 servings of grains per day, depending upon calorie needs, and that at least half of those grains should come from whole grains. The remaining servings should come from enriched grain products for the important vitamins and minerals that they provide, including iron and folic acid.

Brown rice is a 100% whole grain food. A one-half cup serving of cooked brown rice counts as a whole grain serving. Whole grains contain the nutrient-dense bran and inner germ layer where the majority of beneficial compounds are found as well as the starchy endosperm where most of the carbohydrate calories are located. Whole grains like brown rice help reduce the risk of chronic diseases such as heart disease, diabetes and certain cancers, and aid in

weight management. Red and black whole grain rice varieties are increasingly popular in the U.S. and offer all the whole grain goodness of brown.

Enriched white rice has added thiamin, niacin, iron and folic acid to restore its nutrient value after processing. In fact, enriched white rice is fortified with substantially more of the B-vitamin folic acid and is considered a "good" source, supplying over 10% of daily requirement per half-cup serving. Folic acid helps prevent chronic disease and birth defects. Deaths from heart attack and stroke have declined by over three percent and there has been a 27 percent decrease in neural tube birth defects since fortification of grains began in 1998 at the request of the U.S. Centers for Disease Control.



The new MyPyramid is designed to illustrate the 2005 Dietary Guidelines for Americans on what and how much to eat for optimal health. The colorful wedges each represent a food group.

For most adults, six to 10 servings of grains are recommended per day, depending upon daily calorie needs. MyPyramid for Kids follows the same principles as the adult version. For young children, three servings per day of grains are recommended but older children should eat five or more servings, based on age, gender and activity level.

GREAT TASTE AND GOOD NUTRITION = U.S. GROWN RICE Rice is not only good for you, it tastes great and is a perfect partner on the plate. Due to its mild flavor and versatility, rice combines well with other nutritious foods such as vegetables, beans, tofu, lean meat, seafood and poultry.

MEET HEALTHY EATING GUIDELINES WITH HEALTHY RICE BOWLS



TO HELP BOTH ADULTS and kids meet the Dietary Guidelines and MyPyramid recommendations, the USA Rice Federation offers a one-bowl solution: the Healthy Rice Bowl.

RICE: Each ½ Cup = One Grain Serving. Enriched white rice is a good source of many important vitamins and minerals lacking in the typical American diet, including folic acid. Brown rice is a whole grain and each ½ cup counts as one of the minimum of three daily servings of whole grains.

VEGGIES: Each Cup = Two Produce Servings. Each ½ cup of vegetables provides only about 25 calories and over 15 different nutrients. A perfect rice bowl will

have a cup or more of produce to satisfy taste buds and help you feel fuller with fewer calories.

LEAN PROTEIN: Each Ounce = One Protein Serving. A serving is considered one ounce of lean meat, poultry or seafood, one egg, ¼ cup cooked beans or tofu. A meal with 3 ounces of lean meat equivalents is enough to add flavor and satiety to a meal without overloading the body with unwanted saturated fat. A perfect rice bowl has 2-3 ounces of protein.

Explore a world of flavors in rice bowls by adding sauces, seasonings and garnishes. Use prepared sauces, dressings and seasoning blends to save time and try adding a few extras like toasted nuts, or grated cheese for added versatility and appeal. Choose ethnic flavors like Thai or Indian or try kid-friendly flavors like Mexican or Italian-inspired for the whole family to enjoy.

RICE NUTRITION FACTS

Nutrition Facts

Enriched White Rice

Serving Size 1/2 cup cooked, rice

Calories 103

% Daily Value*

Total Fat 0 g 0%

Saturated Fat 0 g 0%

Trans Fat 0 g

Sodium 0 mg 0%

Total Carbohydrate 22 g 7%

Dietary Fiber 0.5 g 2%

Protein 2 g 4%

Iron 0.46 mg 9%

Thiamin 0.129 mg 6%

Niacin 1.168 mg 5.8%

Folate 46 mcg 11.5%

*Based on USDA Data

Enriched with important vitamins and minerals, like iron, folate and zinc—nutrients that may be lacking in your diet.

Nutrition Facts

Whole Grain Brown Rice

Serving Size 1/2 cup cooked, rice

Calories 109

% Daily Value*

Total Fat 1 g 2%

Saturated Fat 0 g 0%

Trans Fat 0 g

Sodium 5 mg 0.2%

Total Carbohydrate 22 g 7%

Dietary Fiber 2 g 6%

Protein 2.5 g 5%

Iron 0.41 mg 9%

Thiamin 0.094 mg 6%

Niacin 1.49 mg 7%

Folate 4 mcg 1%

*Based on USDA Data

Naturally good, naturally delicious, 100% whole grain brown rice



RICE



The Foundation for Healthier Eating



Nearly 90 percent of the rice consumed in the U.S. is home grown. Each year, over 3 million acres are harvested by rice farmers in Arkansas, California, Louisiana, Texas, Mississippi and Missouri. Types of rice grown are long, medium and short grain. Increasingly, aromatic rice varieties such as basmati and jasmine are also available to meet consumer demand.

For more information about the many benefits of rice and healthy recipes with both white and whole grain brown rice, visit www.usarice.com.

RICE VARIETIES

There are many U.S.-grown rice varieties available, ranging from classic white and brown rice, to basmati, jasmine, della and arborio, and specialty varieties like black japonica and aromatic red rice.

STORING RICE

- ◆ Enriched white rice, when stored tightly covered, will keep almost indefinitely on the pantry shelf.
- ◆ Brown rice contains natural oils in the bran, so it will stay fresh in the pantry for about six months. Refrigerate or freeze to extend the shelf life.

Cooking Tips

- Different types of rice require different cooking directions. For best results, follow package directions.
- To retain nutrients, do not rinse before or after cooking.
- Rice cookers are easy to use and keep rice warm until you are ready to eat.
- To reheat rice, add 2 tablespoons of liquid for each cup of cooked rice. Cover and heat on stovetop (5 minutes) or microwave (on HIGH for 1 minute), and fluff with fork.

Choosing the Right U.S.-Grown Rice

There are no hard and fast rules on which type of rice to use in any particular recipe. The nice thing is that there are a number of varieties to choose from. Long grain white and brown rice work well in entrées, side dishes, soups and salads, if you prefer separate, distinct grains. It is perfect for pilafs, stir-fry and Southern favorites like jambalaya and gumbo. Short and medium grain rice are good choices for dishes that have a creamier characteristic, such as risotto or rice puddings, and also work well in rice salads. Short grain rice is the traditional rice used in sushi and other Asian dishes.

