



# **The Italian rice is not a commodity**

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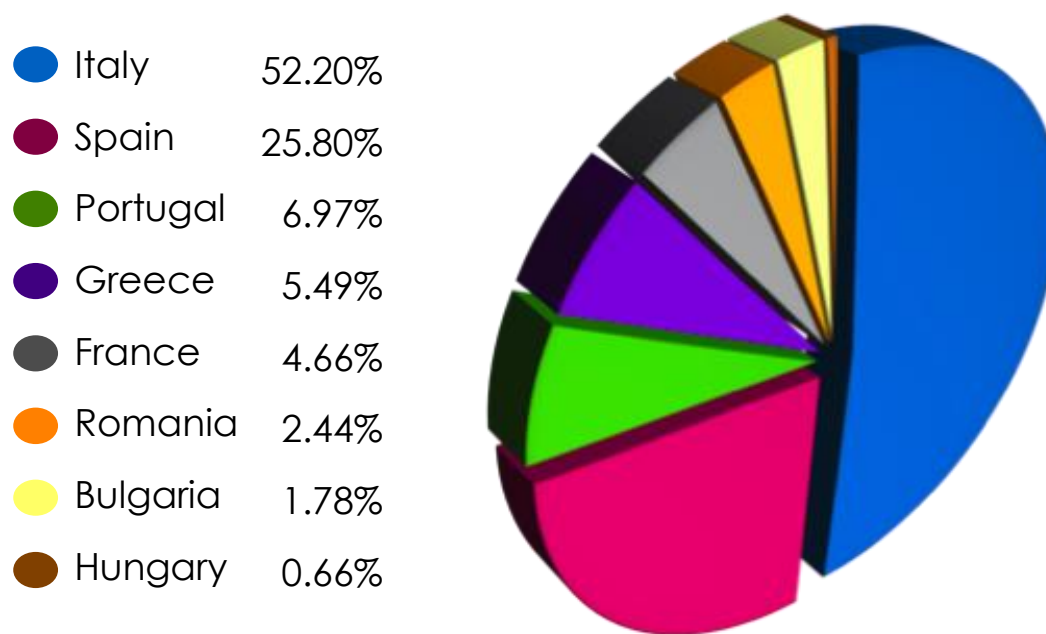
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Ente Nazionale Risi is a public Agency supervised by the Italian Ministry of Agriculture which aims to protect the national rice production.



## Italy is the first rice producer in the EU



The Italian rice production represents 0.2% of the world rice production



The names of some rice varieties grown in Italy (e.g. Carnaroli, Arborio, Vialone nano) are as important as trademarks.

The rice grown in EU has been recognized by the European Commission as a public good from the environmental point of view.



The rice grown in EU is sustainable from the environmental point of view and it is healthy for consumers.

The rice imported into the EU is not always healthy and environmentally friendly.



Sometimes the Basmati rice imported into the EU contains the fungicide Carbendazim which is banned in EU.

During 2006 traces of a variety of unapproved GM rice were found in imports into EU from USA.



In Italy there is the collective brand «Riso Italiano» managed by Ente Nazionale Risi.



This brand guarantees the origin, nature and quality of the rice sold by Italian operators.

The brand «Riso Italiano» was a good answer to the issue of unapproved GM rice imported from USA.





The European rice, in particular the Italian rice, is different from rice grown in the rest of the world because it is not a commodity.

Many Italian rice varieties are perfect for «Risotto» and other ones are suitable for many other dishes where the rice is the star.



Rice cultivation in the European Union is threatened by the increase of zero-duty rice imports.

Over the last ten years, imports have increased by 50% and now cover half of the EU rice consumption.

25% of the rice imported into the EU is coming from Countries in which social and civil rights are not respected (e.g. Cambodia).





«Italian sounding» is a big problem





The Italian rice growers are largely in favour of the compulsory labelling of origin.

According to some growers the compulsory labelling of origin is very important but it is not enough to solve their problems.

The Italian rice millers are in favour of the voluntary labelling of origin.



Thank you for your attention

