



September 15, 2015



## *I'm Selling My Own Rice... But What Do I Do With the Byproducts?*

In the steps of becoming a rice miller, most farmers are concerned with trying to figure out who they are going to sell their finished identity preserved rice to. The answer to that question, along with how they are going to pay for the mill, are the two largest unknowns for most beginning millers. Aside from selling your rice, though, there is a huge opportunity for selling the byproducts that come out of your mill. Here are just a few things that some of our clients are doing with their "waste" material:

**You can sell your Broken.** Most contracts that you will be awarded will allow for a certain percentage of broken rice to be mixed into your head rice (4% for #1 and 7% for #2). Outside of that, there are markets for broken rice that are less than  $\frac{3}{4}$  average kernel length. You can package and Identity Preserve your own rice grits or sell them to be made into in various human or animal foods. The most attractive part of that is that you can usually employ the same packaging line that you utilize for your head rice with a custom made label for rice grits. You can now market two different products without additional significant costs involved.

**You can sell Rice Flour.** There are going to be particles coming out of your mill called tips that are smaller than rice grits (commonly referred to as brewers rice). After separating through a "tips separator," you can run this material through a roller mill or a hammer mill to produce rice flour. You'll need a roller mill to perform an accurate size reduction without generating excessive fines and dust. You may also use broken rice if the market demands more of your high value product. A sifter will allow fines (particles small enough to be deemed flour size) to fall through a screen to be packaged and will recirculate larger particles back through the mill to be cut down small enough to be classed as a "fine." You can sell both white and brown rice flour and can label it gluten free, as it is non-allergenic. Just in case you were waiting for a bonus question, guess whose packaging line you can use to bag your Identity Preserved rice flour... Contact [info@ZaccariaUSA.com](mailto:info@ZaccariaUSA.com) for a flow diagram and equipment recommendation.

**You can sell Rice Bran.** Rice bran is the outer layer on the brown rice kernel that is removed to produce common white rice. The bran has a sweet taste and is rich in fiber, vitamin B6, and iron. Rice Bran has been sold to make rice bran oil, cereals, vitamins, and even hunters to distribute in their deer feeders. Another good opportunity would be to sift your rice bran if you are making rice flour. Within the bran collection, there are more than likely small rice particles that could be separated for rice flour, therefore maximizing your return on investment.

**You can sell Rice Husks.** The hulls from rice kernels are inedible to humans, but that doesn't mean there isn't a market for them. The husks are quite abrasive but can be sold for animal bedding or sold as mulch for flower beds. Mixing ground husk with bran produces "mill feed." Rice hulls open up poorly draining clay soils and worms will turn husks into compost in about four months. You would probably want to bag these in larger bags (20-50 lbs) and, of course, Identity Preserve it with packaging from your farm as well.

Selling the byproducts from your mill can not only help to maximize your rice milling efforts to the fullest, but can also build a good marketing brand for your farm across different platforms. That's something you can slap your label on and be proud of.

For more articles like this, visit our blog at [www.ZaccariaUSA.com/industry-news](http://www.ZaccariaUSA.com/industry-news). Don't forget - make sure and "Like" our Facebook page at [www.facebook.com/zaccariausa](http://www.facebook.com/zaccariausa). We promise that we will like yours in return. After all, that's what good business partners do for each other.

---

## Where To Start With Packaging Options

by Chad Joyce, Marketing Manager

Choosing the right packaging options for the product that you produce through your rice mill can be limitless. There are so many options from what material of bags, to which colors, to which label, to how much product each bag will hold. It can be overwhelming to say the least...but it doesn't have to be. This quick 3-thought guide will take you through the process of determining what's best for you, your budget, and your clients.



1. **Be your end customer.** Put yourself in their shoes first. If they are an eco-conscious customer, are they going to appreciate a biodegradable outer paper bag more than a 100% plastic bag that takes longer to deteriorate? Is your end client mostly concerned with cost? If so, they won't focus on the packaging as much as they will the cost. You can save money by going to a less expensive packaging option for those end users. Is your target demographic the uber bachelor who only cooks a meal for himself or is it the stay-at-home mom who is trying to feed their family and is looking for more quantity in each package?

2. **Picture your package on the shelf next to other products like yours?** Do you want to present your quality rice in a see through package where the customer can view what's inside or do you want to use the entire surface of your packaging to brand your name? Answering this question is two fold. If you are looking for a packaging option with a window, then you are going to have less space on the package for your brand label. At the same time, if you don't show what your product looks like inside, the customer might doubt the quality of product that they are going to purchase from you.

3. **Use color to your advantage.** Colors play a huge factor in packaging and you can find multitudes of color marketing research online. Green packaging is associated with healthiness, but can also be unappetizing. Red and Yellow stimulates the appetite and is quite effective. Look at the fast food industry labels of Wendy's, McDonalds, and In and Out Burger. At the same time, if you are trending more towards a healthier image, this could work against you. White symbolizes cleanliness and purity, but can also mean sterile and plain. Colors in food packaging need to promote the flavor and value of the product inside. You should visually reinforce flavor visually to trigger as many senses as possible. Food can conjure up taste, smell, memories and feelings, so use that to your advantage.

---

*#EatMoreRice*  
*Try This Month's Rice Recipe:*  
***Mozzarella Stuffed Rice Clusters***



Each month, we will feature a new rice recipe for you to try or suggest to your friends. 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.

---

## *Quote-ables*

*"Life is not a problem to be solved, but a reality to be experienced." – Soren Kierkegaard*

---

Contact: **Chad Joyce, Marketing Manger**  
**ZaccariaUSA**  
218 West 4<sup>th</sup> St  
Anna, TX 75409  
972-924-3443

