



TSINGHUA UNIVERSITY
GLOBAL MANUFACTURING STRATEGY
SEVENTH FLOOR

ORGANIC BROWN RICE
SEVENTH FLOOR



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WHAT IS ORGANIC?

Organic food are more than just avoiding chemicals usage in the production. In order to emphasize on both health and environment, organic farmers apply methods used from thousands years ago, such as crop rotations and the using of animal manures and green manure crops, to gain the sustainability in nature.



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WHAT IS BROWN RICE?

Brown rice are rice that have been hulled but not milled. In other words they are still considered whole grain with their three main components all present – namely, the bran, endosperm and germs. Although they contain more vitamins than white rice, they spoil faster due to the oil content in the bran. Which is why they are more expensive than white rice.

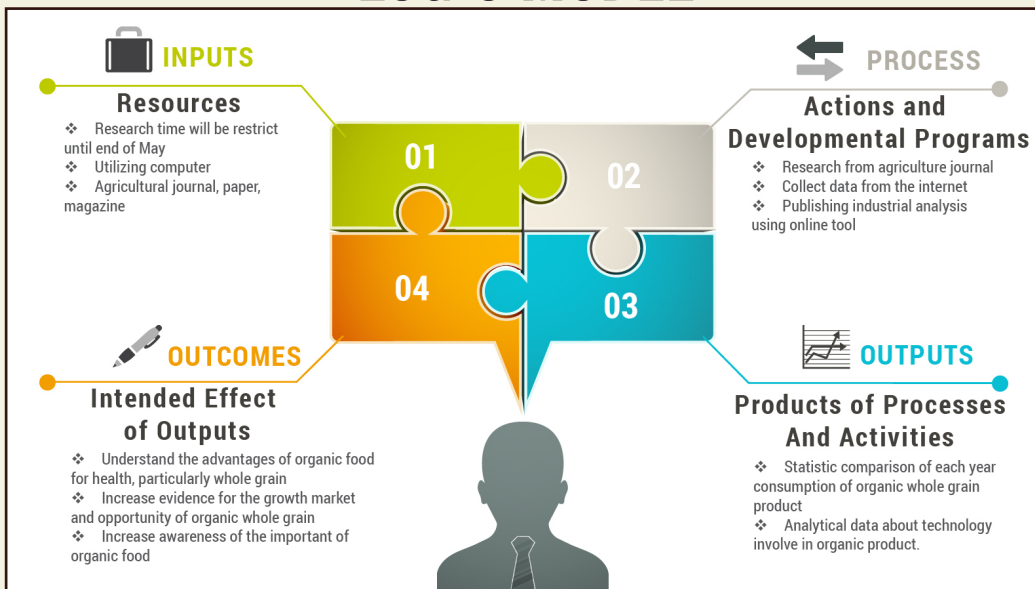


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BENEFITS OF BROWN RICE.

Compare to brown rice, conventional white rice contains roughly: 5% of the vitamin K; 17 % of vitamin B2 and magnesium; and 37 % of fibre that brown rice has offer. The list above still continues as white rice also have less potassium, folate and iron which are all essential to humanbody.

LOGIC MODEL



MEMBER



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If you think organic food is expensive, have you priced cancer lately?

- Joel Salatin, Founder of Polyface Farms

You are what you eat, so don't be fast, cheap, easy, or fake.

- Unknow

ORGANIC BROWNRICE



More Information about our product



The amount of consumption will change over the time

Price from year to year always changes

Consumption Rate

The production each year usually increases caused by development of new technology in farming

Production Rate

Price Changing

VARIABLES

Consumption Habit Shifting

People lifestyle in eating will change, will influence the consumption rate

Technology Improvement

The invention of new technology in farming will trigger the production rate

Policy Revision

Period of the policy still valid until being revised by government