## ORGANIC // BROWN RICE

The market analysis of organic brown rice



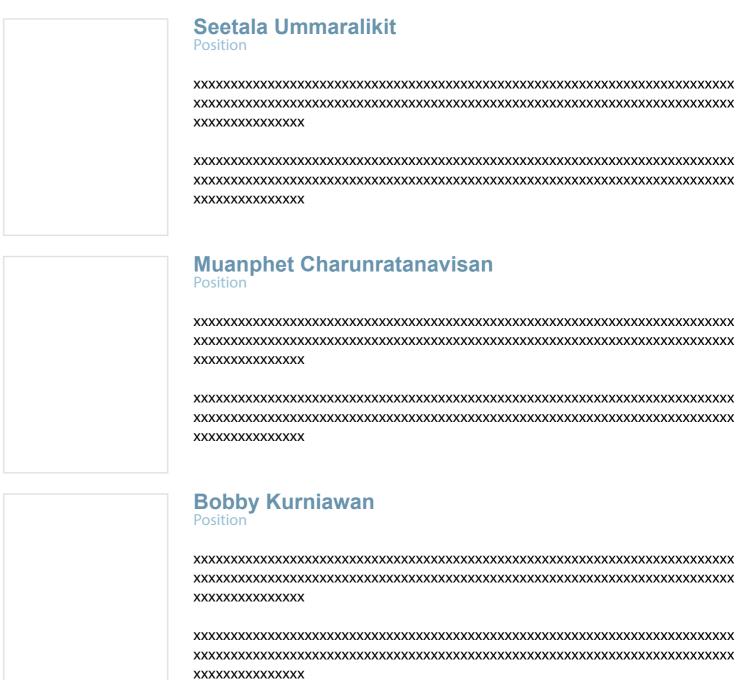
## PROFESSOR'S STATEMENT

> POSITION Prof. Benjamin Koo





#### "Slogan"





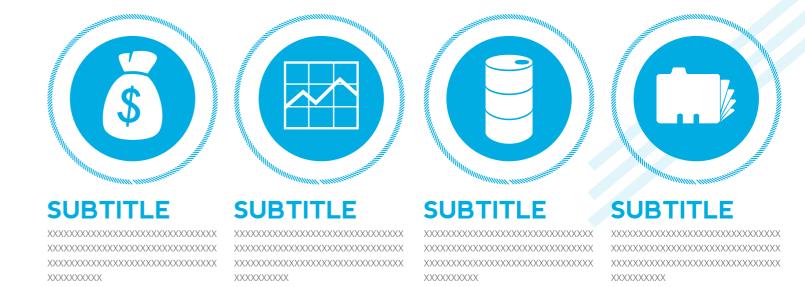
## TABLE OF CONTENTS

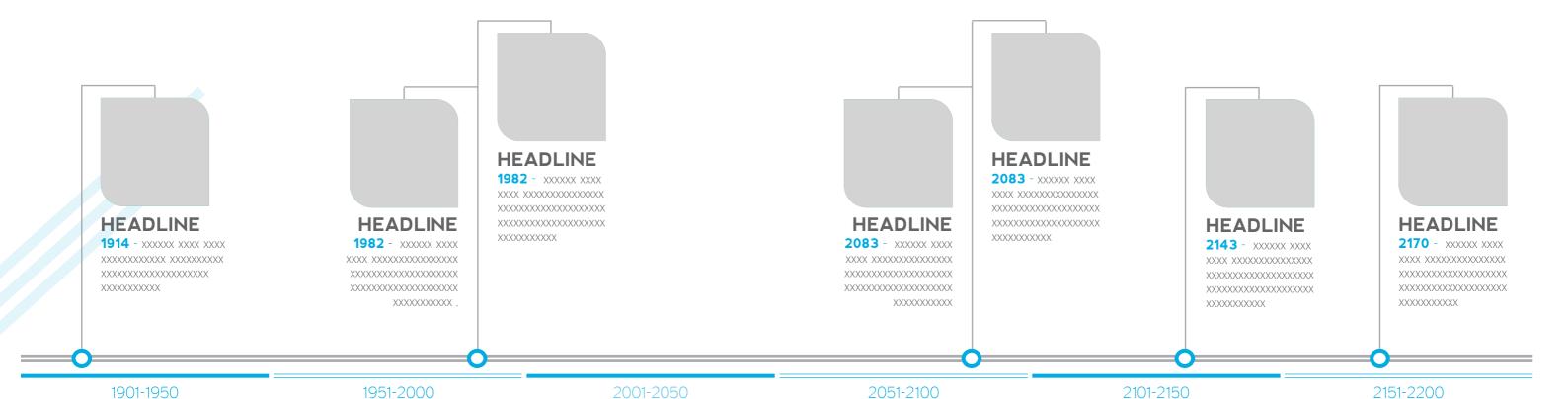
LOGIC MODEL		X	
1 HISTORY AND DEVELOPMENT HISTORY OF ORGANIC FOOD ORGANIC PRODUCT WHOLE GRAIN BROWN RICE	-	X	x x x x
2 ORGANIC VS NONORGANIC COMPARE AND CONTRAST	-		X x
3 POLICIES AND REGULATIONS REGULATION OF FARMING REGULATION OF USING SUBSTANCES REGULATION OF CERTIFICATION	- - -	X	x x x
4 PROCESS AND TECHNOLOGY PROCESS WHITE RICE BROWN RICE	- - -	X	x x x
5 MARKET ANALYSIS OVERVIEW TREND CONSUMPTION TREND INVESTING TREND	- - -	X	X X X
6 DISCUSSION AND CONCLUSION		X	
BIBLIOGRAPHY		X	



## HISTORY AND DEVELOPMENT







### ORGANIC

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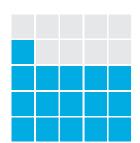
### WHOLE GRAIN

## **GRAIN ANATOMY**

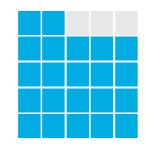
## INTRODUCTION TO BROWN RICE

#### 2 ORGANIC VS NONORGANIC

x	x	x	x
Χ	Х	Х	Х
Χ	Х	Х	Х
X	Х	Х	Х
Χ	Х	Х	Х
Χ	Х	Х	X
X	Х	Х	Х
X	Х	Х	Х
Х	Х	Х	Х





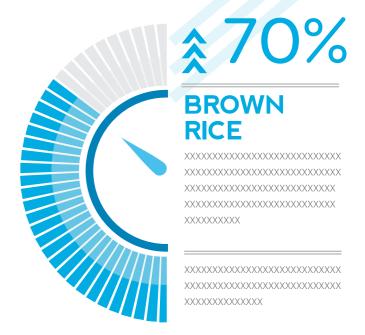


**№** 90%

Х	Х	X	X
X	X	X	X
X	x	x	X
X	X	X	X
Х	x	X	Х
X	X	X	X
Х	x	X	Х
Χ	x	X	Х
X	x	x	х

## BROWN RICE VS WHITE RICE

Important Note





## AND REGULATIONS 3





## 4 PROCESS AND TECHNOLOGY

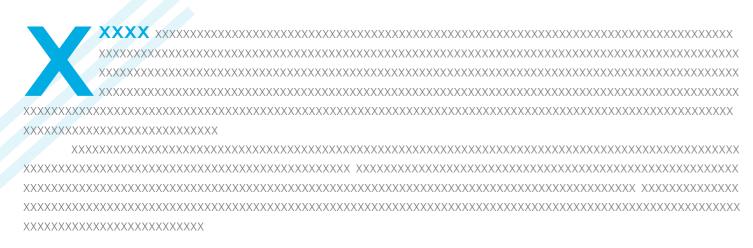
**HARVESTING PLANTING** DRYING **RICE** HULLING **ENRICHING** XXXXXXXXXXXXXXXXXXXXX 



#### 5 MARKET ANALYSIS

#### SHORT OVERVIEW

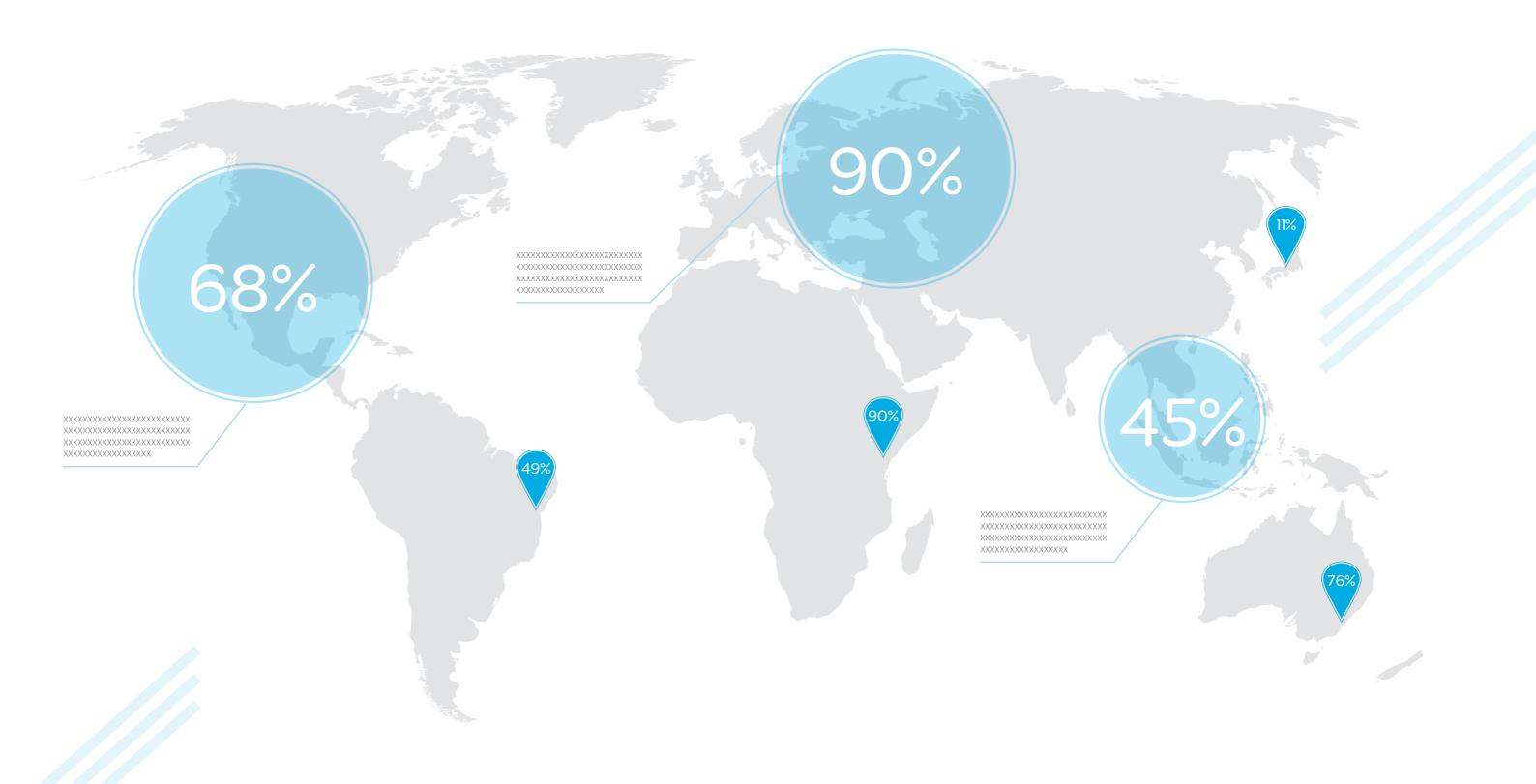












NOTE



IMPORTANT TITLE

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IMPORTANT TITLE

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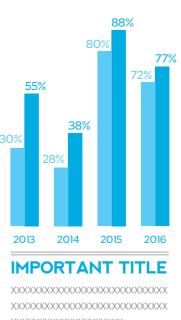
#### **CONSUMPTION TREND**

XXXXXXXXX

> XXXXXXXXXXXXXXXXXXXXXXX



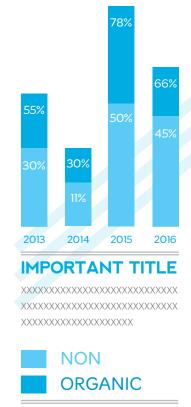




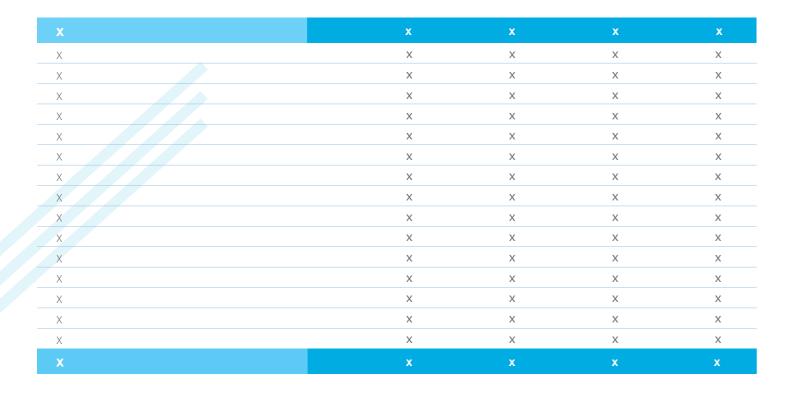








#### NOTE





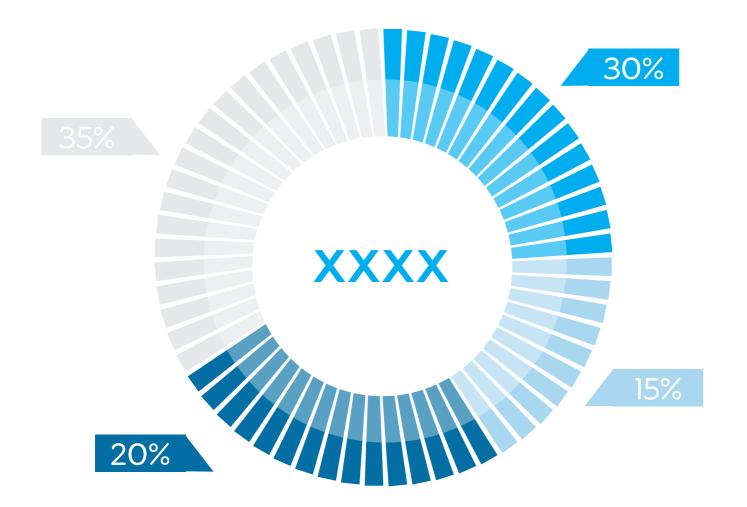
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#### IMPORTANT TITLE

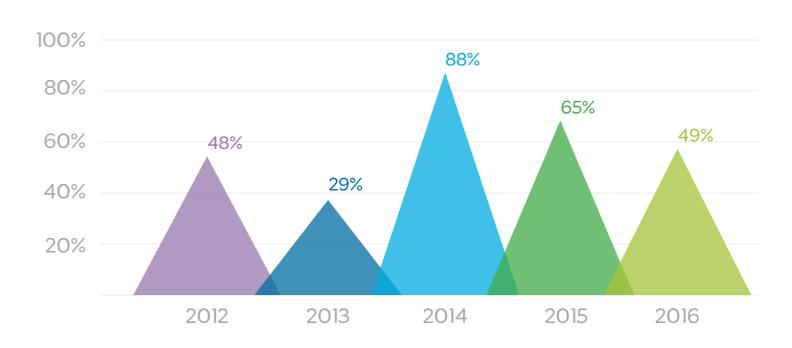


#### IMPORTANT TITLE





NOTE

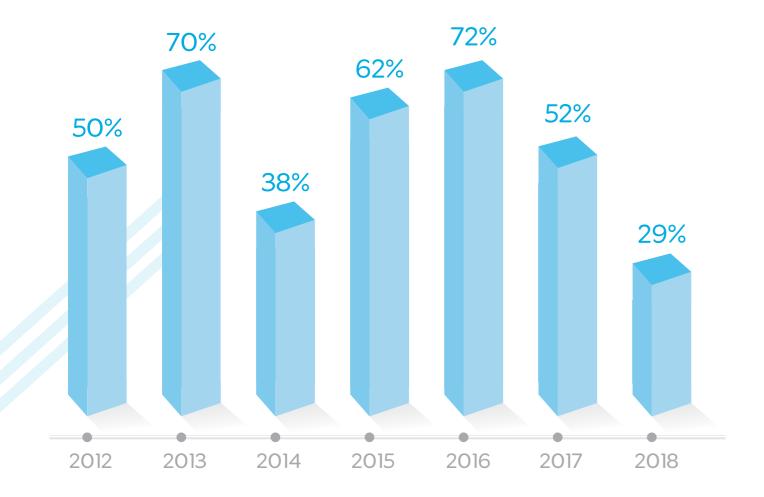


## INVESTING IN BROWN RICE

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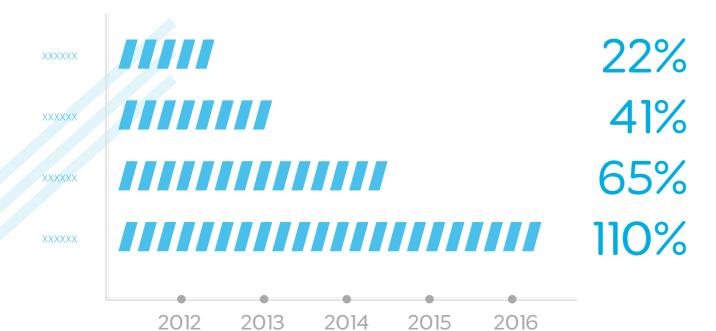
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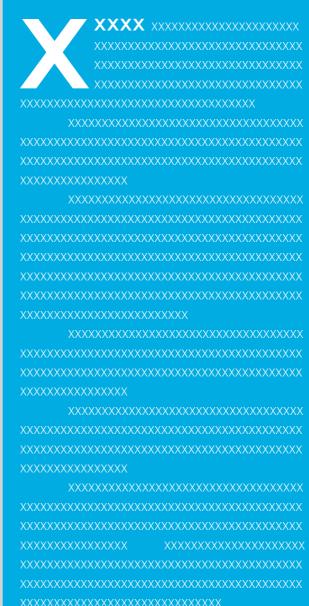
## 6 DISCUSSION AND CONCLUSION

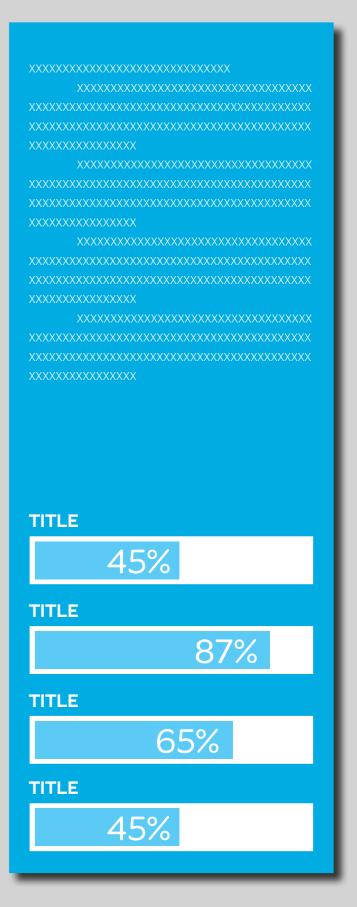
 

#### **IMPORTANT NOTE**



## MARKET OVERVIEW XXXX





CHAPTER1	xxxx	xxxx	XXX
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx	X	X	X
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX	x	x	x
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CHAPTER 2	XXXX	XXXX	XXX
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CHAPTER 3	XXXX	XXXX	xxx
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CHAPTER 4	xxxx	XXXX	xxx
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#### **BIBLIOGRAPHY**

CHAPTER 5	XXXX	XXXX	XXX
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CHAPTER 6	XXXX	XXXX	xxx
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#### XXXXXXXXXXXXXX

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