

THE RICE TRADER

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California Calrose Wins 2015 World's Best Rice Award

DURHAM, CALIFORNIA, October 30, 2015 – Today was a historic moment for the California and U.S. Rice Industries. On the final day of the 7th Annual World Rice Conference, hosted this year in Kuala Lumpur, Malaysia, it was announced that the “World’s Best Rice” award had been won by California Calrose rice. The significance of this award was even more remarkable in that California Calrose beat out the reigning champion over the last three years, Cambodia/Thai Fragrant Jasmine rice, to become the newly crowned global rice quality champion.

Jeremy Zwinger, chairman and host of the conference, presented the award to the California Rice Commission member and multigenerational rice grower, Greg Van Dyke, who was in attendance at this year’s conference along with close to 600 delegates from over 30 countries. The winning rice was chosen from a field of around 25 entries submitted by delegates from countries around the globe. The “World’s Best Rice” is decided by a panel of experts and international chefs, one of which was Chef Matthew Teruo Sato, whose Sacramento restaurant Ten22 won this year’s “Lord of Rice” culinary competition, through head chef Jay Veregge’s leadership.

As The Rice Trader CEO, Mr. Zwinger, stated, “For several years, California Calrose has been very close to earning the sole title of the ‘World’s Best Rice,’ and it is with the greatest pleasure that we are able to honor Calrose. This win is a result of over 100 years of variety development by the California Rice Experiment Station, coupled with top-notch farming practices and an excellent warehousing - milling system.” Going further Mr. Zwinger stated, “We feel this is a great honor for the California Rice industry! Within the amazing diversity of the global rice industry, it is a pleasure to see the excitement and excelling quality the California industry brought to the table for this year’s contest. While many countries throughout the globe would like to take the prize, for the next year, this title is held solely by California.”

Past winners of the World’s Best Rice include: 2014 Joint Winners: Thai Hom Mali and Cambodia Fragrant; 2013 Joint Winners: Cambodia Fragrant and California Calrose; 2012: Cambodia Fragrant; 2011: Paw Son Rice – Myanmar; 2010: Red Ant Brand Thai Jasmine Rice; 2009: Royal Umbrella 100% Thai Jasmine Rice.

For more information and high resolution photos, please contact Peggy Hutsell at phone (530) 345-4140, fax 530-345-4747, email peggy.hutsell@thericetrader.com, or at our address 9287 Midway, Durham, CA 95938.



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Above: Top 3 Finalists of World's Best Rice Award. **Below:** World's Best Rice Award.



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Above: Greg Van Dyke accepting World's Best Rice Award. **Below:** Jeremy Zwinger, CEO, presenting award.

