

Aim → **popularizing rice flour**

< Reasons >

rice consumption is declining in Japan.
⇒ popularizing rice flour.

wheat prices easily change
⇒ With rice flour, the price would be stabilized.

<To achieve our goal>

- developing a product using rice flour.
 - including that product in the unified brand of Fukui Prefecture
- promote it throughout the country**

Local Food Project (LFP)

- make a platform with various companies
- crate a consistent business es.)the local agriculture, forestry, fishery

Fukui LFP

- make an unified brand of rice flour



Experimental procedure

- 1) Mix A, B, and C rice flours with equal amounts of oil and water in each.
- 2) Add water to C to make it as thick as A.
- 3) Warm each in a microwave oven.

Texture

A...rice flour (blended with rice flour produced in Fukui Prefecture)
The texture is like potato starch, with fine particles that make a sizzling sound when you grab it.

B and C... rice flour (Koshihikari rice flour)
The texture is silky to the touch, and the particles are larger than those of A, so it is silky to the touch even when grabbed.

Baked appearance (personal impression)

- A) It is fluffy and looks most delicious
- B) It seems to be solid and tasteless
- C) The surface is shiny and watery

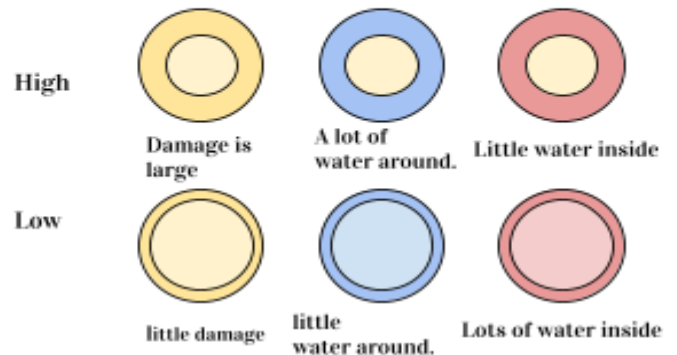
Impressions after eating

- A) It is the most delicious. It is fluffy. I can feel the sweetness of the rice.
- B) Hard. Neither chewy nor fluffy. Feel crushed and kneaded. It is dry.
- C) Chewy. Like glutinous rice.



Rice Flour Characteristics

(a) Starch damage level in rice flour



The higher the degree of starch damage, the more water is added. This affects processability and texture.

(b) Particle size

The size of the grain size affects the processability and texture of the product.

(c) Amylose content

Leaves with a high amylose content have a relatively fine texture.

《current situation》

We are in discussions with Otsuya to develop products as part of the LFP.

At a recent meeting, we shared our ideas for products.

- Meal
- Sweets

《outlook》

We are scheduled to continue experimenting with making prototypes together with cookery researchers in Fukui.