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Rice Association Quality Strategy

General

- secure the continued improvement in the quality of rice supplied to the UK;
- promote the authenticity of the rice supplied by RA members, including at the annual Association rice symposium;
- promote the consumption of all types of rice in the UK and the healthy image of rice;
- highlight the (due diligence) procedures that are in place to ensure the safety of the rice supplied by RA members, e.g. supply chain management, contaminant monitoring (note recent case of aflatoxins in rice of Pakistani origin), non-GM supplies.

Basmati

- promote the UK basmati code of practice to all interested parties, including the trade, customers and the media;
- to coincide with the launch of the basmati code of practice, carry out a survey of the UK basmati retail market to assess compliance with the code;
- share the results of the survey, where appropriate, with the FSA, trading standards and the media;
- conduct quarterly monitoring surveys of basmati rice on retail sale in the UK;
- engage with DEFRA and Customs over imports suspected of being incorrectly declared as husked basmati rice.

US Long Grain

- take forward the characterisation of US rice using stable isotope analysis:
 - arrange a meeting between FSA, CSL and Agrosolab with a view to agreeing the appropriate analytical method for characterising US long grain rice;
 - once method agreed, commission testing;
 - once method deemed sufficiently robust, work with FSA to produce a code of practice for the labelling of US long grain rice. Roll out to the EU;
 - conduct a survey of the authenticity of US rice on retail sale in the UK to coincide with the launch of a code of practice.