

# ideas

## FOR FACEBOOK CONTESTS AND SHOPPER COMMUNICATIONS

### Suggested Facebook Posts



#### “WHAT KIND OF RICE ARE YOU?” POLL

Have some fun and get your followers to Think Rice with a “What Kind of Rice Are You?” Facebook poll. Ask readers how they would see themselves if they were one of the many varieties of U.S. rice available in your store and what that type of rice says about them. Some examples:

**Classic White Rice:** reliable!

**Brown Rice:** athletic!

**U.S. Jasmine Rice:** exotic!

**U.S. Arborio Rice:** cultured!

**U.S. Basmati Rice:** adventurous!

#### RICE AROUND AMERICA

85% of the rice eaten in the U.S. is grown right here, in Arkansas, California, Louisiana, Mississippi, Texas, and Missouri. The rice farmers in those states produce 18 billion pounds of rice each year. Here are some great ways to enjoy American rice, from the USA Rice Federation: [www.thinkrice.com](http://www.thinkrice.com) #ThinkRice



### Additional Ideas to Engage Shoppers on Facebook

#### FAVORITE RICE DISHES

Encourage shoppers to share their favorite rice recipe in a contest during National Rice Month. This could bring you a wealth of new ideas on how to use rice that can be shared with all of your shoppers. And remind

them to be creative—rice works with any cuisine, global and U.S. regional.

#### RICE FOR KIDS

Part of what makes rice so versatile is that it fits into a million different dishes both kids and adults love! This back-to-school

season, ask followers to submit their favorite kid-friendly rice dishes, along with photos of their family enjoying them. What are favorite ways to pack and eat rice for school lunches? Which chopped fruits or vegetables mix well with rice?



### Dinner Idea: Healthy Rice Bowls

Spice up dinner tonight with this [Teriyaki Chicken & Edamame Rice Bowl](#) recipe from USA Rice. Rice bowls are a nutritious and convenient way to mix things up in the kitchen and get the

whole family involved in building a healthy meal. Rice bowls are easy, delicious, and budget-friendly meals that fit the U.S. Dietary Guidelines for Americans and MyPlate recommendations.

### Think Rice Quiz

During National Rice Month, educate your followers about the nutritional and environmental benefits of rice—and let them show you how much they already know—with these fun quiz questions!

**True or False: U.S. rice farmers use the latest technology and sustainable farming practices to grow rice more efficiently while also protecting the environment.**

**Answer:** True. U.S. rice farmers use water and land efficiently to protect and preserve natural resources. For sustainable, home-grown nutrition, Think Rice!

**True or False: Eating U.S.-grown rice helps support people and wildlife.**

**Answer:** True. U.S. rice farming provides safe, affordable nutrition for Americans, saving energy, reducing the carbon footprint, and providing critical habitat for wildlife.

**Which rice varieties are whole grain?**

**Answer:** Brown, Black, Red, and Wild.

**What are the six states that produce the bulk of U.S.-grown rice?**

**Answer:** Arkansas, California, Louisiana, Mississippi, Texas, and Missouri.

**Name some of the vitamins that rice provides to the diet.**

**Answer:** 15 essential nutrients, including B-vitamins, potassium, magnesium, selenium (brown), fiber (brown), and iron.

**How does white rice contribute nutritionally to the diet?**

**Answer:** It is fortified with nutrients such as folic acid. This is especially important for women of child-bearing age, because of its role in helping prevent neural tube defects.

**If a person suffers from gluten intolerance, meaning they cannot consume grains like wheat, rye, or barley, can they still eat rice?**

**Answer:** Yes!

