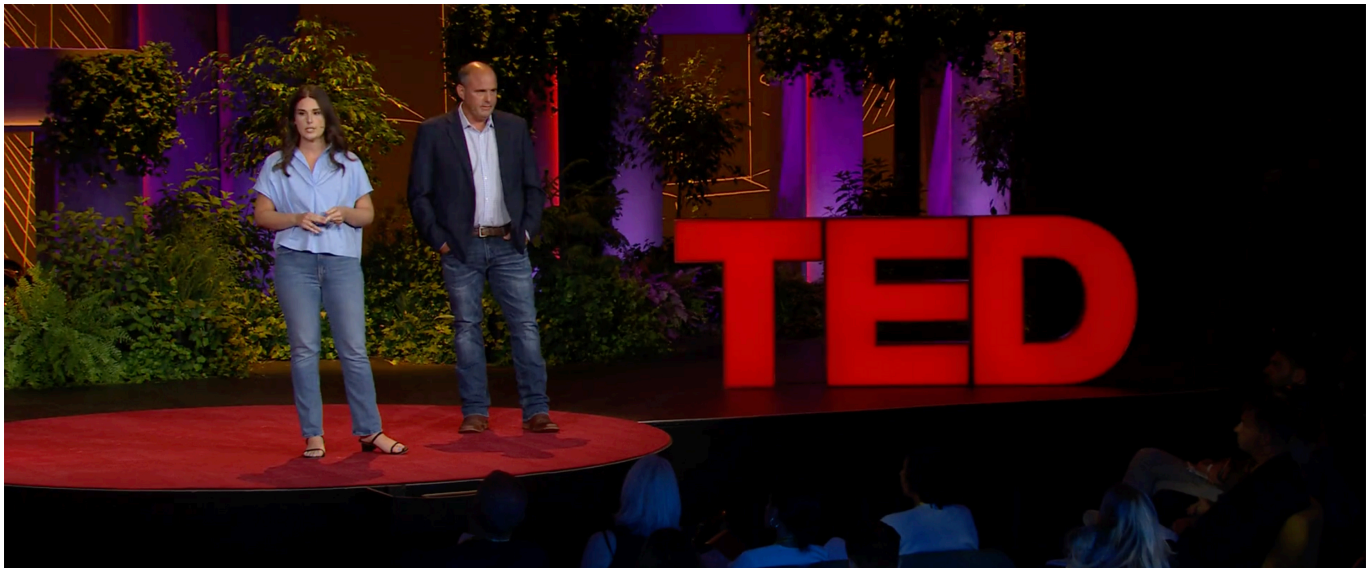
TED Talk: A Cleaner World Could Start in A Rice Field



ARTICLE

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

Published February 20, 2024

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.

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