

Celebrate National Rice Month This September

ARLINGTON, VA.

America has been celebrating the contributions of the U.S. rice industry for 18 years through the National Rice Month program sponsored by the USA Rice Federation.

Initiated by an act of Congress in 1991, National Rice Month helps increase awareness of rice and recognizes the contribution the U.S. rice industry makes to America's economy. National Rice Month celebrations will take place across America this September in grocery stores, restaurants, schools and rice-growing communities.

Today, the typical American consumes an average of 25 pounds of rice per year and it's

no wonder. Rice is a healthy, versatile, economical dish that is sodium and cholesterol-free and contains just a trace of fat.

There's more good news for U.S.-grown brown rice, a 100 percent whole-grain food. Packages of brown rice can now bear an FDA-approved label saying: "Diets rich in whole grain foods and other plant foods and low in total fat, saturated fat and cholesterol may reduce the risk of heart disease and some cancers."

For more information about celebrating National Rice Month and acquiring merchandising materials, promotional items or rice recipes, visit the National Rice Month Web page. △