milled rice ingredients
Pacific International Rice Mills has a rich history in the California Rice Market beginning in 1954 as a single operating facility and has grown into one of the largest mills in the market. PIRMI and Bunge Milling pride themselves on producing only the highest quality of calrose rice for its customers. We take careful and precise measures during our drying, milling and storage periods to ensure quality is not jeopardized.

PIRMI produces bulk and packaged milled rice for domestic and export markets. The mill is located in Woodland, California, in the Sacramento rice growing region, 20 miles west of the Port of Sacramento. PIRMI sells to customers in the foodservice, food processing and export channels — the same channels that Bunge successfully serves through its grain, milling and oils operations. PIRMI and Bunge Milling’s primary objective is to produce the highest quality of calrose rice offered in the market and deliver an unmatched level of customer service.
**Use Rice For its Taste, Texture, and Eye Appeal**

**Rice has many attributes:**
- Soothing, as in pudding or chicken soup
- Crunchy, as in breakfast cereals, rice cakes, crackers, chips, granola bars, candy bars and other snacks
- Healthy (wholesome) as a brown rice with vegetables

**Versatile Grain**
A common ingredient in home recipes, packaged or prepared foods and restaurant menus
- For every meal or snack
- Hot & ready-to-eat breakfast cereals
- Snack bars & baked goods
- Side dishes & stuffings
- Desserts & confectionery products
- Energy and nutrition bars
- Brown rice used as a whole grain

**U.S. Rice is a Quality Product**
The USDA and state land-grant universities in the rice growing states combine efforts and resources to enhance the quality and quantity of U.S. rice production. They do so through varietal developmental programs targeting higher yields, disease resistance and improved milling quality.

**Rice Fits Today’s Healthful Eating Profile**

**RICE IS HEART HEALTHY** - The FDA says that diets rich in whole grain foods such as brown rice, and other plant foods, and low in fat, saturated fat, and cholesterol, may help reduce the risk of heart disease and certain cancers.
- A nutritious complex carbohydrate
- Approximately 100 calories per half-cup serving
- Contains only trace fat, no trans fat, cholesterol or sodium
- Gluten-free and non-allergenic
- Brown rice is a recommended USDA whole grain, naturally rich in vitamins
- Complements many foods
- Mild flavor profile complements a wide array of main course and light meals

**High Perceived Value**
- Rice has a higher perceived value than potatoes and other starches
- Rice can be a meal or dress up a meal
- Rice delivers delicious versatility unmatched by potatoes or pasta

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**HOUSE BRANDS - HOMAI AND FUJI MAI**

- **Pronounced (hoe-my)**
  - Homai means “treasure” in Japanese
- **Flagship House brand US No. 1, less than 4% broken**
- **Available in medium grain white and brown rice 2000 lb totes to 5 lb sizes**

**MARUYU PREMIUM SUSHI BRAND**

- **Pronounced (Ma-rue-you)**
- I.P. specialty blend for functionality. Very sticky consistency, ideal for sushi US No. 1, less than 4% broken
- High end sushi chefs will prefer this brand when given opportunity to compare taste and texture.
- Available in 50 lb to 5 lb sizes

- **Pronounced (fu-g-my)**
- Exclusive / Premium house brand US No. 1, less than 4% broken
- Available in medium grain white and brown rice 50 lb, 25 lb and 20 lb sizes

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**Medium Grain Calrose Rice**

**The Musenmai process**, an additional step in the milling process, uses small tapioca beads to further polish and clean white rice to remove all bran layers and produce a completely cleaned rice product. The freshly milled Musenmai rice is also double color sorted to provide a super clean rice ready for packaging. Without the need for washing the rice prior to cooking, the Musenmai process saves time and conserves water. Rice connoisseurs are able to taste and feel the difference the highly polished smooth musenmai rice imparts on the rice kernel.

**Brown Rice (Whole Grain) Rice**
Rice from which only the hull has been removed. It may be cooked and eaten as is or milled into regular-milled white rice. The light brown color is due to the presence of the bran layers and the embryo or germ. Brown rice requires longer cooking time than either parboiled or regular-milled white rice. When cooked, brown rice has a slightly chewy texture and mild, nut-like flavor. The specialty rices consumed as black and red rices are considered “whole grain” because they are consumed with the bran layers intact. In these rices, the bran layer contains pigmented compounds, imparting the various colors.

**ECONOMY BRANDS (NOT US NO. 1)**

**Pronounced (knee-co)**
- Japanese value brand 15% broken
- Available in medium grain white and brown rice
- 40 and 50 lb paper bags (standard size); can be packed smaller per customer request.

**California Rose Brand**
- Domestic value brand 25% broken
- Available in medium grain white and brown rice
- 40 and 50 lb paper bags (standard size); can be packed smaller per customer request.

**Guam Rose Brand**
- Export super-value brand 50% broken/fortified
- Available in medium grain white rice
- 40 and 50 lb paper bags (standard size); can be packed smaller per customer request.
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 exceeds customers’ expectations for great rice. The temperate climate of California is very similar to East Asia where the closest relatives to the japonica rice originated over 5,000 years ago. The Sacramento Valley is known for consistent hot dry summers and cool nights that create an ideal micro climate for growing rice. The many long sunny days provide rapid growth and high yields. The heavy clay soils that are rich with nutrients are only suitable for growing rice. When you compliment all of these factors with a reliable and clean water supply from snowmelt from the surrounding mountains you have an ideal environment to produce a premium quality rice product that produces some of the highest quality rice and field yields in the world.

**How Does Rice Grow?**

Field Preparation - In the spring, farmers begin to prepare their fields for planting. First, fields are carefully leveled with precision, laser-guided grading equipment. Flat fields allow for accurate water distribution throughout the field, which in turn helps to conserve the amount of water needed. Fertilizer is then added, and shallow furrows are rolled into the field. About a month later, the fields are ready to be planted.

Flooding and 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 seeds are then soaked to remove buoyancy 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.

Maturation of Rice - The rice seedlings are now ready to begin their four to five-month journey to maturity. 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 fall, the grain heads are mature and ready to be harvested. On average, each acre will yield over 80 cwts (8,000 lbs) of rice!

Harvest - 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 come alongside, receiving the rice and delivering it to waiting trailers so the harvesters can continue without having to stop to unload.

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.
California rice is an original sustainable food.

Grown on family farms, we care for the environment providing clean air and water in return for a food that not only is staple for humanity but also provides food and valuable habitat for millions of waterfowl and shorebirds. All of this is made possible in the small towns and rural communities of Northern California.

Water and air quality practices carried out by California rice farmers are models for the state and nation. For more than 20 years, California rice farmers have been at the forefront of efforts to improve water quality. Water from our fields is actively monitored to ensure we provide no negative environmental impacts. Over the last three decades we have developed and put in place management practices that ensure that the water that flows back to the river for other uses, including drinking water for our urban neighbors, is clean and safe.

Probably the biggest sustainability benefit stems from the rice field’s contribution to wildlife. Rice fields provide food and shelter for scores of wildlife species. In fact, California ricelands provide habitat to 230 wildlife species, including more than 30 that have been designated as special status by state or federal biologists, indicating their populations have declined to a level of concern. Ricelands provide more than half of the food for seven million wintering waterfowl in the Sacramento Valley.

California Rice Facts

• California is the nation’s second largest rice producing state with 2010 production totaling nearly 4.5 billion pounds. The California rice industry annually contributes $1.8 billion dollars and 25,000 job to the state’s economy.

• The Sacramento Valley is the heart of California’s rice industry, much like Napa Valley is to premium wine and wine grapes. More than ninety-five percent of the state’s rice crop is grown within 100 miles of the State Capitol. Rice is the central industry for many towns, such as Colusa, Biggs, Gridley and Richvale.

• California rice land is used by 230 wildlife species, providing nearly 60 percent of the food for 7 to 10 million wintering ducks and geese in the Central Valley. Worth an estimated $1.5 billion in habitat value, no crop does more for our environment than California rice.

• Northern California is the only major production area where “japonica” type calrose medium grain rice is grown in the U.S.A. The temperate climate with warm days and cool evenings is ideal for growing this type of rice.

• Virtually every piece of sushi made in America comes from California rice.

Courtesy of the California Rice Commission