

# SPECIALITY RICE



Directly from farmers

Diverse | Nutritious | Sustainable

# RICE IS LIFE



Rice is life. Rice is preferred staple food for more than on-half of the world's population. Asian rice lands produce 92 % and consumes 90 % of the world's rice and provide food and livelihood base to slightly more than half of the total world populations (little more than 3 billion). Rice is mostly grown by small and resource poor farmers and provides employment to a large number of rural landless.

India once had 30,000 varieties of rice; and today gets 75 % of rice production from just 10 varieties (Return to good earth, 1990). As a result we lost rich diversity of rice from our diets. Many of these varieties very rich in diverse nutrients and has medicinal values.

White rice has a high glycemic index, meaning that it can cause spikes in blood sugar. Previous research has linked high glycemic index foods with increased type 2 diabetes risk.

The researchers found that people who ate three to four servings a day—were 1.5 times more likely to have diabetes and for every additional large bowl of white rice a person ate each day, the risk rose 10 percent.

Rice cultivation is also a leading driver of habitat loss in wetlands and forests, uses one-third of the world's freshwater, and is responsible for 10% of global man-made methane emissions due to high water, energy and chemical use. Climate change can trigger a collapse in the rice supply – and the entire food system. The health of land and water is vital for rice production but is at increasing risk. So transition towards sustainable rice production is important.

**At Sahaja Aharam we revive, conserve and promote rich rice diversity to provide diverse rice varieties grown sustainably.**

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## Sugar Control Rice

# RNR 15048

Telangana Sona, as it is called, is a variety of rice released by Prof. Jaishankar, Telangana State Agricultural University, Hyderabad.

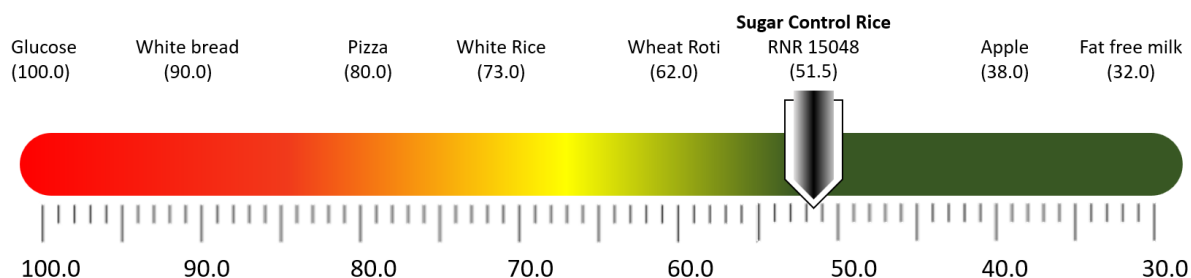
- RNR 15048 rice has low glycemic index of 51.5. Food with GI value less than 55 are termed as sugar control rice.
- The rice is suitable for patients suffering from diabetes, cholesterol related problems and it may also be useful for weight loss.
- The rice is thin and fine grained and cooks to a delicious taste.
- It has 50 % less carbohydrates than regular Sona Masuri rice taste similar

### Nutritional Information

Single Serving	100 gms
Total Calories	352 Kcal
Total Fat	0.2 g
Saturated Fat	0 g
Transfat	0 g
Cholesterol	0 mg
Sodium	3 mg
Total Carbohydrates	29 g
Dietary Fibre	3 g
Sugars	0.2 g
Vitamin C	2 mg
Iron	0.5 mg
Protein	8 g



## Glycemic Index



*The glycemic index is a value assigned to foods based on how quickly and how high those foods cause increases in blood glucose levels.*

Foods low on the glycemic index (GI) scale tend to release glucose slowly and steadily.

Foods high on the glycemic index release glucose rapidly.

Low GI foods tend to foster weight loss, while foods high on the GI scale help with energy, recovery after exercise, or to offset hypo- (or insufficient) glycemia.

## Traditional Medicinal Rice

# NAVARA

Navara, a medicinal rice indigenous to Kerala was used in the traditional system of medicine - the Ayurveda from ancient times. It has wide range of medicinal uses.

The oil prepared out of Navara rice is used for aches and painful conditions. Most important use of Navara is in preparation of Navarakizhi used for rejuvenating the body .

It also used for treating neuro disorders, eye disorder, body pain, digestion and respiratory related problems. It also increases lactation for feeding mother.

Studies identified about twenty one compounds which possesses more pharmacological activity such as hepato protective activity, Antispasmodic, Anti rheumatic, Anti inflammatory, Hypocholesterolemic, Cancer preventive, Nematicide, Insectifuge Antihistaminic, Antiarthritic, Anticoronary, Antieczemic, Antiacne, and 5-Alpha reductase inhibitor and Antiandrogenic activities.

### Nutritional facts

Amount per 100 g of uncooked rice

Calories	364 Kcal	
		% daily intake
Total fat	3 g	5%
Saturated fat	1 g	5%
Transfat	0 g	
Cholesterol	0 mg	0%
Potassium	43 mg	1%
Sodium	0 mg	0%
Total Carbohydrates	75 g	25%
Dietary fibre	4 g	16%
Sugars	0 g	
Protein	10 g	20%
Calcium	10 g	20%



## Black Rice

# KALABATTI

Also called forbidden or purple rice, Black rice belongs to the *Oryza sativa* L. species. Black rice gets its signature black-purple color from a pigment called anthocyanin, which has potent antioxidant properties.

- Black rice is a good source of several nutrients, particularly protein, fiber, and iron.
- Research shows that Black rice contains over 23 types of antioxidants and has the highest antioxidant, anti-inflammatory, and anticancer effects.
- Black rice contains the antioxidants lutein and zeaxanthin, both of which have been shown to protect your retina from potentially damaging free radicals.
- Black rice is naturally gluten-free and can be a good option for those with celiac disease or gluten sensitivity.
- Considered to lower blood sugar levels in individuals with type 2 diabetes and reduce the risk of NAFLD.

### Nutritional facts

Amount per 100 g of uncooked rice

Calories	348.26 Kcal	
		% of daily value
Total fat	0.94 g	1.4%
Saturated fat	0 g	0 %
Transfat	0 g	
Cholesterol	0 mg	0%
Sodium	0 mg	0%
Total Carbohydrates	76.07g	25.3%
Dietary fibre	4 g	16%
Sugars	0 g	
Protein	10.39 g	21%
Iron	12.04 mg	66.8%



## Improved Black Rice

# BPT 2841

A selection by crossing MTU 7029/IRGC 18195/MTU 1081. High on iron and anthocyanin.

- Black rice is a good source of several nutrients, particularly protein, fiber, and iron.
- The pericarp is black and if polished fully, it may be lost.
- Black rice contains the antioxidants lutein and zeaxanthin, both of which have been shown to protect your retina from potentially damaging free radicals.
- Black rice is naturally gluten-free and can be a good option for those with celiac disease or gluten sensitivity.
- Considered to lower blood sugar levels in individuals with type 2 diabetes and reduce the risk of NAFLD.

### Nutritional facts

Amount per 100 g of uncooked rice

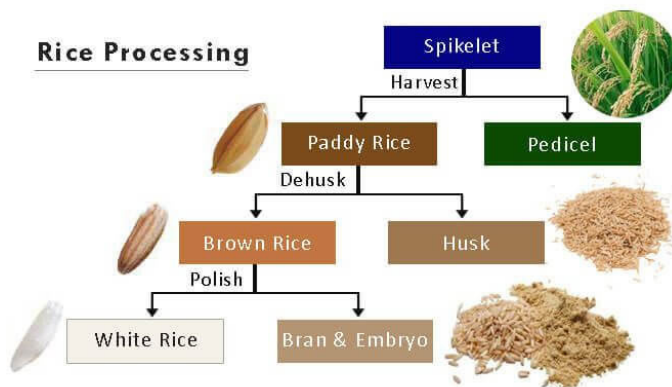
Calories	348.26 Kcal	
		% of daily value
Total fat	0.94 g	1.4%
Saturated fat	0 g	0 %
Transfat	0 g	
Antioxidants	13 mg	
Phenols	152.62 mg	
Total Carbohydrates	76.07g	25.3%
Dietary fibre	4 g	16%
Sugars	0 g	
Protein	11.83%	
Iron	14 mg	66.8%
Zinc	2.61 mg	



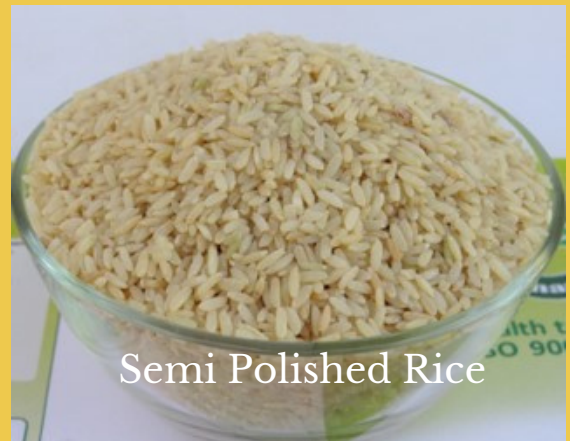


# PROCESSING

The rice grain consists of rice husks (18~21%), cortex (6%), embryo (2~3%) and endosperm (66~70%) and the chemical composition of each part is different, rice husks contain about 40% of fiber which possess little nutritional value; the cortex rice is rich in fat and protein as well as fiber; the embryo contains a lot of protein, fat, and vitamins; the endosperm is with the least fiber content and carbohydrates compared to these three elements. The aim of rice processing is to separate the endosperm from other parts with the smallest degree of fragmentation, thereby producing high quality of rice.



At Sahaja Aharam we have three different qualities of processed rice available.



## *Low ecological foot print*

# SUSTAINABLE RICE

Rice grown in ponding conditions consumes nearly 5000 litres of water per kg of rice. As the water stagnates, the methane emissions increase and globally paddy (*growing rice under ponding conditions*) crop alone accounts for 20% of methane emissions.

In addition, the nitrogenous fertilisers used in production release Nitrous Oxide (N<sub>2</sub>O) which is a high potential Green House Gas which is 310 carbon equivalent.

Burning of Rice Stubbles has become a practice in many areas leading to air pollution increasing particulate matter 2.5 micron.

At Sahaja Aharam we adopt sustainable rice production practices like System of Rice Intensification, Aerobic Rice production, Alternate Wet and Dry method, Organic production and recycling crop residues. The ecological foot print are calculated and labelled.

### Sustainable Rice Production



### System of Rice Intensification



### Organic Rice Production



### Stubble burning | Composting



## *Tracing source and quality*

# QUALITY ASSURANCE

All rice and other foods sold by Sahaja Aharam comes with a a Quality Assurance Certification and Traceability.

Sahaja Aharam owns end-to-end supply chain from **Seed to final product** sourced from 100% certified member organic farms and processed at exclusive certified Organic Processing facilities.

For Quality Assurance the farms and processing facilities are certified under

- USDA/NOP Organic Certification for sale to the USA.
- EU organic certification for sale in the European Countries.
- NPOP/India Organic Certification for domestic and international markets.
- Participatory Guarantee System (PGS) for domestic market.

The products also come with a transfer certificate when purchased for repacking in bulk.



*Add health to your life with*

## SAHAJA AHARAM

Sahaja Aharam Producer Company (SAPCO) is a federation of organic farmers and producer organizations in Andhra Pradesh, Telangana and Maharashtra and owns end-to-end supply chain from **Seed to final product** sourced from 100% certified member organic farms and processed at exclusive certified Organic Processing facilities.

Farm harvest is aggregated at FPO and then sorted, graded and moved to the Organic Food Hubs; processed, packed and supplied to our distribution hubs to reach national and international retail stores and end consumer groups.



### 100% ORGANIC FOODS

Procured from certified organic farmers and can be traceable to the farmer group



### PROCESSED IN OWN FOODHUBS

Processed at exclusive Organic Foodhubs owned by SAPCO or the farmers



### ENSURING FAIR TRADE

Shorter and efficient supply chains to ensure fair price to producers



### FARMER OWNED ENTERPRISE

India's first Farmer Owned Organic Retail Chain since 2009