

FORTIFIED RICE SAVES AND IMPROVES LIVES

More than two billion people around the world suffer from hidden hunger (micronutrient deficiencies).



Rice is the most consumed commodity in the world making it the perfect delivery mechanism for critical micronutrients.



Fortified rice contains a vitamin premix that has eight critical micronutrients, including iron, zinc, folic acid, B12, vitamin A, thiamin, niacin, and B6.



Fortified rice as a micronutrient delivery device has received positive reviews from multiple studies including, The Lancet, The Global Scaling Up Nutrition (SUN) movement, the Official Journal of the American Academy of Pediatrics, FAO's Regional Rice Strategy for Asia and the Pacific, and various studies commissioned by the World Health Organization (WHO) and the Global Alliance for Improved Nutrition (GAIN), as well as USDA's Micro Nutrient Fortification Pilot Program.



Fortified rice kernels are blended with regular milled rice and are undetectable post cooking. This means it is readily accepted and easily consumed.



The formulation of the fortified kernel is done in a way that guarantees maximum bioavailability of micronutrients and efficient uptake upon digestion.

FORTIFIED RICE IS A GAME CHANGER



The shelf life of fortified rice is at least six months and will be longer with new formulations.



Fortified rice is either a rinse resistant coated kernel or an extruded kernel. Both are equally accepted by consumers and efficient in delivering micronutrients.



The cost of fortified rice is fairly low. If blended at a rate of 1:100, the price increase is estimated to be between 2 - 5% of the current retail price. As this is a new product, it is expected that the cost of fortification will decrease with economies of scale.



Fortified rice is a simple, cost effective way to save and improve lives of vulnerable populations.



Please contact USA Rice for more information on including fortified rice in feeding rations. We look forward to working with you.

USA RICE | (703) 236-2300 | www.usarice.com