

WIC VENDOR MANAGER FACT SHEET

Brown Rice in the New WIC Package Here's What You Need To Know...

Brown Rice Fast Facts

- The *2005 U.S. Dietary Guidelines for Americans* recommends at least three servings of whole grains daily. One cup of brown rice provides two of the three daily servings.
- Brown Rice is a 100% whole grain food.
- Whole grains may help reduce heart disease and the risk of certain cancers, and aid in weight maintenance.
- Like white rice, brown rice is gluten- and cholesterol-free and contains no trans or saturated fat and only a trace amount of fat and sodium.
- For rice recipes and information go to www.usarice.com/wic

- USDA's interim rule allows:
 - 16 or 32 ounce packages of whole grain brown rice (regular, instant or quick cooking) as an allowable whole grain substitute in the new authorized food packages.
 - No added sugars, fats, oils, or salt.
- Most states have included brown rice in their new approved food lists.
- 14, 16, 28 and 32 oz. brown rice products are the standard sizes widely available in supermarkets nationwide.
- States may elect to allow "up to 16 oz." and "up to 32 oz." to provide some flexibility, provided that the maximum package size is also available to WIC participants at the store.
- Instant/quick cooking brown rice products are available only in 14 and 28 oz. packages.



Brown Rice Suppliers and Information

U.S. rice suppliers can provide you with information on brown rice products available in your state. See the **attached Supplier List** for contact information.

The USA Rice Federation is here to help WIC Vendor Managers!

For educational materials and information about brown rice retail products, contact:

Molly Johnson • Director, Retail Trade and Special Promotions
USA Rice Federation • 703-236-1448 • mjohnson@usarice.com

Judy Rusignuolo • Director, National Consumer Education
USA Rice Federation • 703-236-1453 • jrusignuolo@usarice.com



FDA says that diets rich in whole grain foods such as brown rice, and other plant foods, and low in total fat, saturated fat and cholesterol may help reduce the risk of heart disease and certain cancers.



4301 N. Fairfax, Suite 425
Arlington, VA 22203
703-236-2300
www.usarice.com

Brown Rice Makes \$ense!

- Brown rice is a cost-effective addition to WIC Food Packages.
- ***A little makes a lot!*** 1 pound of **uncooked** brown rice **makes over 2 pounds of cooked** rice -- about 16 (½-cup) servings!
- The average cost per ½ cup serving is just 10 cents

U.S. Brown Rice Suppliers



Company	Contact	E-mail	Phone
ADM Rice, Inc. Brands: <i>Midland Harvest</i>	Chris Bonnesen	admrice@adm.com	914-366-7125
American Commodity Company Brands: <i>California Select, KaHoo</i>	Chris Crutchfield	chrisc@accrice.com	530-473-2827
American Rice Inc. Brands: <i>Adolphus, Blue Ribbon, Comet</i>	Karen Tigert	Karen.Tigert@gruposos.com	281-272-2521
Beaumont Rice Mills, Inc. Brands: <i>Leader, Sunset</i>	Louis Broussard, Jr.	lbroussard@gtbizclass.com	409-832-2521
California Family Foods	Kathy Foster	kathy@calrice.com	530-476-3326
Cormier Rice Milling Co., Inc.	Julie Simpson	julie@cormierrice.com	870-946-3561
Doguet's Rice Milling Company Brand: <i>Doguet's</i>	Mike Doguet	mdoguet@doguets.com	409-866-2297
Falcon Rice Mill, Inc. Brands: <i>Cajun Country, Falcon, Home Country,</i>	Charles Trahan	charles@falconrice.com	337-783-3825
Far West Rice, Inc. Brands: <i>Calrose, Calhikari, Koshihikari</i>	Gregory Johnson	greg@farwestrice.com	530-891-1339
Farmer's Rice Cooperative Brands: <i>Diamond G, Golden State, Wonder Rose</i>	Ryan Malm	malm@farmersrice.com	916-568-4321
Farmer's Rice Milling Co., Inc. Brand: <i>Cajun Pride</i>	Jamie Warshaw	jamesw@frmco.com	337-433-5205
Gulf Rice Arkansas Brands: <i>Ansera, Double Diamond</i>	John Poole	jpoole@grark.com	713-880-9197
Gulf Rice Milling, Inc. Brands: <i>Private label</i>	Friedrich Brenckmann	gpsales@gulfpac.com	713-464-0606
Koda Farms, Inc. Brands: <i>Blue Star, Diamond K, Kokuho</i>	Ross Koda	ross.k@kodafarms.com	209-392-2191
Lundberg Family Farms Brand: <i>Lundberg</i>	Tim O'Donnell	Timatlundberg@aol.com	530-882-4551
Mars Food Brand: <i>Uncle Ben's</i>	Rick Brown	rick.x.brown@effem.com	479-254-2131
Planters Rice Mill, LLC.	Edward Gaspard	egaspard@plantersllc.com	337-315-0004
Producers Rice Mill, Inc. Brands: <i>Par Excellence, Private Label</i>	Gary Reifeiss	greifeiss@producersrice.com	501-374-9100
Riceland Foods, Inc. Brands: <i>Riceland</i>	Terry Trice	ttrice@riceland.com	870-673-5485
RiceTec, Inc. Brands: <i>RiceSelect</i>	Mark Denman	mdenman@ricetec.com	281-393-3502
Riverbend Rice Mill, Inc.	Dick Armocido	dariverbend@yahoo.com	530-458-8561
Riviana Foods Inc. Brands: <i>Carolina, Mahatma, Minute Rice, River, S&W, Success</i>	Paul Galvani	pgalvani@riviana.com	713-525-9555
Specialty Rice, Inc. Brands: <i>Della Gourmet</i>	Ojus Ajmera	ojusa@dellarice.com	870-734-1233
Sun Valley Rice Company, LLC. Brand: <i>Shirakiku</i>	Jim Higa	jhiga@sunvalleyrice.com	530-476-3000
SunWest Milling Company, Inc. Brand: <i>Sunwest</i>	John Hasbrook	jhasbrook@sunwestfoods.com	530-758-8550
Sun Foods LLC Brand: <i>Hinode</i>	Shelly Newton	snewton@sunfoodsllc.com	530-665-3075
Williams Rice Milling Co.	Masami Kitagawa	wrmc2@tamakimai.com	530-473-2862