

# European Rice.

Good for you,  
great for the environment.



## At Anuga 2023 the sustainability, healthiness and versatility of European-grown rice

Another international presence for the **Sustainable EU Rice - Don't Think Twice** project that, **from 7 to 11 October**, took part in the 2023 edition of **Anuga** (Cologne), one of the main events at global level for the food & beverage sector.

During the event, the objectives of the three-year programme promoted by the **Ente Nazionale Risi, Casa do Arroz - Associação Interprofissional do Arroz** (CdA) and the **Syndicat des Riziculteurs de France et Filière** (SRFF) were presented, which was created with the aim of enhancing the value of EU-made japonica rice.

The German fair was an opportunity to **spread knowledge about European rice production** and to reinforce awareness of the **value of rice growing**, whose strengths include **agronomic and environmental sustainability, traceability, quality and healthiness**, not to mention its valuable contribution to the **protection of biodiversity**.

In order to also demonstrate its **versatility in the kitchen**, show cooking sessions were held daily at the stand, during which more than **500 tastings** with recipes based on four different varieties of rice were offered over the five days of the event: **carnaroli** for Italy, **carolino** for Portugal and **riz long rouge** and **riz rond** for France.

[www.sustainableurice.eu](http://www.sustainableurice.eu)

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