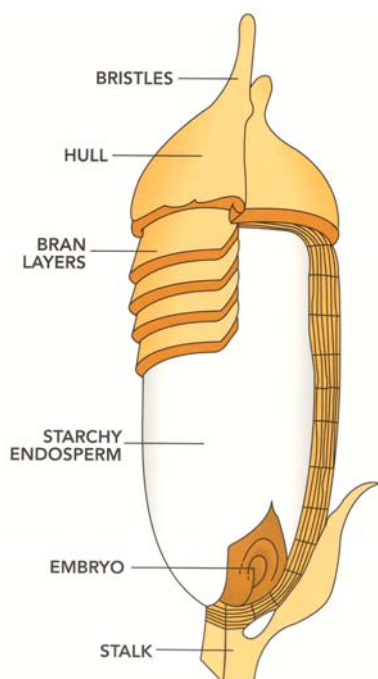


Brown Rice Basics

The 2005 U.S. Dietary Guidelines for Americans recommend grains as the foundation of a healthy diet. In fact, the new Dietary Guidelines and MyPyramid recommend at least **three servings of whole grains daily, or making half your grain servings whole**, with the other half coming from enriched or whole grains. Yet currently, only one in 10 Americans eat three servings daily and one in four don't consume any.

Brown Rice is a 100% whole grain food that consumers are familiar with that can help fulfill these recommendations. Each half-cup serving of cooked brown rice equals one whole grain serving. This healthy grain contains the nutrient-dense bran and inner germ layer where the majority of the bioactive compounds are found as well as the starchy endosperm. It's the fiberful bran coating that gives brown rice its light tan color, nutlike flavor, and chewy texture. Whole grains are believed to help reduce heart disease and may reduce the risk of certain cancers, and may aid in weight maintenance.

In addition to the fiber, whole grains like brown rice are good sources of many vitamins and minerals as well as fermentable carbohydrates, lignans, phytoestrogens and phenolic compounds. The bioactive components of whole grains appear to work synergistically, which explains why whole-grain consumption provides health benefits beyond what would be predicted if the individual compounds were simply additive.



Like white rice, brown rice is also gluten-free and contains no trans fat or cholesterol and only a trace amount of fat and sodium.

Red, black and whole grain rice varieties are increasingly popular in the US, and all offer the whole grain goodness of brown.

Nutrition Facts

Whole Grain Brown Rice

Serving Size 1/2 cup cooked rice

Calories 108

	% Daily Value*
Total Fat 1 g	1%
Saturated Fat 0 g	0%
Trans Fat 0 g	
Sodium 5 mg**	0.2%
Total Carbohydrate 22 g	7%
Dietary Fiber 2 g	8%
Protein 2.5 g	5%
Iron 0.41 mg	2%
Thiamin 0.094 mg	6%
Niacin 1.49 mg	7%
Folate 4 mcg	1%

* Based on USDA Data

Nutrition Facts

Parboiled Brown Rice

Serving Size 1/2 cup cooked rice

Calories 85

	% Daily Value
Total Fat 0.5 g	0.8%
Saturated Fat 0 g	0%
Trans Fat 0 g	
Sodium 0 mg**	0%
Total Carbohydrate 18 g	6%
Dietary Fiber 2 g	8%
Protein 1 g	2%
Iron 0.4 mg	2%
Thiamin 0.08 mg	5%
Niacin 1.55 mg	8%
Folate 20 mcg	5%

** Varies with sodium ion content of water and the addition of salt in cooking.

Brown Rice – Make It A Healthy Part of Every Day

<i>Storing</i>	<p>The bran layer contains a small amount of oil, and so brown rice has a shorter shelf-life than white rice.</p> <p>Store uncooked brown rice at room temperature up to 6 months, or refrigerate or freeze for longer shelf life.</p> <p>Cook extra rice and keep it on hand for a quick start to your next meal. Cooked rice stays fresh refrigerated, tightly covered, up to 5 days or frozen up to 6 months. To reheat, add 2 tablespoons of liquid per cup of rice. Cover and heat about five minutes on top of the stove, or microwave on HIGH about 1 minute per cup of rice. (Microwave frozen rice 2 minutes on HIGH power for each cup).</p>
<i>Varieties</i>	<p>As with white rice, there are three general types of brown rice: short, medium, and long grain.</p> <p>Long grain rice has a long, slender kernel three to four times longer than its width. Cooked grains are more separate, light and fluffy. Medium grain rice has a shorter, wider kernel two to three times longer than its width. Cooked grains are moist and tender and have a greater tendency to cling together. Short grain rice has a short, plump, almost round kernel. Cooked grains are tender, cling together, and are slightly chewy.</p>
<i>Preparing Brown Rice</i>	<p>When cooking brown rice, always follow package directions. If directions are not available, use one of these easy methods:</p> <p><i>Makes 3 to 4 cups</i> <i>1 cup uncooked brown rice</i> <i>2 to 2 1/2 cups liquid (water or broth)</i> <i>1 teaspoon salt (optional)</i> <i>1 tablespoon butter or margarine (optional)</i></p> <p>STOVE TOP: Combine ingredients in 2- to 3-quart saucepan. Heat to boiling; stir once or twice. Reduce heat; cover and simmer 40 to 45 minutes, or until rice is tender and liquid is absorbed. Fluff with fork.</p> <p>CONVENTIONAL OVEN: Boiling liquid must be used to start the cooking process. Carefully combine rice, boiling liquid, salt and butter or margarine (optional) in a baking dish or pan; stir. Cover tightly and bake at 350 degrees for 1 hour. Remove carefully. Fluff with fork.</p> <p>RICE COOKER: Using a rice cooker is very convenient. For best results, prepare rice according to the directions included with your cooker.</p> <p>Quicker cooking brown rice products are also available. This includes instant brown rice, fully cooked heat-and-eat brown rice in microwavable pouches and cups.</p>

Banking on Brown: From Breakfast to Dessert

Time saving tips	Dinner
<ul style="list-style-type: none"> • Try some of the quick-cooking microwaveable brown rice products available in supermarkets. • When cooking brown rice, make a double batch. Rice will keep in the refrigerator for up to 5 days or frozen up to 6 months. 	<ul style="list-style-type: none"> • Use brown rice as a healthful filler in meatloaf, burgers or other ground meat dishes. You can easily add a cup or two of cooked brown rice to most ground meat dishes to add a nutty flavorful whole grain complement. • Substitute brown rice in ethnic recipes like Asian stir-fry or Mexican dishes. Or to get the benefits from brown and white, use a half 'n half combination of the two. Mixing the two is also a good way to encourage kids to eat more whole grains. • Create a rice bowl of your own in less than 30 minutes! Top a steaming serving of brown rice with steamed vegetables and lean meat, poultry or fish. Add your favorite sauces and seasonings to vary flavor.
Breakfast	Snacks
<ul style="list-style-type: none"> • Brown rice can be cooked into a hearty and nutritious hot cereal. Add raisins, dried cranberries or chopped prunes and touch of cinnamon. Rice cookers with timers are a convenient breakfast tool – set it to prepare brown rice piping hot for your morning meal. • A cup of cooked brown rice with a teaspoon of honey and slices of fresh fruit is an easy and nutritious way to start the day. • Eggs Over Brown: Scramble eggs in a pan with a half-cup brown rice. Or, serve your eggs on top of brown rice instead of toast. 	<ul style="list-style-type: none"> • Simmer 1 cup brown rice with 1 cup almond milk and 1 cup water, ¼-cup sugar, ¼-teaspoon salt, and 1/3-cup of golden raisins for 30-45 minutes. Cool, stir in ¼-teaspoon almond extract, and enjoy a creamy, non-dairy version of rice pudding. Options: Add a dollop of soy yogurt; or stir in 1/3 cup of chopped almonds. Or, for a quick mock-pudding, mix ½-cup cook brown rice into nonfat or low-fat yogurt. • Look for the new gluten-free rice cakes, crackers, chips and flour alternative options for those with Celiac disease.
Lunch	
<ul style="list-style-type: none"> • Add a ½-cup serving of brown rice to vegetable pita or wrap sandwiches. • Make it Mexican – pair brown rice with black beans, shredded chicken and fresh salsa for a hearty and healthy burrito. • Have a nutty, vegetable pilaf: Brown rice cooked with low-sodium vegetable broth and tossed with cooked vegetables (carrots, broccoli and onions) and toasted pecans or almonds. • Look for brown rice sushi for a new twist on this favorite take-out option. 	

For more tips and brown rice recipes, visit www.usarice.com/consumer.

For more information about whole grains, visit wholegrainscouncil.com.

Did you know? The Chinese word for "meal" translates as "eat rice."

02.08

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