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JAPANESE RELIEF UNDERTAKEN BY CALIFORNIA RICE
Rice industry pledges \$50,000 to assist their recovery from recent disasters

SACRAMENTO – The California rice industry is coming to the aid of their friends and business colleagues in Japan who have suffered devastating losses from the recent earthquake and tsunami.

Through the trade group the California Rice Industry Association, growers, marketers, mills and warehousemen that comprise the entire California rice industry are voluntarily donating \$50,000 to the Japanese relief effort. In addition, the California Rice Commission website, www.calrice.org, contains a link to relief efforts to help the Japanese people.



“Our industry owes much to the Japanese people, and we are deeply saddened by the natural disasters that have struck,” commented California Rice Industry Association Chairman Frank Rehmann. “We are coordinating with the Japanese Consulate General in San Francisco to do what we can to help their recovery.”

California rice farmers grow the premium medium and short grain rice that are in demand for many cuisines. Japan is traditionally the top overseas market for California rice.

“Our concern lies with the people of Japan who have suffered greatly,” Rehmann said. “Their contributions not only to California rice but to the entire state are tremendous and longstanding. Hopefully today’s actions are the first of many ways we can help the Japanese people on the difficult road of recovery.”

For more information contact California Rice Commission Communications Manager, Jim Morris, at 916/387-2264 or jmorris@calrice.org.

