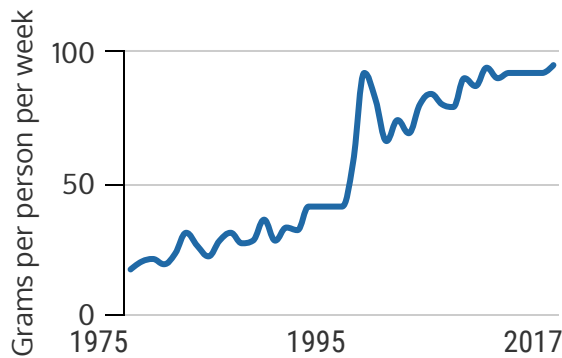
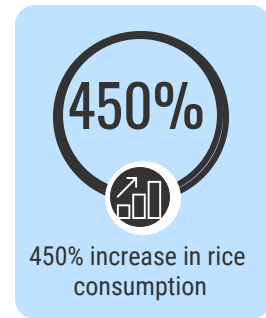


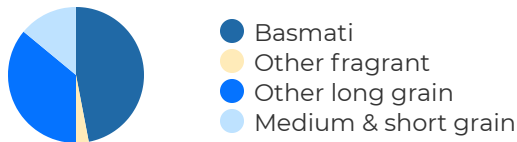
the uk rice industry

in numbers

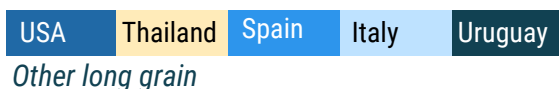
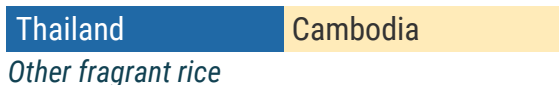
The rice industry is worth £750m a year to the UK economy, £400m for retail rice. Consumption of rice has risen 450% since the 1970s with 90% of UK households buying it. Pretty tidy for a product that's not even grown in the UK!



What are we buying?



Where does it come from?



Where does it go?

