

## Thai Germinated Brown Rice, Superfood for the Brain

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**Germinated brown rice contains 15 times more GABA, a neurotransmitter which protects the brain from the effects of beta-amyloid peptide, and maintains the cerebral balance, reduces stress and promotes sounder sleep.**



Department of Foreign Trade, Ministry of Commerce, Thailand, has introduced a project called "Think RICE, Think THAILAND" to encourage international community to pay attention to consumer health and to raise awareness on the national crop by providing a wider range of knowledge, ranging from national agricultural history, standards and Thai rice quality.

One of the best qualities of Thai rice is its diversity. Ministry of Commerce elaborates on germinated brown rice saying, "Germinated brown rice perfectly captures the essence of what health-conscious people would want as it is brown rice that has undergone the germination process or a process of soaking and curing until small roots grow out of the rice germ. As a result, it is richer in nutrients."

Germinated brown rice contains 15 times as much GABA (Gamma amino butyric acid) as regular brown rice. GABA protects the brain from the effects of beta-amyloid peptide, which causes Alzheimer's disease. GABA also plays a crucial role as a neurotransmitter in the central nervous system. It maintains the cerebral balance, reduces stress and promotes sounder sleep.

Germinated brown rice also contains gamma oryzanol. This antioxidant slows down cellular deterioration. It also regulates the body's cholesterol levels.

Germinated brown rice has been transformed into numerous types of health products, now readily available in the market, that suit all ages and genders, such as ready-to-eat germinated brown rice, instant germinated brown rice drink, germinated brown rice powder, germinated brown rice milk and germinated brown rice congee.