

# European Rice.

Good for you,  
great for the environment.



- 09.00 - 09.30**      **Registration of participants and welcome coffee**
- 09.30 - 10.00**      **Press conference dedicated to journalists and media**
- 09.30 - 09.35      Welcome speech and presentation of the project  
Bertrand Mazel, *President of SRFF - Syndicat des Riziculteurs de France et Filière*
- 09.35 - 09.40      “Sustainable EU Rice – Don’t Think Twice” promotional video
- 09.40 - 09.45      Rice field sustainability and the unique varietal heritage of Italian japonica rice  
Roberto Magnaghi, *Ente Nazionale Risi*
- 09.45 - 09.50      Rice field sustainability and the unique varietal heritage of French japonica rice  
Bertrand Mazel, *President of SRFF – Syndicat des Riziculteurs de France et Filière*
- 09.50 - 09.55      Rice field sustainability and the unique varietal heritage of Portuguese japonica rice  
Pedro Monteiro, *Vice-President of Casa do Arroz – Associação Interprofissional do Arroz*
- 09.55 - 10.00      Q&A
- 10.30 - 12.30**      **Sustainable rice in Europe**  
Marco Romani, *Head of the Agronomy Department, Rice Research Centre (Italy)*  
Q&A
- Le marché du riz paddy en Europe**  
Jean Pierre Brun, *Sworn rice broker*  
Q&A
- Milled rice in Europe**  
Ernesto Morgado, *President of FERF – Federation of European Rice Millers*
- 12.30 - 14.00**      **Presentation of recipes and lunch**



THE EUROPEAN UNION SUPPORTS  
CAMPAIGNS THAT PROMOTE RESPECT  
FOR THE ENVIRONMENT

