

European Rice.

Good for you,
great for the environment.



Italy, Portugal and France come together to promote **European Japonica rice**: a healthy, delicious, versatile product of excellence.

A project in the name of sustainability.

The **SUSTAINABLE EU RICE - DON'T THINK TWICE** project to promote European Japonica rice is backed by three main partners and supported by **European Union** funding. The partners are: the **Italian National Rice Authority (Ente Nazionale Risi - ENTERISI)**, a public body created to monitor and support the Italian rice sector; the **House of Rice Interprofessional Rice Association (Casa do Arroz Associação Interprofissional do Arroz - CdA)**, the Portuguese interprofessional rice supply chain association; and the **Union of Rice Growers of France and the Rice Sector (Syndicat des Riziculteurs de France et Filière - SRFF)**, founded to promote the French rice sector.

The main variety produced in Europe is Japonica, accounting for just **0.4% of world production**, but as much as 77% of the European Union's total rice cultivation. Europe's Japonica rice, when compared with similar rice from South-east Asia, is produced with agronomic methods that guarantee **superior qualities** of taste, aroma, healthiness, food safety and sustainability. European rice is not merely one of the tastiest and most genuine products of European gastronomic tradition, it is culinary heritage and a unique excellence, which the SUSTAINABLE EU RICE - DON'T THINK TWICE project intends to promote through a dedicated campaign involving **the major European rice consuming countries of Italy, Portugal, France and Germany**.

Through **specific communication and dissemination actions**, the project thus aims to **raise awareness**, among consumers and stakeholders, of the **production and uses of the qualitatively unique product that is Made in EU rice**, as well as to strengthen awareness of the value of rice cultivation in terms of **sustainability** and the **protection of natural resources**. The various activities include **advertising campaigns, the production of informative multimedia materials, dedicated websites, events, forums, and international fairs, in all of the target countries**. The slogan accompanying the project, "**European rice. Good for you, great for the environment**", will be used in all materials used in the campaign. The website www.sustainableurice.eu and dedicated social profiles will narrate the story of rice cultivation in Italy, France and Portugal, giving detailed information on recipes, cultivation and production methods, biodiversity, the use of water resources in paddy fields, traditions, anecdotes, curiosities, and everything to help European consumers learn more about European rice, its many qualities, and its sustainability.

Made in EU rice: the value of sustainability.

The environment in which European rice is grown, the paddy field, helps to **safeguard ecosystems, preserve rural areas, promote biodiversity, and combat climate change**. Indeed, European rice landscapes are synonymous with a rational use of environmental resources and respect for the balance of nature. **Consuming European rice, therefore, means supporting these unique values, which form an integral part of the tradition and culture of our continent.**

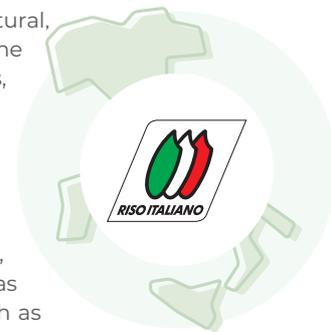


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The Italian National Rice Authority (Ente Nazionale Risi - ENTERISI) is an Italian public body founded in 1931 to monitor and support the Italian rice sector. It acts under the supervision of the Italian Ministry of Agricultural, Food and Forestry Policies. Among the intense activities of ENTERISI is its commitment to protecting the entire rice sector and 'Made in Italy' rice through informative campaigns, technical support for farmers, laboratory analysis services, and research aimed at improving the production process. ENTERISI monitors the entire Italian rice market, drawing up annual forecasts and reports that help the supply chain to implement improvement actions and make commercial and strategic decisions. Alongside these actions, another important task is to represent Italian rice growers and industries at the European Commission level. Furthermore, via its Rice Research Centre and Technical Support Service, it carries out field trials and collaborates with numerous national research institutions, including universities and agricultural institutes, international research institutes, such as IRRI in the Philippines and CFR in France, public bodies, such as Regions, Provinces, environmental protection bodies and customs authorities, and private companies, such as rice growers and processors. Italy is the largest rice producer in Europe, boasting a production area of approximately 227,300 hectares (in 2020), representing over 50% of the entire EU rice cultivation area, and a yield of approximately 1,500,000 tons (ENTERISI data, 2020). Production is mainly concentrated in two regions, Piedmont and Lombardy, accounting for 94% of the cultivated area. This is because these areas, in the western side of the Po Valley, are the most naturally suited to rice cultivation. The most important provinces in this regard are Vercelli, Novara, Pavia and Milan. 88% of the total national area and 90% of rice-growing companies are concentrated in these territories. In comparison with other agricultural sectors, the rice sector in Italy boasts more highly specialized and larger farms (60 hectares on average). Out of a total of 3,785 farms, 45% are larger than 50 hectares and own 80% of the total area. Vercelli and Novara, in particular, have average farm sizes above the national figure, while Pavia is the province where the largest share of farms is concentrated (36%).



The Union of Rice Growers of France and the Rice Sector (SRFF) was founded in 1947 on the initiative of rice producers and other members of the rice supply chain, including conservation bodies, growers, processors and packers, with the main aim of promoting the entire rice production sector, as well as reflecting on it, and making decisions about its future. Since 2000, SRFF, as a Defense and Management Organization (DMO), has guaranteed the management and monitoring of the Protected Geographical Indication (PGI) of Camargue Rice, taking care of various aspects, such as traceability, from production right through to packaging, quality controls, and analyses to guaranteed compliance with all specification criteria. In addition, as part of its missions, it promotes product awareness and visibility through dedicated communication actions addressed at consumers. It, thus, does everything it can to promote Camargue Rice, particularly to end consumers and distributors. Its actions are complemented by the development of partnerships with various international programmes, such as LEADER, the European local development fund mechanism. It is financed by the European Agricultural Fund for Rural Development (EAFRD), the Provence-Alpes-Côte d'Azur Region and the 3 Inter-municipalities of Pays d'Arles, the Chambers of Agriculture of Gard and Bouches-du-Rhône, and the Camargue Regional Nature Park. Organic farming marketing channels have also been integrated into the various promotional initiatives over recent years. The SRFF benefits from the political and financial support of the Southern Region (Department 13) and Occitanie (Department 30). All French rice farmers are members of SRFF, since it is the only organization promoting rice production in France. The promotion of PGI Camargue Rice is one of the main aims of SRFF, along with monitoring its traceability, quality and engagement with the general public, including schoolchildren in particular. French rice production is concentrated in the Camargue Region. Second only to tourism, agriculture is the largest economic activity in the Camargue Rhône Delta. France contributes significantly to sustainable rice production at the European level, with rice cultivation in France, in 2020, covering an area of approximately 14,000 hectares, producing around 71,800 tons. These figures were recorded by the United Nations Food and Agriculture Organization (FAO), in 2017, as an area covering 17,000 hectares and producing 85,000 tons.



The House of Rice Interprofessional Rice Association (Casa do Arroz Associação Interprofissional do Arroz - CdA) is the Portuguese interprofessional rice sector association. It is a non-profit organization founded on 10th February 2012 with the main mission of promoting and improving Portuguese rice production. Casa do Arroz is made up of constituent associations of producers and growers (AOP and APOR), millers (National Rice Industry Association - ANIA), and distributors (National Association of Distribution Companies - APED), which bring together almost 100% of growers (2,000) and 90% of millers (including the 6 leading companies: Arrozeiras Mundiarroz SA; Dacsa Atlantic SA; Ernesto Morgado SA; Novarroz SA; Orivárzea SA; and Valente Marques SA). In Portugal, rice production has a huge social and economic importance. It is mainly concentrated in the valleys of the rivers Sorraia, Tejo, Sado and Mondego, covering a cultivated area of approximately 30,000 hectares. This area is divided up between the Lisbon Region, that is, the valleys of the rivers Sorraia and Tejo, representing 47% of the total, the Alentejo Region, along the river Sado, representing 32%, and the Central Region, along the river Mondego, representing the remaining 20%. In total, the Portuguese rice sector produces approximately 180 thousand tons of rice, equal to 60% of the Portuguese national consumption. Portugal has traditionally produced Japonica rice, almost exclusively of the Carolino variety. Thanks to extremely favourable soil and climatic conditions, 80% of the total area is dedicated to the production of this variety, with the remaining 20% dedicated to Indica rice. Casa do Arroz, as the leading Portuguese rice sector association, is directly involved in the development of rice sector legislation, an example being the recent Legislative Decree 157/2017 of 12/28/2017, regulating the quality of rice sold in Portugal and defining the characteristics of economically important rice varieties such as Carolino Japonica and Agulha Indica. Casa do Arroz also has the mission of promoting the Portuguese rice branding of Arroz Carolino and Riso Carolino as representative of Portuguese gastronomic heritage, in particular under the campaign slogan of 'Carolino, Portuguese Rice'.



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