



Volume 2

May, 2015

*"With our rice operation, we have eliminated the middle man to give the public the rice that we work so hard to grow."*

*-David Arant, Delta Blues Rice*



The Farm-to-Fork revolution is taking shape and local rice farmers all over the country are taking advantage of it. ZaccariaUSA is busier than ever helping generational rice farmers break out of the mold of selling their paddy to the commodities market and maximize the revenue from their crops in ways they never could by selling brown and white rice products. Why? Farmers have realized that, by controlling the distribution of their own crop, they can not only increase their profits from their crop, but also benefit from the by-products produced from their own rice mill.

A rice kernel is made up of an outside husk, layers of bran, and the endosperm. The husk layer accounts for about 20% of the weight of paddy. When husk is removed, you have sellable brown rice, gaining in popularity with the health food market. To get from brown rice to white rice, you remove the bran layers, which accounts for 8-10% of the kernel weight. The extent of bran layer removal is known as the milling degree. After milling paddy to white rice, a farmer can retain about 70% of the grain and have a quality finished product to sell or take to market. There is a market for quality long grain rice, medium, short grain rice, broken kernels, and even tips, known as brewer's rice. To see the breakdown of paddy component, check out our blog post at [www.ZaccariaUSA.com](http://www.ZaccariaUSA.com).

But that's not the end of the story. Did you know that there is also a market for the husk and the bran as well? Farmers are selling their left over husks to be used as bedding in chicken pens while others are blending theirs with bran for animal feed for other livestock. What does that mean? The farmers are getting paid top dollar for their entire crop, not just the head rice kernels and they are controlling where the product they have worked so hard to produce is distributed. Farmers have been successful selling their rice in their local communities to stores such as Whole Foods, Sprouts, and restaurants who are proud to display the fact that they support local farmers. There are also U.S. farmers who have made significant strides in selling rice to foreign buyers who are interested in quality, identity preserved #1 rice produced in the United States.

Whether you are a brand new entrepreneur looking to start your own farm operation or a farmer whose family has been working the same land for many generations, the allure of milling your own crop is growing fast...and the harvest is within your reach.



ZaccariaUSA · 218 West 4<sup>th</sup> St · Anna, TX 75409  
[www.ZaccariaUSA.com](http://www.ZaccariaUSA.com) · 972-924-3443



## Why should I consider a pre-cleaner?

A pre-cleaner's job is to protect the mill investment that you have made by taking out all of the straw, weed seeds, soil, etc. prior to the paddy entering the mill. By doing this one initial step, you will increase the life of your mill and the efficiency of your husker. The way that this works is similar to how an Oreo cookie looks. There are two screens in a pre-cleaner (picture the chocolate cookies of the Oreo). The good paddy that is going to be sent through the mill is the beautiful and delicious cream filling that sits in between those chocolate cookies. As paddy enters the cleaner the top screen will allow smaller particles to go through, including paddy, but not particles that are larger than the grain. This top screen would keep out large material such as straw, dirt clumps, foreign objects, etc. The bottom screen would allow materials such as small seeds, brokens, small stones, etc to pass through, but not the paddy. All that remains between the screens is quality paddy to be husked, milled, and packaged for your clients. In simple terms, the chocolate cookies keep out the bad stuff, leaving only the cream filling for consumption. Who's got the milk? For more information about our 2 ton per hour pre-cleaners, visit our website at [www.ZaccariaUSA.com/equipment-brochures](http://www.ZaccariaUSA.com/equipment-brochures).



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## Memorial Day

*We take a moment to remember those who paid the ultimate sacrifice.*



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## #EatMoreRice

Try This Month's Rice Recipe: [Chipotle](#) Black Bean and Rice Skillet

Each month, we will feature a new rice recipe for you to try or suggest to your friends. Of course, you can check out all of our rice recipe collections at our pinterest page by visiting [www.pinterest.com/ZaccariaUSA](http://www.pinterest.com/ZaccariaUSA). Eat well, my friends.



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## Quote-ables

*"Successful and unsuccessful people do not vary greatly in their abilities. They vary in their desires to reach their potential." -John Maxwell*

Contact:

**Chad Joyce, Marketing Manager**

**ZaccariaUSA**

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