



BROWN RICE IS IN ...the new WIC Food Package! And USA Rice Federation is here to help.

NEW RULES MEAN GOOD NEWS FOR WIC CLIENTS!

Nutritious whole grain food choices for WIC clients are coming with the implementation of the new WIC Food Package. Whole wheat bread or other whole grain options for children and pregnant and breastfeeding women are now listed in the Revised Food Packages III, IV, V and VII. **Whole grain brown rice** (regular, instant or quick cooking) with no added sugars, fats, oils, or salt is an allowable substitute whole grain in new Food Packages.

The revised Food Packages now allow:

- **2 pounds** of whole wheat bread or other whole grain options (**brown rice**, bulgur, oatmeal, barley; soft corn or whole wheat tortillas) for **children in Food Packages III and IV**
- **1 pound** of whole wheat bread or other whole grain options (**brown rice**, bulgur, oatmeal, barley; soft corn or whole wheat tortillas) for **women in Food Packages III, V and VII***

BROWN RICE MAKES ECONOMIC \$ENSE!

Keeping food packages cost neutral is a continuing concern for state WIC Programs. Making brown rice a whole grain option will help keep food costs low. Here's an example based on national averages for long grain brown rice:

	<i>Avg. price per pound</i>	<i>Serving size</i>	<i>Avg. cost per serving</i>
Brown Rice	\$ 1.59	½ cup cooked	\$.10 cents

A little makes a lot: 1 pound of uncooked brown rice equals over 2 pounds of cooked rice -- about 16 (½-cup) servings!

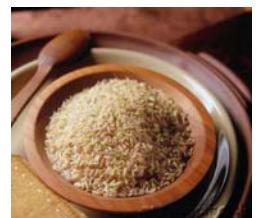
BROWN RICE MAKES NUTRITION SENSE!

Brown rice is a 100% whole grain food that is nutrient dense AND fits into a variety of eating patterns. Its nutrient-packed bran gives brown rice its nutlike flavor and chewy texture. Whole grains are believed to help reduce heart disease, may reduce the risk of certain cancers, and may aid in weight maintenance. Brown rice is an energy food, supplying complex carbohydrates that fuel physical activity for children and moms alike. It is gluten-free, contains no trans fat or cholesterol and only a trace amount of fat and sodium.

One half-cup serving of cooked brown rice equals one of the recommended three daily whole grain servings (*2005 Dietary Guidelines for Americans*).

BROWN RICE IS POPULAR!

Brown rice is growing in popularity as health professionals and the media continue to promote the health benefits of whole grains. In the past few years, brown rice sales have grown 10-15% annually, and many new and quicker cooking brown rice products have appeared on grocery shelves.



BROWN RICE IS IN DEMAND!

Enriched white rice has always been popular with Americans, but what about brown rice? The California WIC Program completed 3085 interviews with WIC participants in summer 2007 and found that **63% said they would buy brown rice** if it was available in the WIC Food Package. (from *WICWATCH*, Winter 2008 issue, page 10)

BROWN RICE IS AVAILABLE!

An abundant supply of brown rice is grown in the U.S. and is widely available in grocery stores in package sizes that meet WIC requirements. Allowable brown rice products include regular, instant and quick cooking varieties.

BROWN RICE IS AN EASY CHOICE!

Brown rice is the perfect partner for other healthy foods in the WIC Food Package. “Healthy Rice Bowls” concept shows how to create healthy meals from the WIC market basket of foods. Simply begin with brown rice and add colorful veggies and lean protein foods. A variety of different seasonings and sauces may be added to suit many cultural tastes.



USA RICE FEDERATION IS HERE TO HELP- OUR MISSION IS TO EDUCATE!

We can support you in bringing whole grain brown rice to your clients. We will provide:

- A **List of USA Rice Companies** provides direct contact to suppliers of brown rice to your state
- **“Brown Rice Basics”** Fact Sheet for easy reference
- Easy **recipes and preparation information** to incorporate whole grain brown rice into healthy meals
- **Educational materials** available on our Web site

For rice information, recipes and preparation tips visit www.usarice.com/consumer.

CONTACT US!

We are prepared to help you, your staff, and your clients.

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The USA Rice Federation is the national advocate for all segments of the rice industry, conducting programs to build awareness and usage of U.S.-grown rice. U.S. rice accounts for nearly 88% of the rice consumed in America. It is grown and harvested by local farmers in five south central states and California according to the highest quality and cleanliness standards. The U.S. produces an abundance of short, medium and long grain rice, as well as specialty rices including jasmine, basmati, arborio, red aromatic and black japonica, among others.

*Federal Register, Vol. 72, No. 234, December 6, 2007, p.68989-68990
March 2008

Nutrition Facts

Whole Grain Brown Rice

Serving Size 1/2 cup cooked rice	
Calories 108	
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% 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%
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Iron 0.41 mg	2%
Thiamin 0.094 mg	6%
Niacin 1.49 mg	7%
Folate 4 mcg	1%

* Based on USDA Data