



CALIFORNIA RICE

A CIRCLE OF LIFE IN EVERY GRAIN



A CIRCLE OF LIFE IN EVERY GRAIN

Rice is the most widely consumed grain in the world. In addition to feeding a third of the world's population, rice impacts some facet of our lives every day.

California ricelands provide unparalleled wildlife habitat and open space benefits. It is the foundation for glorious cuisine from around the world. Rice is the economic engine that drives jobs in our hometowns and across the nation. It is the one heritage that we all share. What makes rice truly unique, however, is that it is the only crop that supports all of these elements of life. We like to say that California rice has a circle of life in every grain. For instance:

DIVERSITY

California rice supports our diversity. While the people of the world may not share the same language, religion or history, almost everyone shares a heritage that is rich in rice. First arriving in California through the cultural diversity of the Gold Rush, rice has its roots in the faces and cultures of the Pacific Rim and Latin America. Today, it is the food that feeds diverse regions throughout the world.

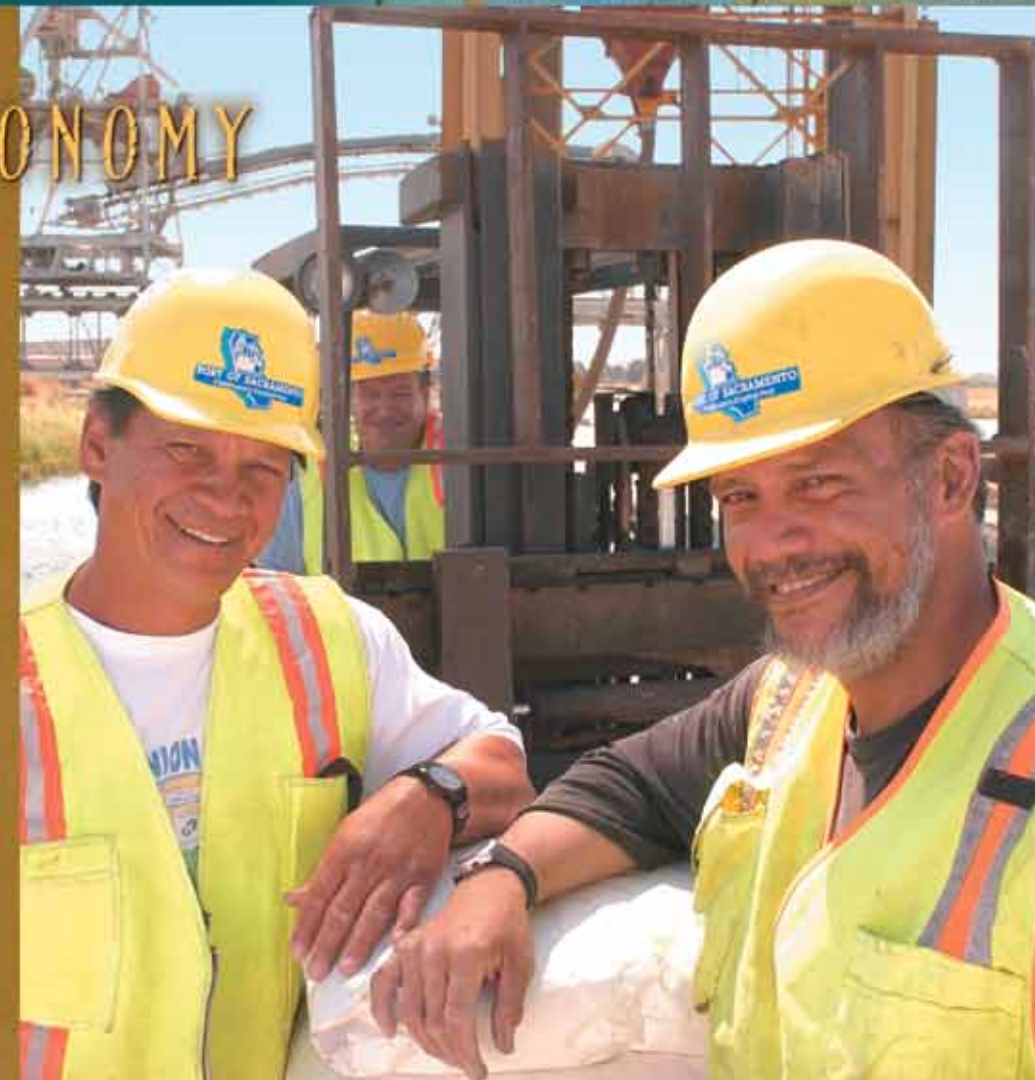


CUISINE

California rice is the foundation for cuisine that spans the globe. Sushi from Japan, rice bowls from Korea, paella from Spain, risotto from Italy and pilaf from Turkey are all made from the short and medium grain rice grown in the state's great "rice bowl." Aromatic and colored bran rices are also produced here with equal dedication and commitment to quality.

ECONOMY

California rice means jobs on Main Street, cereal processing in the Midwest and exports around the globe. It is the base of a vibrant economy. It is the foundation for highly skilled, living wage jobs here in California and across the country, contributing half a billion dollars to our economy.



ENVIRONMENT

California rice is home to hundreds of wildlife species and is the only crop that replicates the once-abundant wetlands. Ducks, geese and shorebirds by the millions rest and feed in California ricelands during their annual migration, providing a yearly display for birders and outdoor lovers throughout the state. The rice industry is equally committed to maintaining and improving the quality of the air and water resources we all share. Recognized as pioneers in implementing innovative programs to reduce air pollution and enhance water quality, the California rice industry is a leader in environmental stewardship.

This, however, is only part of the story. When the elements of habitat, jobs, food and culture are considered together, one realizes how much a part of our everyday lives are, in some way, linked to this most basic grain. No matter your life's pursuit, degree of culinary daring, cultural background or enjoyment of the open space surrounding our Capitol, you can relate it to rice.

Unique among all crops, rice is the only one that supports all of these essential elements of life—diversity, economy, cuisine and environment. California rice truly has a circle of life in every grain.



DREAMS & DIVERSITY

GOLD RUSH GIVES ROOT TO CALIFORNIA RICE INDUSTRY



Today, nearly 2 million metric tons of rice are grown annually in California. More than 95 percent of the crop is grown in the Sacramento Valley.

The roots of the California rice industry were planted deeply in dreams. Dreams of gold, to be exact. Tens of thousands migrated to the Golden State in 1849 to seek their fortunes, coming from nations all over the world.

One of the largest populations of immigrants to arrive during the Gold Rush was the Chinese. Their word for California was “Gold Mountains,” and most had every intention of finding riches quickly and returning home to enjoy their wealth with families. Sadly, most would never return to their homeland.

While the new miners brought the required picks, shovels and other mining equipment, adequate food supplies did not make it on their lists. Dramatic shortages of food ensued, with prices so inflated that an egg could cost a dollar and a peach would sell for an ounce of gold. In 1849, cattle, which sold for \$4 a head a few years before, now commanded \$500 a head. Nearly all the food available in California at the time had to be brought in—including rice, which was shipped from China and Japan.

The reality for many during the Gold Rush was not a life of wealth and prestige, but a daily struggle just to stay alive. Hard labor,



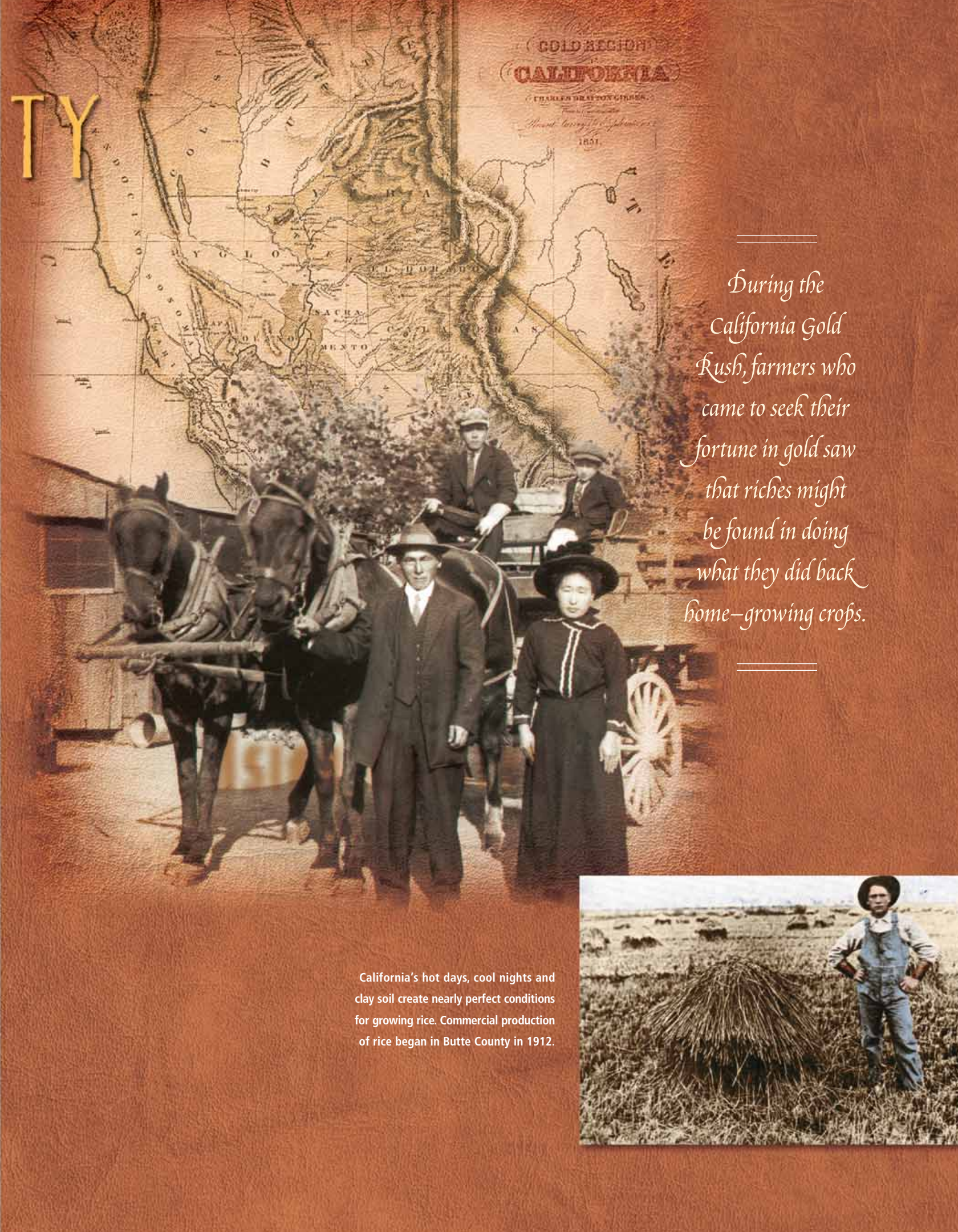
a poor diet and the shockingly inflated prices for food added to a widespread sense of desperation.

The Chinese immigrants were no exception—in fact, their dreams had dwindled to a back-breaking matter of survival. They became a huge labor force, toiling in the gold fields and on the railroad, usually doing the most difficult and dangerous work. Making sure they were fed became a difficult task. The high price of rice—a staple of their diet—kept getting higher.

Out of this desperation, farmers who came to seek their fortune in gold soon saw that riches might be found in doing what they did back home—grow crops. With a state population that swelled from 15,000 in 1848 to more than 560,000 in 1870, their reasoning proved strong. Farmers in what is now Butte County would eventually discover that the

hot days and cool nights along with the clay soil, which held on to virtually every drop of moisture, created nearly perfect conditions for growing rice.

During the California Gold Rush, farmers who came to seek their fortune in gold saw that riches might be found in doing what they did back home—growing crops.



California's hot days, cool nights and clay soil create nearly perfect conditions for growing rice. Commercial production of rice began in Butte County in 1912.



A SEED'S JOURNEY
Experimentation

It takes about 10 years of study and experimentation to create a rice variety. Plant breeders work very carefully, creating the best rice seed for high yields and quality, ensuring that California rice growers will have a successful crop.

HOW RICE GROWS

Nowhere in the world is rice production more advanced than in California. Careful attention to every step in the cropping cycle and milling ensures that rice produced in our warm Mediterranean climate meets—and often exceeds—customers' expectations for great rice.

FIELD PREPARATION

In March, farmers begin to prepare their fields for planting. First, fields are carefully leveled with precision, laser-guided grading equipment. Flat fields allow rice farmers to conserve water. Fertilizer is then added, and shallow furrows are rolled into the field. By April, the fields are ready to be planted.



FLOODING & SEEDING

Water is run into the fields to a depth of only 5 inches. Consistent water depth has been shown to improve the rice plants' ability to compete against weeds for nutrients and sunlight, reducing the need for herbicides. Rice seed is then soaked and loaded into planes. Flying at 100 mph, planes plant the fields from the air. The heavy seeds sink into the furrows and begin to grow.



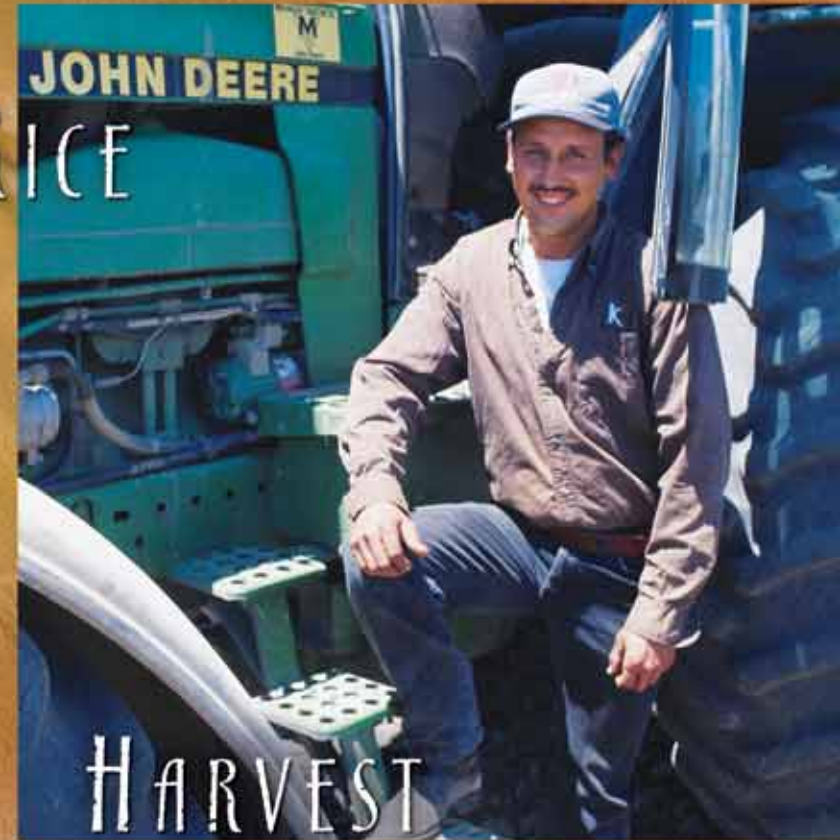
A SEED'S JOURNEY
Approval

Once a seed variety is approved by the Rice Experiment Station and California Crop Improvement Association, it is called the "foundation seed." The next generation of seed is "registered seed."

MATURATION OF RICE

The rice seedlings are now ready to begin their four- to five-month journey to maturity. Early in the growing cycle, one to two applications of herbicides are applied to control weeds. If necessary, farmers may also treat the fields for the rice water weevil and other insects. Early application of just a few crop protection materials ensures pure rice at harvest.

The rice grows rapidly, ultimately reaching a height of 3 feet. During this time, farmers are careful to maintain a consistent water depth of the same 5 inches. By late summer, the grain begins to appear in long panicles on the top of the plant. By September, the grain heads are mature and ready to be harvested. On average, each acre will yield over 8,000 pounds of rice!



MILLING & STORAGE

Next, the rice is carefully dried to an ideal moisture level and stored until the customer places an order. At the mill, the hull is first removed, leaving brown rice. White rice is the result of gently removing the bran layers to leave just the inner, pearly grain. Rice mills in California are among the most advanced in the world, with specialized equipment to mill, sort and package rice to meet the highest quality standards.



Before rice harvest can begin, the fields must be drained. Once the fields are dry, state-of-the-art harvesters enter the fields to collect the perfectly ripe grain. Because quality is so important, these harvesters are designed to both gently and rapidly bring the grain in from the fields. Specialized tractors called bankout wagons come alongside, receiving the rice and delivering it to waiting trailers so the harvesters can continue without having to stop to unload.

WIDE OPEN SPACES



In an effort to discuss and address the diverse wildlife habitat issues in Sacramento Valley ricelands, the California rice industry has formed the California Ricelands Habitat Partnership. This diverse group includes partners from the State Department of Fish & Game, U.S. Fish & Wildlife Service, Ducks Unlimited, California Waterfowl Association, PRBO Conservation Science, Natural Resources Conservation Service, Audubon, Nature Conservancy and Central Valley Habitat Joint Venture.

When you think of a bed and breakfast, you probably don't think of a California rice field. But millions of waterfowl, shorebirds and other wildlife do.

Indeed, it isn't uncommon to see thousands of shorebirds in our ricelands seeking refuge during their journeys, to spot groups of ducks nesting in rice fields or to admire a majestic eagle or hawk soaring overhead. More than 235 species of wildlife use our rice fields—some of them of special concern to scientists who want to ensure that they are protected. This broad list of species includes birds, mammals, amphibians and reptiles.

So, although rice fields are managed to produce food for a human population, they simultaneously provide more than 500,000 acres of wetland habitat for a vast array of wildlife during much of the growing season (spring and summer) and the dormant season

(fall and winter). This nearly year-round contribution is even more significant when you consider that only five percent of the Central Valley's native wetlands remain.

New rice farming practices introduced during the 1990s have helped to offset the loss of native wetland habitat in the valley. Much of the wetland habitat is produced by winter flooding, which has replaced burning as the most common method of decomposing rice straw. As a result, duck populations have flourished. In addition, shorebird populations have dramatically increased, earning the Sacramento Valley a special designation as an important ecological area for shorebirds.



The California rice industry provides valuable winter-flooded habitat that contributes significantly to the Central Valley's waterfowl management objectives. In fact, without these critical rice acres, over 125,000 acres of new wetland habitat would have to be created to support the same waterfowl populations that are currently supported by rice fields. Wetland biologists estimate that the cost to create this amount of habitat would likely exceed \$620 million. Once created, approximately \$17 million per year would be needed to maintain the additional wetland habitat. This is a significant wildlife benefit that results from the cultivation of California's productive ricelands.

The seed is then purchased by growers in early to late spring. It is placed in a large tank of water and is soaked until it begins to germinate (about 24 hours).



A SEED'S JOURNEY
Germination

BENEFIT WILDLIFE

California Ricelands are Designated as Shorebird Habitat of International Significance by the Manomet Center for Conservation Sciences.



OVER 235 SPECIES OF WILDLIFE USE CALIFORNIA'S RICE FIELDS

SPECIES OF SPECIAL CONCERN:

BIRDS

- | | |
|------------------------|-------------------------|
| AMERICAN BITTERN | BURROWING OWL |
| WHITE-FACED IBIS | LONG-EARED OWL |
| FULVOUS WHISTLING-DUCK | SHORT-EARED OWL |
| WHITE-FRONTED GOOSE | BANK SWALLOW |
| WHITE-TAILED KITE | LOGGERHEAD SHRIKE |
| BALD EAGLE | TRICOLORED BLACKBIRD |
| NORTHERN HARRIER | YELLOW-HEADED BLACKBIRD |
| SWAINSON'S HAWK | |
| FERRUGINOUS HAWK | AMPHIBIANS |
| GOLDEN EAGLE | WESTERN SPADEFOOT TOAD |
| MERLIN | |
| PEREGRINE FALCON | REPTILES |
| PRAIRIE FALCON | WESTERN POND TURTLE |
| SANDHILL CRANE | GIANT GARTER SNAKE |
| BLACK TERN | |

Photos: Bill Husa/Chico Enterprise-Record



"I don't see any other crop in the West as important to wildlife."

— **MARK REISNER** (1948-2000)
Environmentalist and Author
of *Cadillac Desert*
May 10, 1995, *Pacific Sun*



TYPES OF



Rice is categorized by size into three broad groups: long, medium and short grain. Most rice grown in California is medium and short grain "japonica" because it is best suited to the state's temperate growing conditions. The state's rice growers also produce specialty varieties that include Calmochi, Basmati, Jasmine, Arborio, Black Japonica and Red Rice.

CALIFORNIA RICE

Like pasta, rice has a number of shapes, textures, colors, consistencies, aromas and cooking times. Choosing which type to prepare often depends on its accompanying dish.

The two primary types of rice are the *indica* and *japonica* varieties. *Indica* rices are characterized by their fluffy, separate kernels when cooked and are typically long grain rices that grow well near the equator. The *indica* rice kernel is four to five times longer than it is wide. *Japonica* rices, which fare well in temperate and mountainous regions, usually are the medium and short grain varieties. The sticky and moist characteristics of *japonica* rices make them ideal for Mediterranean and Asian cuisines. The medium grain kernel is two to three times longer than it is wide. Approximately 95 percent of the rice grown in California and 30 percent of the rice grown in the United States is *japonica* rice.

Other unique rices grown in California include *mochi*, or sweet rice, which is a glutinous rice used in traditional Japanese rice cakes, desserts and puddings. *Aromatic*

rice can be distinguished by its unique colors, textures and fragrances. *Brown rice*, an unpolished rice known for its high nutrient content, is a bit chewier and has a longer cooking time. *Haiga* is a fully milled rice kernel that retains many of the kernel's natural nutrients.

QUALITY & PURITY

Modern technology contributes to the uniformity and consistency of California rice. Through the milling and processing procedures, each kernel of rice is carefully monitored for size, shape and color. Broken and discolored grains are separated from the production process, leaving unblemished, equal-sized kernels. California rice-processing facilities are capable of producing over 100,000 pounds of finished rice per hour. The quality of the finished product is world-renowned.



PROCESSED FOODS
How often do we eat rice? Probably more often than we think! From sunup to sundown, rice is on everyone's menu. The breakfast cereals, rice milks and cereal bars we enjoy in the morning provide a nutritious start to the day. We get our midday boost with lunchtime favorites like rice-based soups, convenience foods and rice noodles. And when a snack is what we crave, rice-based crackers, chips and energy bars know how to satisfy. In the evening, dinner tables abound with rice dishes such as pilafs, sushi, paellas, and beverages like beer and sake.



ROUGH OR PADDY RICE
is the grain as it comes from the field and before it is milled.



BROWN RICE
is rice with the hull removed. It retains the bran layer, which gives it a nutty flavor and allows the grain to retain more of the vitamins, minerals and fiber.



WHITE RICE
is the brown rice that is milled to remove the outer bran layer. It is the most common form consumed around the world.

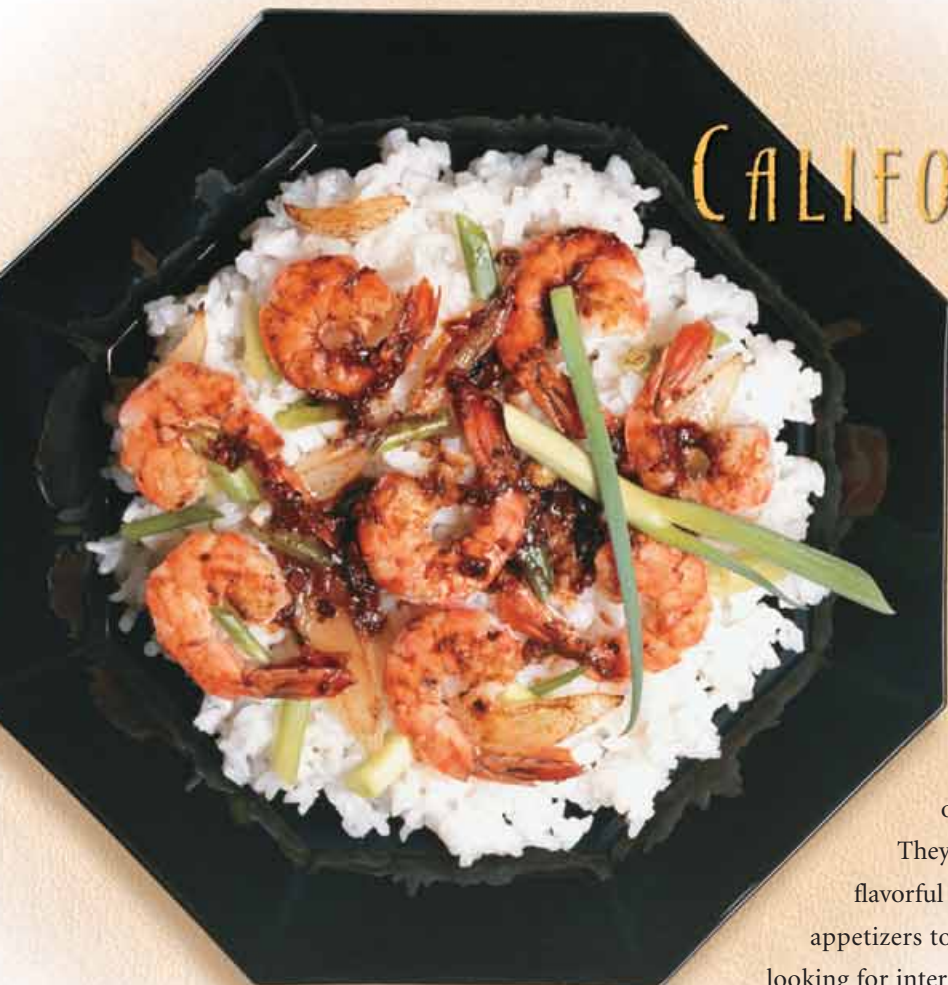
Rice is planted in the spring. The seed is loaded onto specially fitted airplanes and, water-heavy, it will land in the flooded field, lodge in the moist soil and quickly take root.



A SEED'S JOURNEY
Planting

EVERY WAY. EVERY DAY

The world's most widely consumed grain is also the most deliciously diverse. And nowhere is this more evident than here in America, where rice-based cuisines that originated in the European, Mediterranean and Asian regions have become a treasured and integral part of everyday meals. From the tangy dolmades of Greece to the spicy rice bowls of Korea to the indispensable sushi of Japan, here are a few of the international dishes enjoyed in homes and restaurants all across the United States.



CALIFORNIA INSPIRED

One of California's best assets has been its diversity. From its early days under the rule of Spain and Mexico, its heritage grew richer as it transitioned into the 31st state of the Union. Statehood was solely attributed to the Gold Rush. The lure of gold spawned an influx of population California had never seen, with different ways of speaking, thinking and, of course, eating.

Because of the state's diverse history, many California-inspired dishes have origins in Mediterranean and Asian regions. In today's mainstream menus, one can find modern versions of sushi, paellas, risottos, and flavored rice side dishes. They reflect the California style that includes lean meats, flavorful and exotic spices and herbs from both regions. From appetizers to entrées to desserts, today's sophisticated diner is looking for international flavors and textures. As a result, chefs are discovering California rice as a versatile enhancement to nearly any menu.

Szechuan Prawns with Scallions



A SEED'S JOURNEY
Emergence

The seed will poke its green foliage out of the water shortly after planting. Growers manage water to a depth of about 5 inches to control weeds and to ensure the best yields and quality.



MEDITERRANEAN CUISINE

Rice can be found in family-style, traditional dishes throughout the Mediterranean region from Southern Europe to the Middle East. The adaptability of Italian risottos has sparked an immediate interest among the health-conscious who crave a nutritious food. The saffron-inspired paellas of Spain, replete with steaming rice, fresh seafood, tender meats and colorful vegetables, are transformed into a delectable comfort food. In Greece, grape leaves encircle well-seasoned rice to yield the tangy dolmades so widely enjoyed as a light appetizer. Pilaf dishes originated in the Middle East and Central Asia areas. Considered a festive food, the traditional Persian dish combines lamb, carrots and spices with rich, flavor-absorbing rice and is often served alongside yogurt and herbs. The pilaf is easily adapted for vegetarian and health-minded diners and can be served either as an entrée or a side dish.

California Almond Pilaf

Pilaf refers to a style of cooking. While many around the world use long grain rice which is more common in the South, Turkish pilafs use the bolder medium grain rice from California.

A perfect food with perfect taste and texture—California is as synonymous with rice as Napa Valley is with wine.

ASIAN CUISINE

It's easy to see why rice has remained a staple in Asia for centuries. Korean rice bowls, laden with spiced meats and pickled vegetables atop a mound of steaming rice, can be quickly prepared and contain all the ingredients for a well-balanced meal. The smooth texture, enticing aroma and pungent zest of Thai curries provide the perfect complement to a portion of warm, soothing rice. And Japanese sushi, with its glossy, vinegared rice artistically arranged with the freshest fish and the most luscious accompaniments, creates a feast for both the eyes and the palate.

Sushi

A WATER-WISE CROP

What is one of the most water-wise crops? In an arid state with growing pressures on water availability and use, the answer to that question is both significant and surprising. The answer is rice.

WATER USE COMPARISON

Rice requires much less water than many other crops.



ALMONDS

80 gallons per serving



CANTALOUPE

40 gallons per serving



RICE

25 gallons per serving

Contrary to a common misconception, rice farmers are among the best stewards of this valuable resource. Only 25 gallons of water are needed to produce one serving of rice, about the same as oranges. Rice compares even more favorably to other crops such as corn, cherries and broccoli, and it uses seven times less water than the average suburban lawn.

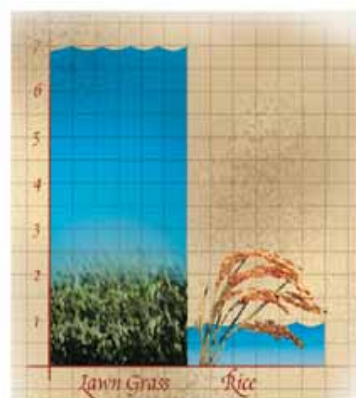
True, rice was once a thirstier crop, but a series of innovations over the last three decades has reduced its water use by nearly 40 percent.

Among the first innovations was the introduction of short stature varieties. These new rices produce high yields of grain on plants that are half as tall as traditional varieties. The advantage is much lower water use. In addition, the industry has shifted production to heavy clay soils or areas with nonporous soils. These water-conserving soils are perfect for growing rice, but are poorly suited for deep-rooted

crops like corn, wheat or tomatoes. Even better, much of the water used by rice is returned to the rivers. This is especially vital to salmon that annually migrate along the Sacramento River in the fall.

While conserving water is undoubtedly a priority, preserving the quality of water is perhaps even more important. Every day, California's growing urban populations and increased industrial uses exert tremendous pressure on our state's water quality.

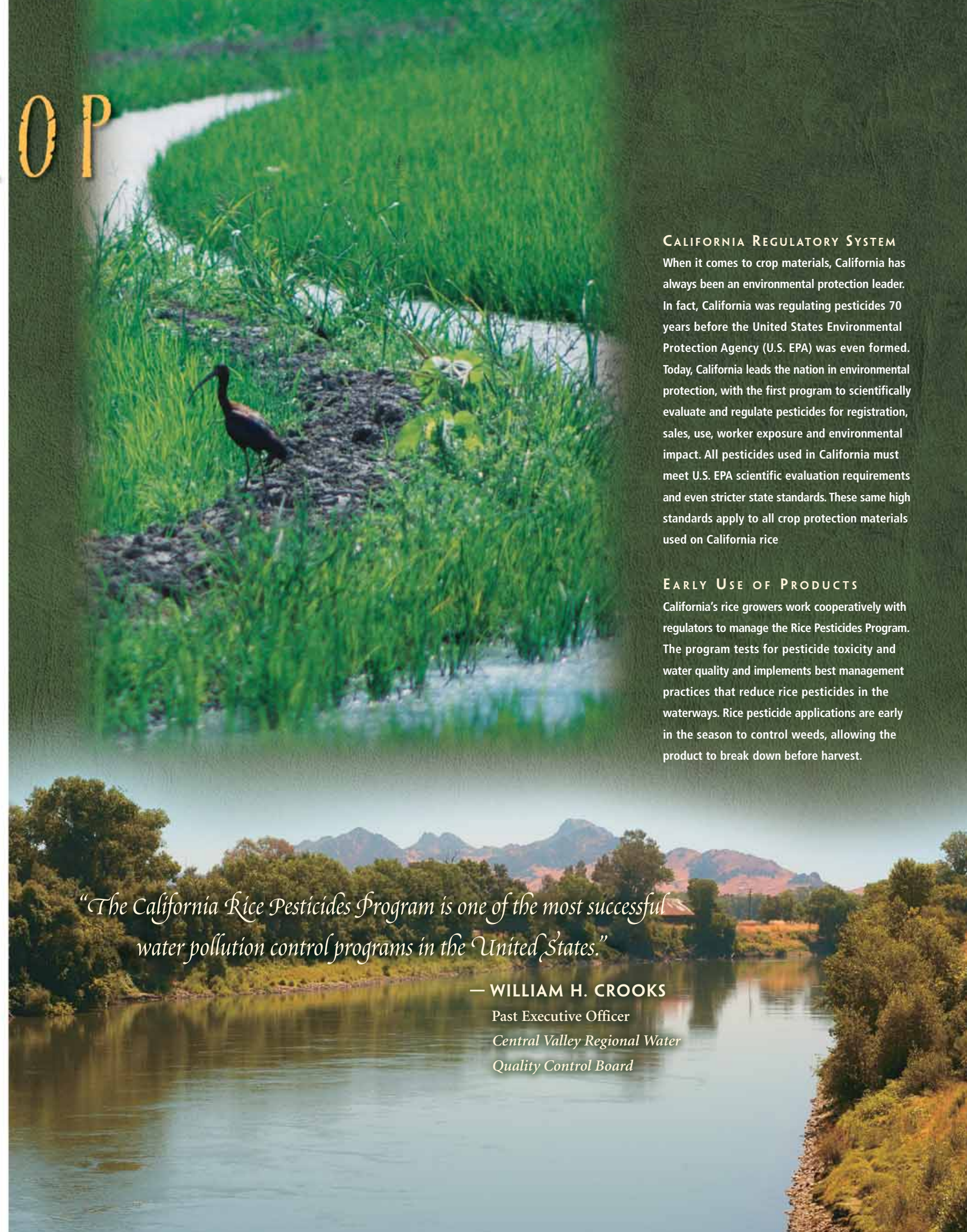
For 20 years, the California rice industry has been a pioneer in enhancing the quality of water as it moves from our farms to cities downstream. Our industry was among the first in agriculture to monitor pesticides and implement programs to reduce them in the rivers. Today, we continue our commitment by expanding current programs and introducing new practices to ensure that the water we return to the river is of the highest quality possible.



Rice is one of California's most water-wise crops, using seven times less water than the average suburban lawn.

Rice grows best in the Sacramento Valley's hot summer days and cool nights. When it is at the perfect stage for harvest in September and October, the seed has become a full-grown rice plant. The kernels are removed from the field and taken to a warehouse, where they are carefully dried to a precise moisture content for storage. They are then milled into brown or white rice and either packaged for the supermarket or placed in large shipping bags for food manufacturing or export.

A SEED'S JOURNEY
Milling



CALIFORNIA REGULATORY SYSTEM
When it comes to crop materials, California has always been an environmental protection leader. In fact, California was regulating pesticides 70 years before the United States Environmental Protection Agency (U.S. EPA) was even formed. Today, California leads the nation in environmental protection, with the first program to scientifically evaluate and regulate pesticides for registration, sales, use, worker exposure and environmental impact. All pesticides used in California must meet U.S. EPA scientific evaluation requirements and even stricter state standards. These same high standards apply to all crop protection materials used on California rice.

EARLY USE OF PRODUCTS
California's rice growers work cooperatively with regulators to manage the Rice Pesticides Program. The program tests for pesticide toxicity and water quality and implements best management practices that reduce rice pesticides in the waterways. Rice pesticide applications are early in the season to control weeds, allowing the product to break down before harvest.

"The California Rice Pesticides Program is one of the most successful water pollution control programs in the United States."

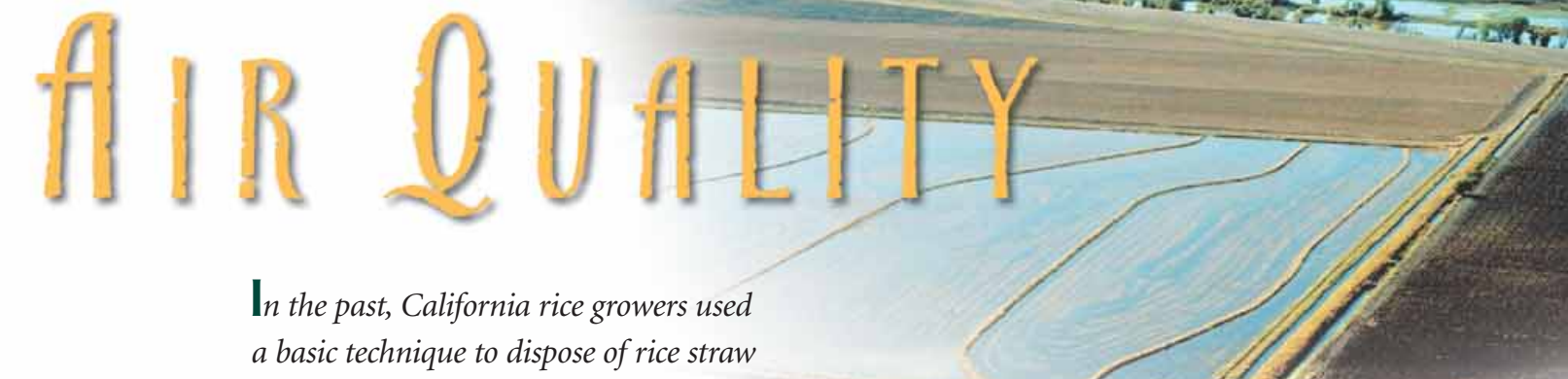
— WILLIAM H. CROOKS
Past Executive Officer
Central Valley Regional Water
Quality Control Board



IMPROVED AIR QUALITY

RICE STRAW USES

USE CATEGORY	PRODUCTS
Construction	Straw Bale Building, Fiberboard Construction Panels, Door Cores, Community Perimeter Walls and Highway Soundwalls
Agricultural	Animal Bedding, Animal Feed, Compost and Mushroom Cultivation
Erosion Control	Bales, Spreading of Straw, Wattles, Blankets
Paper/Packaging	Newsprint, Specialty Paper, Consumer Product Packaging
Fuel/Energy	Ethanol and Power Generation

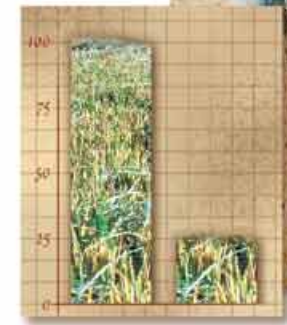


In the past, California rice growers used a basic technique to dispose of rice straw and control disease: They simply burned the straw residue in their fields. Today, things are vastly different.

Careful and precise management of the land and air quality, strengthened by partnerships with air quality agencies, have forever changed the way growers deal with the straw left behind after harvest.

Over the decade of the 1990s, open-field burning was reduced by an astonishing 75 percent. Today, rice growers now burn up to only 25 percent of their fields and only when significant levels of disease are present.

And, even though a small amount of straw is burned, special conditions must also be met. The Sacramento Valley's meteorology is examined each day, and farmers work with local air agencies to schedule and prioritize burning. This concept of "burning smarter" is a direct result of a partnership between the rice industry and air quality agencies. The partnership ensures that all burning is based upon scientific knowledge of meteorology and that burning is done only on the most ideal days, allowing for efficient dispersion of smoke.



1990 2000
Percentage of Rice Acres Burned



Burning Tilling
Cost per Acre (2001 dollars)
Burning vs. Tilling Straw Back Into the Soil

With 375,000 acres of straw now managed using tillage, the cost to growers has soared to \$15 million per year.

RICE STRAW UTILIZATION
The California rice industry is committed to promoting the application of its by-products for industrial use. Currently, the most significant of these challenges is the rice straw left behind after each year's harvest. Before the California rice industry greatly reduced its open-field burning of straw to improve regional air quality, growers routinely disposed of their rice straw by burning it in the field. Now they burn only a small fraction of the material, leaving approximately 1 million tons available for alternative uses.

The next challenge for California rice growers is to continue to seek alternative uses for the straw that is left over after harvest. While it is costly to remove the straw from the fields or till it back into the soil, the best hope is for more people to view the straw as a useful product in the future. That way, growers can recover some of the increased costs they incur from reduced burning.



Depending on world demand, the seed's journey could include a long overseas ride by ship to exotic locations such as Japan, Turkey, Taiwan or Korea. It may also be shipped to the Midwest to make breakfast cereals or snacks—or stay right in its own backyard in the Sacramento Valley.

ECONOMY

The Richvale Café, supported by the town's rice mill and rice dryer. Longshore ILWU Local 17 & 18 at the Port of Sacramento, loading rice destined for Turkey. Kellogg's, making Rice Krispy Treats in Battle Creek, Michigan. These businesses are spread across the United States, but they are all tied to the vibrant economy of the California rice industry. So while rice impacts some facet of our lives every day—including our diversity, cuisine and environment—perhaps the industry's most significant contribution is the half a billion dollars it pumps into our economy annually.

LOCAL

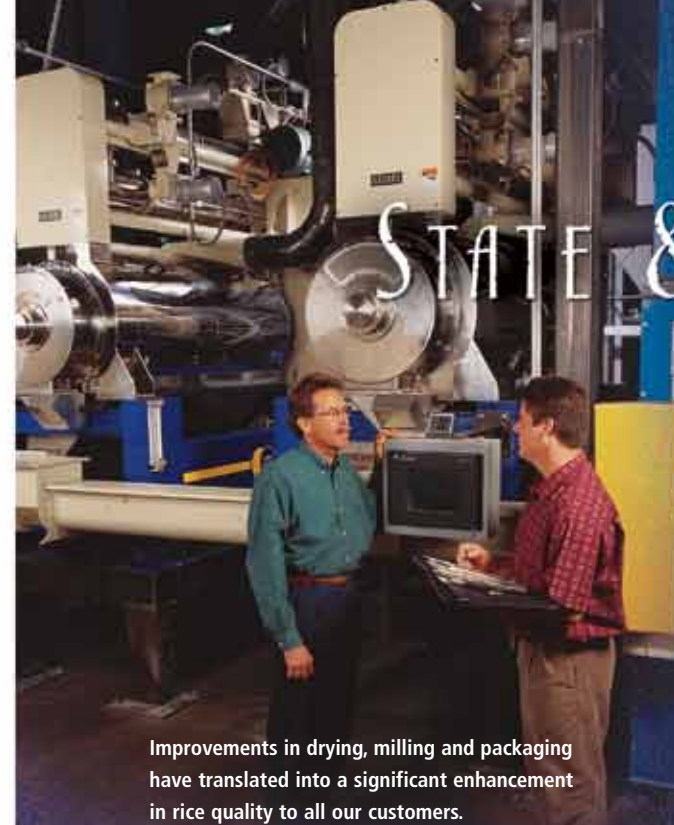
Communities throughout Northern California grow and prosper with the annual rice crop. Farm supply companies, cafés, barbershops and a host of other businesses are linked to the rice economy. For many rural areas, rice is the key economic driver of the region. It is estimated that about 5,000 rural community jobs are created by the rice industry in the Sacramento Valley.



A SEED'S JOURNEY
Destination

The seed, on its final journey, could wind up in a cereal bar, a nutritious rice cake—or even a glass of beer! It could also be the most appetizing item on your plate of sushi or in your bowl of paella.

STATE & NATION



Improvements in drying, milling and packaging have translated into a significant enhancement in rice quality to all our customers.

California counts 2,500 rice farmers, who, in turn, employ additional skilled labor to help plant, grow and harvest rice on an average of 500,000 acres annually. California is the largest producer of short and medium grain japonica rice in the nation and is the second largest producer of rice by volume. And the jobs the industry provides are vital, high wage positions at the ports of Sacramento, Stockton and Oakland and at mills, food processing facilities and distribution centers throughout California. Nationally, California rice creates jobs in breweries, cereal mills and hundreds of related industries.

INTERNATIONAL

Early pioneers in exporting, the state's rice growers ship to countries around the globe. Rice is a crucial asset in the balance of trade. Asian and Middle Eastern destinations lead the way as key markets for the high-quality rice produced within 100 miles of the state's Capitol. International trade agreements including the WTO and NAFTA offer new and expanded export opportunities for rice in the decades to come.

And finally, the superior quality of California rice contributes to a high, worldwide demand. Whether it's a supermarket in Taipei, a sushi restaurant in Tokyo or an outdoor bazaar in the Middle East, the state's rice is highly prized. A perfect food with perfect taste and texture—California is as synonymous with rice as Napa Valley is with wine.



California Department of Transportation



EXPORT DESTINATIONS FOR CALIFORNIA RICE

- Canada
- Hong Kong
- Japan
- Jordan
- Kuwait
- Lebanon
- Liberia
- Micronesia
- Palau
- South Korea
- Singapore
- Spain
- Sweden
- Taiwan
- Turkey
- United Kingdom
- Uzbekistan

The rice industry in California underwent a fundamental change as a result of the opening of Asian markets in the mid 1990's. We transitioned from a commodity market to a supplier of world class japonica rice.