

TED Talk: A Cleaner World Could Start in A Rice Field

×

<?xml version="1.0"?>

ARTICLE

TED Talk: A Cleaner World Could Start in A Rice Field

Published February 20, 2024 SHARE

- Facebook (opens in new window)
- Twitter (opens in new window)
- Pinterest (opens in new window)
- Download (opens in new window)
- <?xml version="1.0" encoding="UTF-8"?> Email (opens in new window)
- Print (opens in same window)

Rice is a food staple for more than 3.5 billion people around the world, but it is also a contributor to methane gas emissions, which contribute to climate change. Ben's Original is proud to partner with Jim Whitaker(open in new tab), a fifth-generation rice farmer, and his family, including Jessica Whitaker Allen(open in new tab), who are key suppliers for Ben's Original. Jim and his daughter Jessica recently spoke at a TED Talk(open in new tab), explaining how they successfully use sustainable farming methods to reduce greenhouse gas emissions and water usage by 50% on their farm. These methods not only yield better crops but also drive more profitability. With over 400 million acres of rice being grown globally, the impact that the Whitakers could make if other farmers implemented their methods is significant. They have taken up the challenge of teaching other farmers how to implement more sustainable approaches to growing rice that are profitable while taking care of the planet.

More Articles Like This



7 Tips for Taking Family Night to the Next Level

Here are seven tips for making your next family night memorable and fulfilling.

EXPLORE

×

Quick and Easy Family Dinner Recipes

Try one of these easy family dinner recipes that come together in less than 20 minutes instead.

EXPLORE

×

Rice 101: How to Cook, Store and Reheat Rice

Here's everything you need to know about how to cook and store rice.

EXPLORE

×

Debunking Microwave Myths: Facts vs. Fiction

Learn what's fact vs. fiction when it comes to cooking meals in the microwave.

EXPLORE

Source URL: https://www.bensoriginal.com/articles/cleaner-world-could-start-in-a-rice-field