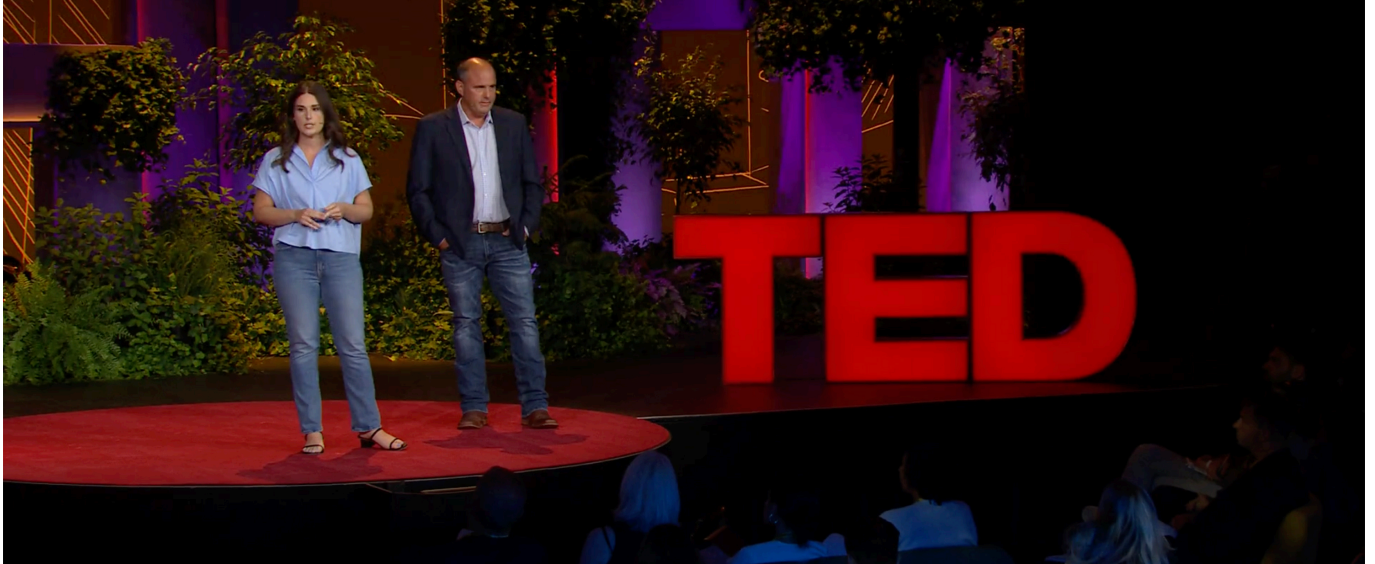


TED Talk: A Cleaner World Could Start in A Rice Field



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.

More Articles Like This



[Quick and Easy Family Dinner Recipes](#)

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

[EXPLORE](#)



[Making Sure Everyone Has a Seat at the Table](#)

Everyone deserves access to nutritious food. Learn how we've taken a more active role than ever in fostering change that will benefit future generations.

[EXPLORE](#)



[7 Tips for Taking Family Night to the Next Level](#)

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

[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](#)

Source URL: [*https://www.bensoriginal.com/articles/cleaner-world-could-start-in-a-rice-field*](https://www.bensoriginal.com/articles/cleaner-world-could-start-in-a-rice-field)