

Rice to the occasion...

In the northern plains of Cambodia, WCS is working in the last refuge for 51 globally threatened species, including the Critically Endangered Giant Ibis, Cambodia's national bird, the White-shouldered Ibis, three vulture species, Asian Elephants, wild cattle, leopards, crocodiles and wild dogs.

Help us save them. Buy Ibis Rice.

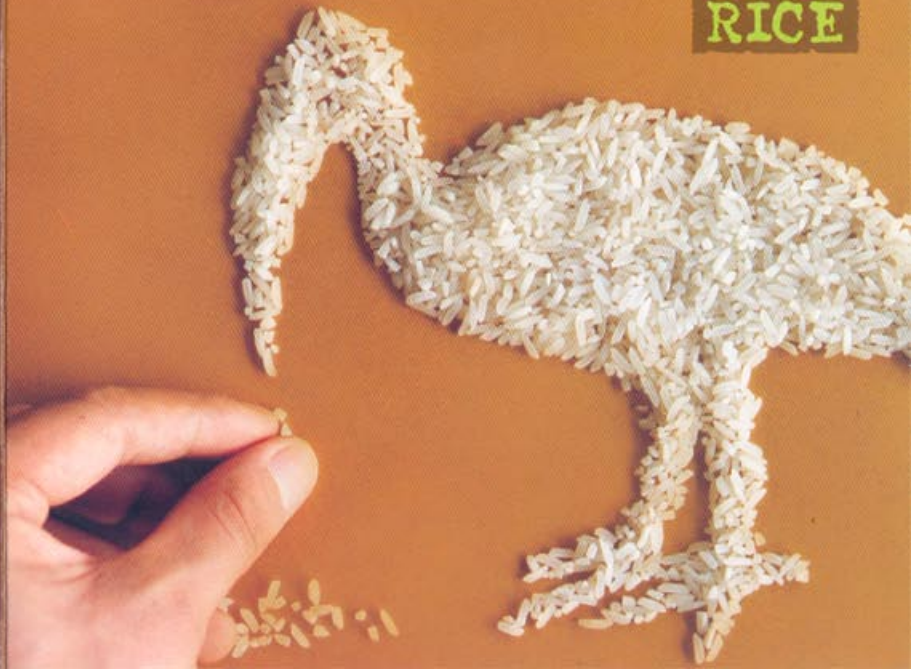
Ibis Rice will be marketed by Sansom Mlup Prey, a local NGO, which will also ensure wildlife-friendly rules are being followed (IRiceSMP@gmail.com).



Sharing the Planet



protecting wildlife in Cambodia.... one grain at a time



What is ibis rice?

Ibis Rice is fragrant, good tasting Malis rice, organically grown in the protected areas of Cambodia. The farmers involved have all agreed to help protect the forests and the wildlife in exchange for a higher price for their products and a share of the overall profits.

The giant ibis is Cambodia's national bird and a species of near mythical status. Its range is now restricted to conservation areas in remote forest regions, where it depends on small scattered wetlands that are favored by local farmers for rice cultivation. By offering them a higher price for their organic produce, the program benefits farmers who agree to limit expansion of rice paddies to prescribed areas -- allowing the ibises to feed undisturbed. The farmers also agree not to hunt in the conservation areas.

The rice is certified as Wildlife-Friendly™, a new global product brand registered in the USA by the Wildlife Friendly Enterprise Network, a global organization dedicated to the development and marketing of products that conserve threatened wildlife while contributing to the economic vitality of rural communities (wildlifefriendly.org).



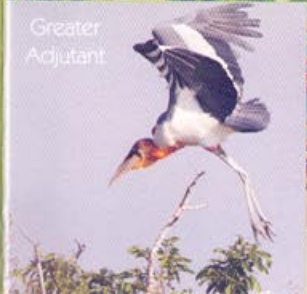
White Shouldered Ibis



Giant Ibis



Eating Ibis Rice helps
protect some of the
most endangered
wildlife species
in Cambodia



Greater
Adjutant



Sarus Crane