

Rice Varieties

Medium Grain Rice

A soft cooking medium-grain rice which has the advantage of being able to carry flavors and colours with high starch content which gives creamy texture.



Camolino Medium Grain Rice

A soft, tender and succulent medium sized grain with an oval shape which locks in moisture when cooked. It also has a tendency to cling together often used in dishes that require a bit more creaminess.

European
Rice
Rice to the top!

European rice is part of the culture and tradition of many civilizations and the perfect side to all dishes.
Use it in salads, soups, with legumes, vegetables, chicken, meat or fish.
Enjoy unique and delightful recipes using European rice, both traditional and modern, by visiting
www.europeanrice.eu



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Rice, the Plant of Life

Rice is a key ingredient of the nutrition for most part of the planet. It was introduced to Europe from the naturalists who followed Alexander the Great in his expeditions. It found fertile soil in Mediterranean Europe, was grown, loved and became part of European culinary tradition. European rice is today distinguished for its quality and nutritional value.



Nutritional Value

European rice is a food with a high nutritional value. It is rich in B-complex vitamins, such as Niacin, Thiamine, Riboflavin and Selenium, while the carbohydrates contained in its endosperm constitute an important source of energy for the human organism. Modern scientific studies recommend that a total of 55% of our daily calorie intake must be in the form of carbohydrates. The nutritional value of rice is complemented by the proteins found in it and the contained metal micronutrients.



The European Rice

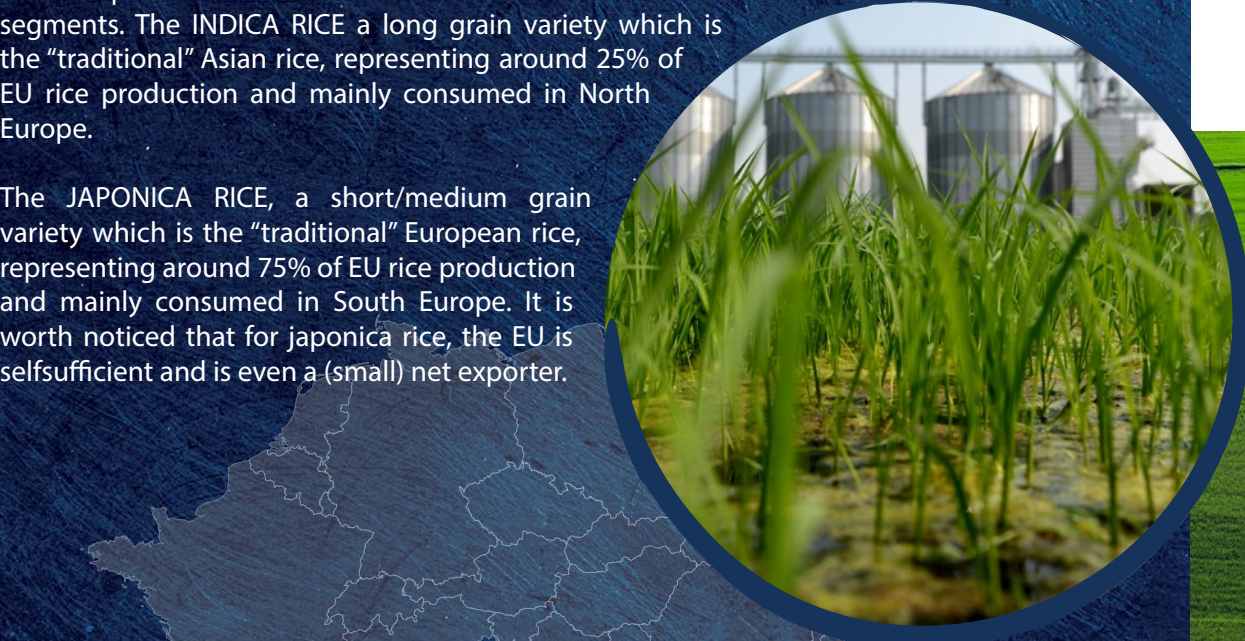
The systematic cultivation of rice in Greece begun in the 1950s, with the Greek rice to have a dynamic presence in the market both domestically and abroad today. Its cultivation is associated with the region and the land where it is grown since biodiversity and the environment play an important role in the cultivation of rice. The rice fields are mainly located in coastal areas and the Deltas of the rivers of Greece.

Beginning from the central region of the country, rice is cultivated in areas along the course of rivers Achelous and Spercheus. Moving to the north, we come across larger rice fields in the Deltas of rivers Loudias, Aliakmon and, naturally, Axios.

Along river Axios and in the Prefecture of Thessaloniki, rice growing begun as an experiment in the area of Chalastra in 1949. More than 16,500 hectares are cultivated with rice in this area today, while its production represents 55% of total Greek rice production, thus making a noteworthy contribution to both the local and the national economy.

The European Rice Market can be sub-divided in two different segments. The INDICA RICE a long grain variety which is the “traditional” Asian rice, representing around 25% of EU rice production and mainly consumed in North Europe.

The JAPONICA RICE, a short/medium grain variety which is the “traditional” European rice, representing around 75% of EU rice production and mainly consumed in South Europe. It is worth noticed that for japonica rice, the EU is selfsufficient and is even a (small) net exporter.



Strict Quality Standards

With respect to the European Rice produced in Greece, producers implement Certified Procedures complying with the Integrated Quality Management System for the Agricultural Production of Rice. This System is based on good agricultural practices which respect the environment, protect the producer - grower’s health and offer a healthy and safe product to the consumer.

Beginning from the field, producers select the seeds most suited to the soil and climate conditions of the area. During the cultivation they adhere to certified Integrated Management procedures aimed to the protection of the environment and the safety of the product. After harvesting, the product is transferred to the Rice Millers which implement a certified Quality and Food Safety System, for a better control of the quality procedure.

European rice is distinguished for its stickiness, aroma, texture and flavor. Its grain quality is determined by a combination of varietal properties and environmental conditions which occur during crop production, harvesting, processing and handling.

