



Ministry of Agriculture,  
Food and Rural Affairs

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

Date of Release: 2 April 2025

### FOR MORE INFORMATION

Seung-ho Choi, Foreign Press Spokesperson

TEL: 82-44-201-1120

E-mail: [csh9731@korea.kr](mailto:csh9731@korea.kr)

## **Invigorating the Floury Rice Industry: a Win-Win Situation for Both Bakeries and Farmers**

**Sejong, 2 April 2025** — On 2 April in Coex Hall D in Seoul, in connection with the Korea International Bakery Fair 2025, the Ministry of Agriculture, Food and Rural Affairs (MAFRA) has held a ceremony to launch the 2025 Project for Supporting the Development of New Recipes for Floury Rice-based Baked Bread and Confections. The ceremony will continue until 3 April. Approximately 100 bakeries from across the nation are participating in the project.

Floury rice is a new variety of rice that can replace flour and is more suitable for processed rice food products. The project is creating a win-win situation for both bakeries producing floury rice-based baked goods and farmers supplying floury rice to such bakeries.

With the goal of reducing an oversupply of rice and replacing imported flour, the MAFRA has been making efforts to invigorate the floury rice industry. To this end, the MAFRA has been providing support for bakeries to develop floury rice-based baked goods. In 2024, 120 new kinds of bread and confections using floury rice had been developed in cooperation with 30 bakeries from across the nation.

Through cooperation with the Korea Bakery Association, the MAFRA will provide a wide range of support for participating bakeries to develop new recipes for floury rice-based baked goods. Such support would include supply of raw materials, education on floury rice's suitability to processing, holding a tasting event, marketing, etc.

The MAFRA will also share with bakeries the know-how about making floury rice-based baked goods by holding a seminar on floury rice's suitability to processing from 2 to 3 April.

Meanwhile, in the Korea International Bakery Fair 2025 to be held from 2 to 5 April, there will be a bread-tasting event and an exhibition of floury rice-based baked goods produced by 20 bakeries. On 3 April, there will be a cooking class using floury rice.