

European Rice.
good for you
GREAT FOR THE
environment



** Mushroom Risotto*

THE UNIQUE PRODUCT OF SUSTAINABLE AND HIGH QUALITY RICE CULTIVATION.



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FOR THE ENVIRONMENT





How do you recognize good quality, safe and environmentally friendly rice?

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For rice produced in Europe, **don't think twice**, put it in your cart!



European rice: learn to recognize it

Knowing the origin of rice you buy gives you some useful information on its **quality, sustainability and food safety**.

Ideal for a huge variety of recipes, European rice is predominantly of the **Japonica type**, mainly grown mainly in Mediterranean climates, and marketed under variety names denoting their round, medium or long grains. However, there is no shortage of long and tapered Indica rice cultivations, which are also available to the consumer for the most delicious dishes.

Italy, France, Spain and Portugal are among the main European Japonica rice producing countries, and guarantee the consumer a quality, **environmentally friendly** product.

But European rice also speaks of much more.

With European rice, you make the environment smile

When you choose European rice, you are on the side of the environment for a number of reasons:

- **You are protecting water resources**, since all the water used to flood paddy fields, via their canal systems, is given back to natural water courses.
- **You are protecting biodiversity**, since rice fields offer a rich ecosystem for a great variety of animal and plant species that find their perfect habitat in the vast expanses of water.
- **You are protecting the environment**, since the use of sustainable agricultural techniques helps preserve the ecological balance of wetlands, which have always been a determining factor in combating climate change.
- **You are protecting rural landscapes**, since rice cultivation helps preserve an environment where history and tradition are kept alive and well.



Bring quality and safety home with

If you choose European rice, you are not only protecting the environment, but also bringing an **excellent product** into your kitchen.

The varieties grown in **Italy, Portugal and France** have unique taste and aroma characteristics that lend themselves to a thousand recipes.

The cultivation and production techniques of European rice meet **the highest quality standards** to ensure absolute product safety. The harvested rice is processed by purely mechanical means, ensuring all the flavor and aroma of the natural product are fully preserved. **Analyzes and checks** are then performed to guarantee the quality and safety of the product you will find in the store. The extremely important **quality controls on the healthiness of the rice** verify total compliance with legal limits regarding any contaminants such as heavy metals or pesticides.

The excellence of European rice is also confirmed by the many varieties on the market that have been awarded **Protected Geographical Indication (PGI)** and **Protected Designation of Origin (PDO)** status.



Bring health and a unique taste to the table

European rice is synonymous with **taste and nutritional quality**. Rice is a healthy cereal due to its great digestibility and high nutritional values, which make it **the perfect ally to your well-being**. Rice and the flour obtained from it are particularly suitable for gluten intolerance sufferers, since they are totally gluten free.

European rice is extremely versatile in the kitchen, and ideal for both **traditional dishes and the most innovative and sophisticated recipes**. The great European culinary traditions consider rice a perfect ingredient for making dishes in which quality always goes hand in hand with an **inimitable taste**.

There are many recipes for you to try European rice with, among which we suggest: Bulhão Pato Clam and Cockle Rice, Risotto with Red Wine, Sausage and Creamed Borlotti Beans, Risotto with Mushrooms and Port Wine, Arroz de Marisco, and Riz Au Lait Rice Pudding.

To find out how to prepare these recipes, just visit:
www.sustainableURice.eu



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