

# Natural brown rice

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Brown rice is the least processed form of rice where only the outer hull has been removed. After removal of the hull, its quality deteriorates rapidly causing significant decrease in shelf life. The most critical determinant in achieving rice quality is the degree of milling. This requires evaluation of quality according to suitability of specific end use based on a set of criteria described below as standard product specifications for wholesomeness. Grain quality and yield largely determine market price and consumer acceptance.

If consumers do not like the flavor, texture, taste, aroma, appearance of the rice then all other attributes are worthless too. The genetic makeup of the grain, handling, and storage are the major factors influencing quality. Brown rice is the most nutritious food that can be found. It is the best substitute for potatoes in meals. Long grain has higher nutritional value and lower in calories than short grain. The length of the grain determines texture and consistency. When cooked it produces firm, fluffy grains that separates easily.

The oil in the bran remains intact making it more likely to become rancid. It is advisable to keep it in an airtight container and consume within six (6) months from purchased. Brown rice standard product specifications Product name: 100% organic long grain Brown rice Pricing unit: kg, lb, ounce Type: organic, long grain Standard/grade: USDA 1-6, percentage broken grains is <5%, whole kernel not <60% Weight or size range: 25 or 50 lb, 25 or 30 kg (bulk); 1 lb, 14 ounce, 32 ounce, 43. 52 ounce (retail), sizing standard (Length : 7. 0-7. 5mm, width 2. 0-2. 1mm, weight/1000 16-20g, Rate: 1. 7) Preferred and/or acceptable brand(s): Mahatma brown rice, S&W natural

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brown rice, Uncle Ben's whole grain brown, River long grain brown rice  
Packaging, pack or container size: multi-wall paper PP+PE with hand carry,  
food grade poly bag, inner plastic cotton bag with zipper Description and  
intended use: Brown rice is an all natural complete grain rich in fiber and B  
complex. It retains more vitamins and minerals and is nutritionally superior  
to the white variety (Foote 1996).

This requires 45 minutes cooking time (Marshall & Wadsworth 1994) and has  
a slightly chewy texture nut-like flavor. Refrigerator storage is recommended  
for longer shelf life (USDA 2005). Purposed test procedures (yield): smell has  
typical flavor with no off flavor, taste has typical taste with no sour, musty,  
rancid, or chemical taste, 99% varietal pure, 99.9% purity, foreign materials  
max of 0.1%, mold of 0% visual, other damage max of 1% (USDA 2006)  
moisture max of 14%, shrink factor 13% Additional factors: storage  
preferably <75°F for cool and <65% humidity for dry location, shelf life of  
approx. two (2) years References Foote, R. et. Al. (1996). Food preparation  
and cooking: cookery units. Cheltenham, UK: Nelson Thornes Ltd. Marshall,  
W. & Wadsworth, J. (1994). Rice, science, and technology. New York: CRC  
Press. USDA. (2006). Certified organic brown rice typical quality analysis.  
Retrieved October 31, 2007. Website: <http://www.gipsa.usda.gov/GIPSA/webapp?area=home&ject=gri&topic=sq-ous> USDA (2005).

For additional info, images of preferred brands: Mahatma® Natural Long  
Grain Brown Rice What about Brown rice? In its most natural state, rice  
arrives at our mill with an outer hull. And, just like long grain white rice, our  
brown rice is grown in the U. S. A. , and is Kosher approved. Mahatma Brown  
rice is the rice grain with only the outer hull removed. The fiber and nutrient-

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dense bran layers cover the white inner part of the grain. These bran layers have a light brown color, and contribute a subtle nut-like taste and somewhat chewy texture.

Mahatma Brown rice contains naturally occurring rice bran oil. For increased shelf life, it is recommended that brown rice be refrigerated. Natural brown rice is a good source of whole grain dietary fiber which, as a part of a total diet plan, has been shown to reduce the incidence of some forms of cancer and coronary heart disease. Mahatma Brown rice is naturally sodium free, cholesterol free, and has no saturated fat. Mahatma Brown rice is available in 14 oz. , 28 oz. , and 3 lb. sizes. <http://www.mahatmarice.com/mahatmarice/product.cfm?productid=10510> S&W®

Natural Brown Rice What about S&W® Brown rice? In its most natural state, rice arrives at our mill with an outer hull. And, just like S&W® Extra Long Grain White Rice, our brown rice is grown in the U. S. A. , and is Kosher approved. S&W® Brown rice is the rice grain with only the outer hull removed. The fiber and nutrient-dense bran layers cover the white inner part of the grain. These bran layers have a light brown color, and contribute a subtle nut-like taste and somewhat chewy texture.

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