



WORLD'S BIGGEST RISOTTO



November

MEDIA RELEASE

World Record Attempt by Australia's Rice Industry

Witness a world record in the making as the Australian rice industry and some of Australia's leading chefs attempt to cook the world's biggest risotto. The record-breaking event is to celebrate the United Nations 2004 International Year of Rice and to raise money for CARE Australia to combat world hunger. Come and watch the action unfold on Friday 26 November from 5am-2pm at First Fleet Park, Circular Quay, Sydney.

The massive recipe calls for more than one and a half tonnes of quality Australian SunRice arborio rice, close to a tonne of the world's best grade one peas, kindly provided by Birds Eye, and 4,400 litres of Campbell's Real Stock Vegetable. Other ingredients include 320 kilograms of Perfect Italiano parmesan cheese, 1.5 kilograms of MASTERFOODS saffron, 80 litres of Always Fresh Pure Olive Oil, 20 kilograms of Jensens crushed garlic, almost half a tonne of Moraitis Fresh Produce diced onion and celery and 320 kilograms of Australian unsalted butter from the Warrnambool Cheese and Butter Factory.

The mammoth dish is expected to take five hours to cook, will weigh over seven tonnes and requires a custom-made risotto pan measuring 23 metres in circumference and stirring paddles the size of rowing oars. Executive Chef of Qantas In-Flight Catering, Paul Curtis, and some of his top catering staff will stir the risotto in rotating shifts with teams of volunteers.

Celebrity chefs who will be cooking up a storm include Darren Simpson from Channel 7's *Sunrise* and *My Restaurant Rules*; Gabriel Gaté, from *GMA with Bert Newton*, Lyndey Milan, Food Director of *The Australian Women's Weekly* and presenter of Channel 9's *Fresh* cooking program, Simon Marnie from *702 ABC and Lifestyle Food* and Simon Thomsen, co-editor of the *Sydney Morning Herald's Good Food Guide*.

The giant risotto will be served at 12 midday and hungry spectators can enjoy live entertainment by Vanessa Amorosi, learn about the Australian rice industry and take part in fun rice events while raising money for CARE Australia—the country's second largest foreign aid organisation, providing humanitarian aid across the globe. Monies raised will be used to help combat world hunger.

The United Nations proclaimed 2004 the International Year of Rice, to combat world hunger and poverty by promoting the importance of rice-based systems throughout the world. Rice is the staple food of more than half the world's population.

Cont.



SUPPORTERS

- Agility • Barwick Event Hire • Ettason Food Warehouse • Gary Kennedy • Gillespies Crane Services
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The World's Biggest Risotto is the brainchild of the Australian International Year of Rice Committee who formed in October 2003 to promote the United Nations declaration. Committee members include main stakeholders from the Ricegrowers' Association of Australia, CSIRO, Department of Agriculture, Rice CRC and SunRice.

"Australia is regarded as one of the most efficient rice-growing countries in the world," said Mr Laurie Arthur, President of the Ricegrowers' Association of Australia Inc. "We use 50 percent less water than the world average."

In a mission statement for the year, The Food and Agricultural Organisation of the United Nations, based in Rome, said, "The International Year of Rice promotes improved production access to this vital food crop, which feeds more than half the world's population while providing income for millions of rice producers, processors and traders. Development of sustainable rice-based systems will reduce hunger and poverty, and contribute to environmental conservation and a better life for present and future generations."

"Australian rice is eaten by up to 40 million people around the world each day and is exported to over 60 countries. Rice is one of the most versatile foods on this planet," said Mr Gary Helou, CEO, SunRice. "SunRice is proud to be the major sponsor of the World's Biggest Risotto."

The aim of the Australian effort is to support the UN mission and to highlight the strength and viability of Australia's rice industry and its significance in the context of Australian and international agriculture.

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