



RIVLAND
Rivland Partnership

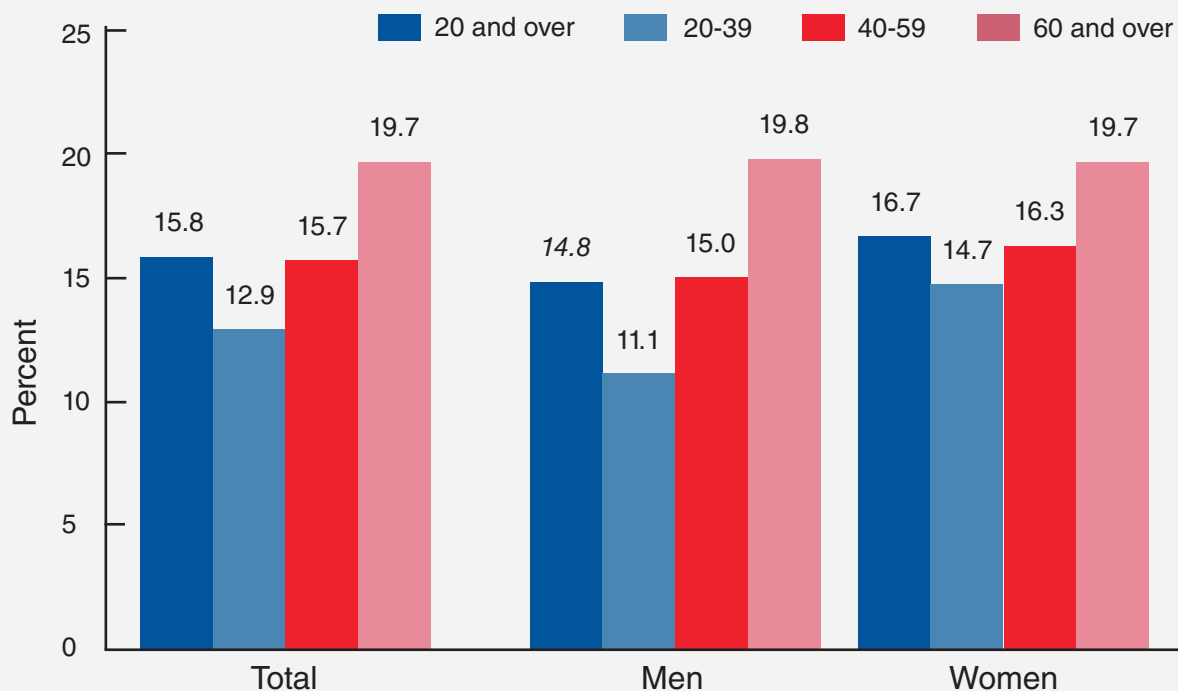
**Wild Rice Flour:
Flavorful, 100% Whole
Grain and Gluten Free**

Whole Grains in the US

A data brief from the Center for Disease Control and Prevention determined that during the years 2013-2016, whole grains accounted for 15.8% of the total grain intake among American adults. This percentage increased in the senior adult segment (60 years and over). According to the Whole Grains Council, 59% of Americans are now meeting the current USDA Dietary Guidelines for whole grains intake, which recommends that at least half of the total grain consumption be whole grains.

A recent survey carried out by the Oldways Whole Grains Council in May 2021 stated that nearly 15% of responders chose whole grains whenever possible. These figures grew among younger generations – more than 60% of Gen Z and Millennial consumers reported that half of their grain intake was whole grains. Based on the survey 95% of consumers stated that their whole grain consumption has either increased or remained steady in the last five years.

Contribution of whole grains to total grains intake among adults United States, 2013–2016



Source: National Health and Nutrition Examination Survey

Possible Reasons for Increased Whole Grain Consumption

The rise in whole grain consumption may indicate a shift in consumer mindset. According to the American Bakers Association (ABA 2019), 43% of consumers look for whole grains in the ingredients when buying bakery products. It's worth highlighting that 17% of the consumers considered the absence of allergens to be part of their purchase decision making process.

Whole grains have a high content of nutrients that are related to beneficial health effects in observational studies. Consumers are looking for foods with greater impact on their health such as fiber, vitamin E, vitamin B-6, minerals, antioxidants and phytoestrogens, which are found in the bran and germ components of whole grains. Although it is not technically a rice variety but rather a water-grown grass seed, Wild Rice is considered an ancient grain and a versatile, nutritious, clean label and gluten free whole grain crop.



Wild Rice Flour

Studies and research from the Whole Grains Council have determined that wild rice is slightly higher in protein than most other whole grains. The nutritional profile of this semi-aquatic grass native to North America also contains high levels of fiber, folate, magnesium, phosphorus, manganese, zinc, Vitamin B6, and niacin.

When milled into flour, it maintains a high nutritional profile. Rivland Wild Rice Flour is a hypoallergenic food specially produced from natural U.S. wild rice grown in Minnesota. Wild rice flour provides whole grain nutrition and a strong nutty taste. This flour is the ideal solution for whole grain baked goods, snacks, cereals, and pet treats. It can also be used as a thickening agent in soups. Wild Rice flour has a nutty flavor and is the perfect alternative to nuts in baked goods and snacks.

One of the most significant differences between wild rice flour and traditional wheat flour is that it naturally contains more vitamins and minerals, and it is free of gluten. Wild rice is a reliable source of dietary fiber and has nearly double the amount of protein of other flours. When wild rice is milled into flour, the specific milling process helps to maintain the same properties. Wild rice flour contains a subtle nutty taste.



Wild Rice Flour Applications



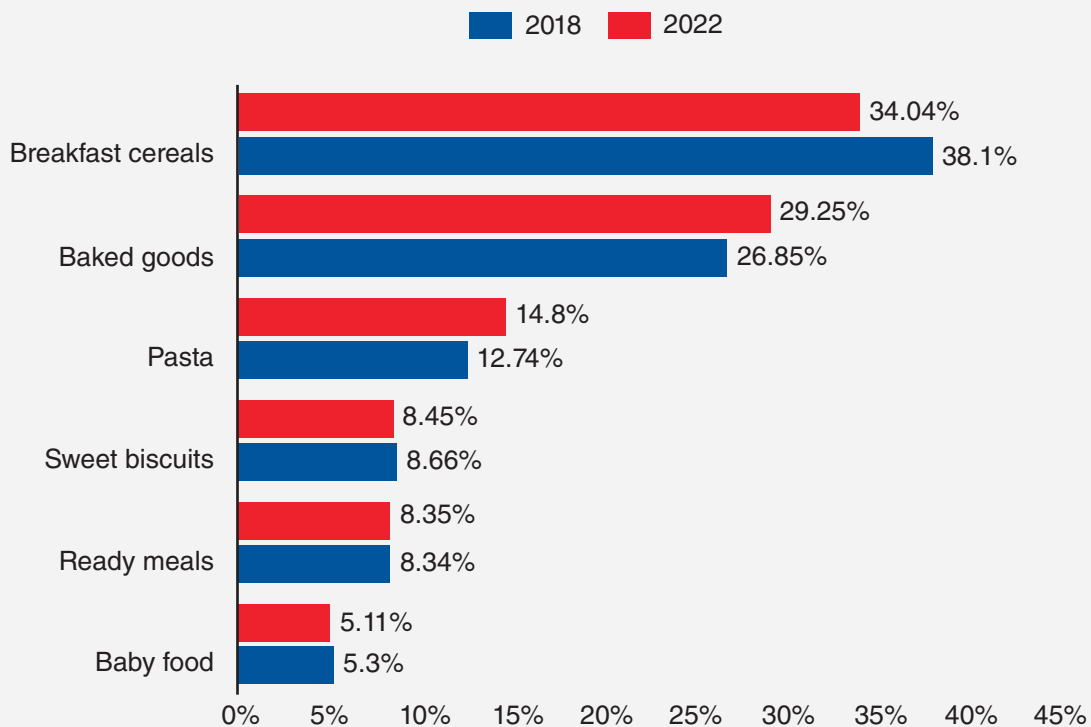
Whole Grains, Diets and Food Allergies

Another key indicator in the rise of whole grain consumption might have to do with novel approaches to food and diet for consumers. The 2020 International Food Information Council (IFIC) Food & Health Survey shows that 6% of Americans report following a plant-based diet, 4% eat vegetarian and 1% eat vegan. All these diets emphasize the importance of whole grain foods which include whole grain flour, bread and pasta.

In recent statistics published by the

Statista Research Department, the market for gluten free foods rose significantly in 2020, with a projected value of 7.59 billion U.S. dollars. Food allergies are growing as a public health concern, and this has influenced consumer demand for products that are tailored to meet special dietary requirements. Wild Rice flour is a hypoallergenic food, suitable for a wide variety of applications with a powerful nutritional profile and it is an excellent addition to gluten free products.

Estimated Gluten Free food sales share worldwide in 2018 and 2020 by product category



Grains and other foods that are labeled Gluten Free on their packaging have seen a growth in sales of about 29%. Wild rice is on the list of those “grains” that can be eaten to enjoy all the nutritional benefits of whole grains that do not contain wheat.

About Rivland Partnership

Find out more about our complete variety of rice flour and pregelatinized ingredients. Rivland Partnership provides a broad range of rice flours that are held to the highest standards to meet the needs of our valued customers. Rivland offers natural, Non-GMO, hypoallergenic rice flours that are suitable for any applications, both human and pet-friendly.

Rivland Partnership is a joint venture between Riceland Foods and Riviana Foods Inc. Rivland is located in Jonesboro, AR onsite at Riceland's 30-acre facility. With a combined experience of over 150 years, these rice industry leaders joined forces in 1989 to provide the most extensive and dependable rice flour product line in the business.



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