

IN THE KITCHEN

Honoring the Past.
300/4
Shaping the Future.

Family Favorites



CAJUN
COUNTRY.
RICE

4WWL 
WUPL54



Rice Dressing

CAJUN COUNTRY.® RICE

For the past seven years, the third generation of the Falcon family of Crowley, Louisiana has been running the company and looking toward the future. Falcon Rice Mill has taken steps to share Louisiana’s quality rice in the Texas and Mississippi markets and is always looking for opportunities to continue to expand. Siblings Robert Trahan and Christine Fulton, along with their spouses, continue to evaluate the market to ensure that the company progresses and thrives over the next 75 years and beyond.

“This is a family business and we want it to stay that way. We always strive to provide a quality product and great customer service. These values will enable us to pass this business onto our children in the near future and have a fourth generation be a part of our success,” says Robert Trahan.

Today, the Falcon family still enjoys getting together as often as possible and sharing a great meal—and rice is always on the menu, of course. In Christine Fulton’s words, “This cookbook lets us pass on some of the amazing recipes that have been staples in our family for generations. We want to inspire other families to spend time together and enjoy meals made with love.”

From the Falcon Rice Mill family to yours, we hope you enjoy these dishes and look forward to hearing your comments and experiences this holiday season.

The Falcon family is proud to provide the superior quality of rice found in each bag of Cajun Country Rice—and looks forward to the next 75 years of our family working together.

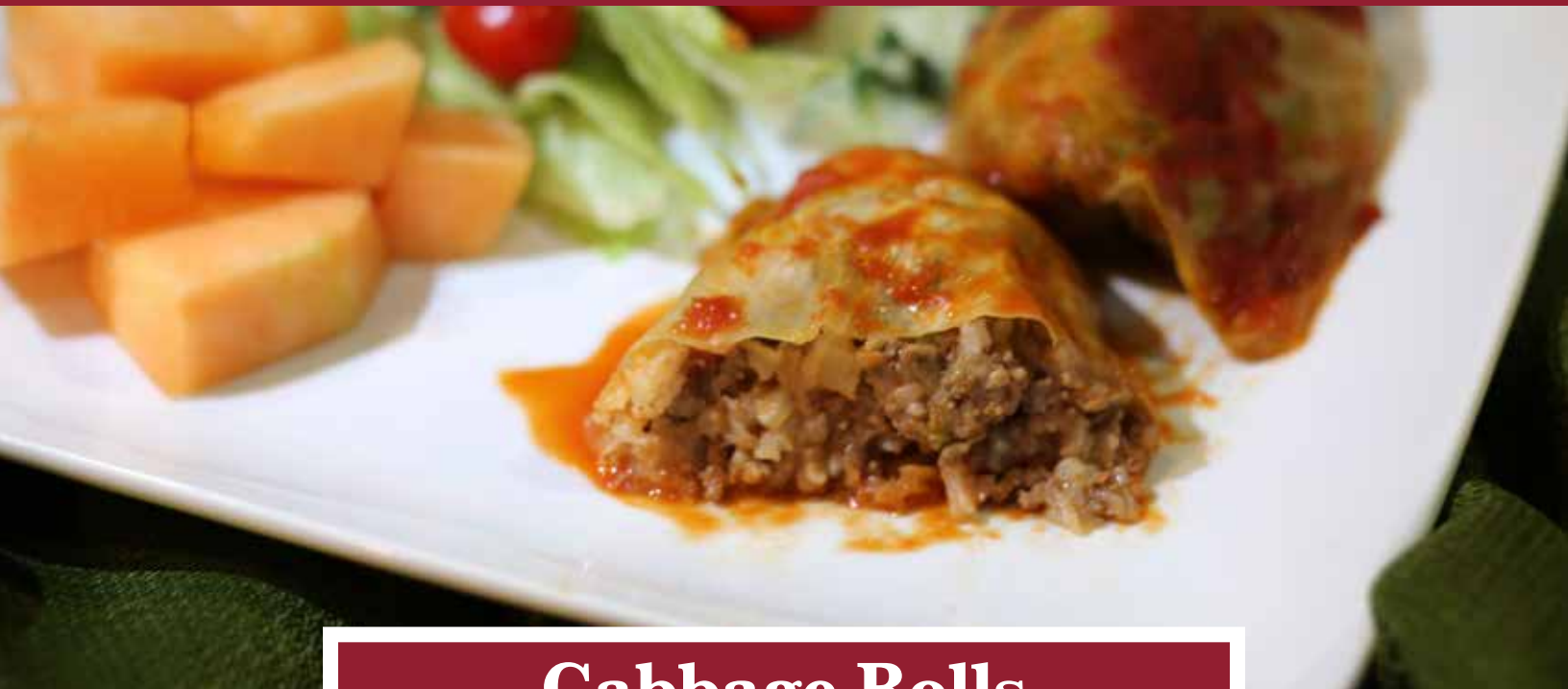
Author: Falcon Family **Prep time:** 20 mins **Cook time:** 1 hour **Total time:** 1 hour 20 minutes **Serves:** 8

- 1 LB** lean ground beef
- 1 LB** ground pork
- 5 CUPS** Cajun Country Rice, cooked
- 2 HEAPING TBSP** prepared dark roux
- 2 CUPS** beef stock
- 1 CAN** beef consommé
- 2 TBSP** beef base
- 2 CUPS** water
- 2 TBSP** Kitchen Bouquet browning sauce
- 2 TBSP** Worcestershire sauce
- 1 CUP** bell peppers, chopped
- 2 CUPS** onions, chopped
- Salt, pepper and Cajun seasoning to taste
- 2 TBSP** garlic, minced
- ½ CUP** green onions, chopped
- 1 TBSP** parsley, chopped
- Tabasco (optional)

Prepare Cajun Country Rice per directions and put aside. Heat a large pot over medium heat. Add onions, bell peppers, garlic, pork and beef and saute until meat is browned and vegetables are clear. Add in seasoning while the meat is browning. Add dark roux and can of beef consume and cook for additional 5-10 minutes. Add Worcestershire sauce, beef stock, water and beef base (hot sauce if desired). Bring mixture to a boil, and add in Kitchen Bouquet and continue to boil for 10-15 minutes. Lower heat and simmer for another 15 minutes. Stir in green onions and parsley or add it on top once completed. Stir in cooked rice until completely incorporated. Less rice can be used if you like it with more moisture.

“40,000 varieties?
We’re gonna need a
bigger pot, cher!”
—MeeMaw

DID YOU KNOW THAT THERE ARE MORE THAN 40,000 VARIETIES OF RICE GROWN ON EVERY CONTINENT EXCEPT ANTARCTICA?



Cabbage Rolls

Author: Connie Falcon **Prep time:** 35 mins **Cook time:** 1 hour 15 minutes **Total time:** 1 hour 50 minutes **Serves:** 6

- 1 HEAD** green cabbage
- 1 LB** ground pork (or ground turkey)
- 1 LB** ground beef
- 2** small onions, diced
- 3 CLOVES** garlic, minced
- 3 TBSP** fresh parsley, chopped
- 1 CAN** (14 oz) diced tomatoes
- Salt, pepper and Cajun seasoning to taste
- 1 CUP** Cajun Country Rice, uncooked
- 1** egg
- ½ CUP + ⅓ CUP** tomato sauce, divided
- 1 CAN** tomato soup

Boil cabbage leaves about 2 minutes or until soft. Set aside to cool. Preheat oven to 350F. Prepare a 9" x 13" with non-stick spray. Cook Cajun Country Rice according to package directions but reduce cooking time by 5 minutes so the rice is slightly underdone. Set aside. Cook beef, pork (or turkey), onions, garlic and seasonings until no pink remains. Drain any fat. Add in rice, diced tomatoes, ⅓ cup of tomato sauce, additional salt, pepper and Cajun seasoning as needed. Stir in egg. Mix remaining tomato sauce and tomato soup in a bowl. Spread a very thin layer of the tomato sauce mixture in the prepared pan. Remove or thin out any thick stems on cabbage leaves. Lay a cabbage leaf flat and add ⅓ cup filling to the center of the leaf. Fold in the sides and roll the cabbage up. Place seam-side down in the pan. Repeat with remaining cabbage leaves. Pour remaining sauce over the cabbage rolls and cover tightly with foil. Bake 75-90 minutes. Let cool 15 minutes before serving.

Nutritional Fact: Go heart healthy! Rice is naturally sodium and cholesterol free, with plenty of nutrients to keep your ticker ticking. Ca c'est bon!



Crawfish Étouffée

Author: Jennifer Trahan **Prep time:** 15 mins **Cook time:** 40 minutes **Total time:** 55 minutes **Serves:** 8

- 2** large onions, chopped
- 1** bell pepper, chopped
- 1 CUP** green onions, chopped
- 2 TBSP** garlic, minced
- 1 CUP** butter
- 3 TBSP** Cajun seasoning
- 1 CAN** Golden Cream of Mushroom Soup
- 1 CAN** Cream of Mushroom Soup
- 1 CAN** Rotel tomatoes
- ½ CUP** parsley, chopped
- 2 LBS** crawfish tails
- 4 CUPS** Cajun Country Rice, cooked

Saute onions, bell peppers and garlic in butter until clear. Add Rotel tomatoes and saute for another 5-10 minutes. Add the cans of soup and cook for 10 minutes. Cook on low heat 15 minutes, stirring often. Add seasoning and crawfish then cook on medium heat for 10 minutes, stirring often. Cover and let sit for 15 minutes on a low simmer. Serve over cooked Cajun Country Rice and top with parsley and green onions.



MEEMAW KEEPS THINGS OLD SCHOOL HERE AT CAJUN COUNTRY RICE.



Seafood Maque Choux

Author: Jennifer Trahan **Prep time:** 10 mins **Cook time:** 70 minutes **Total time:** 80 minutes **Serves:** 6

- 3 CANS** whole kernel corn, drained
- 2** large onions, diced
- 1 CLOVE** garlic, diced
- 1** medium bell pepper, diced
- 1 CAN** Rotel tomatoes
- ½ CUP** butter
- 1½ CUPS** heavy whipping cream
- 1 TBSP** sugar
- 1 TSP** Tabasco
- Salt, pepper and Cajun seasoning to taste
- 1 LB** crawfish tails, peeled and deveined shrimp or lump crabmeat (or all if desired)
- ½ CUP** green onions, chopped
- 3 CUPS** Cajun Country Rice, cooked

Place onions, garlic and bell peppers in a medium saucepan with ½ cup butter and saute on medium heat, stirring slowly until vegetables are clear. Add Rotel and saute for another 10 minutes. Add in corn, sugar, Tabasco and seasoning to taste. Stir well and simmer on medium heat for 30 minutes. Add whipping cream, cover and let simmer on low heat for 15 minutes, stirring occasionally. Add seafood of choice, stir to mix well, then cover and let simmer over medium heat for 15 minutes. Serve over Cajun Country Rice as a main dish.



Shrimp Stew

Author: Falcon Family **Prep time:** 10 mins **Cook time:** 40 minutes **Total time:** 50 minutes **Serves:** 6-8

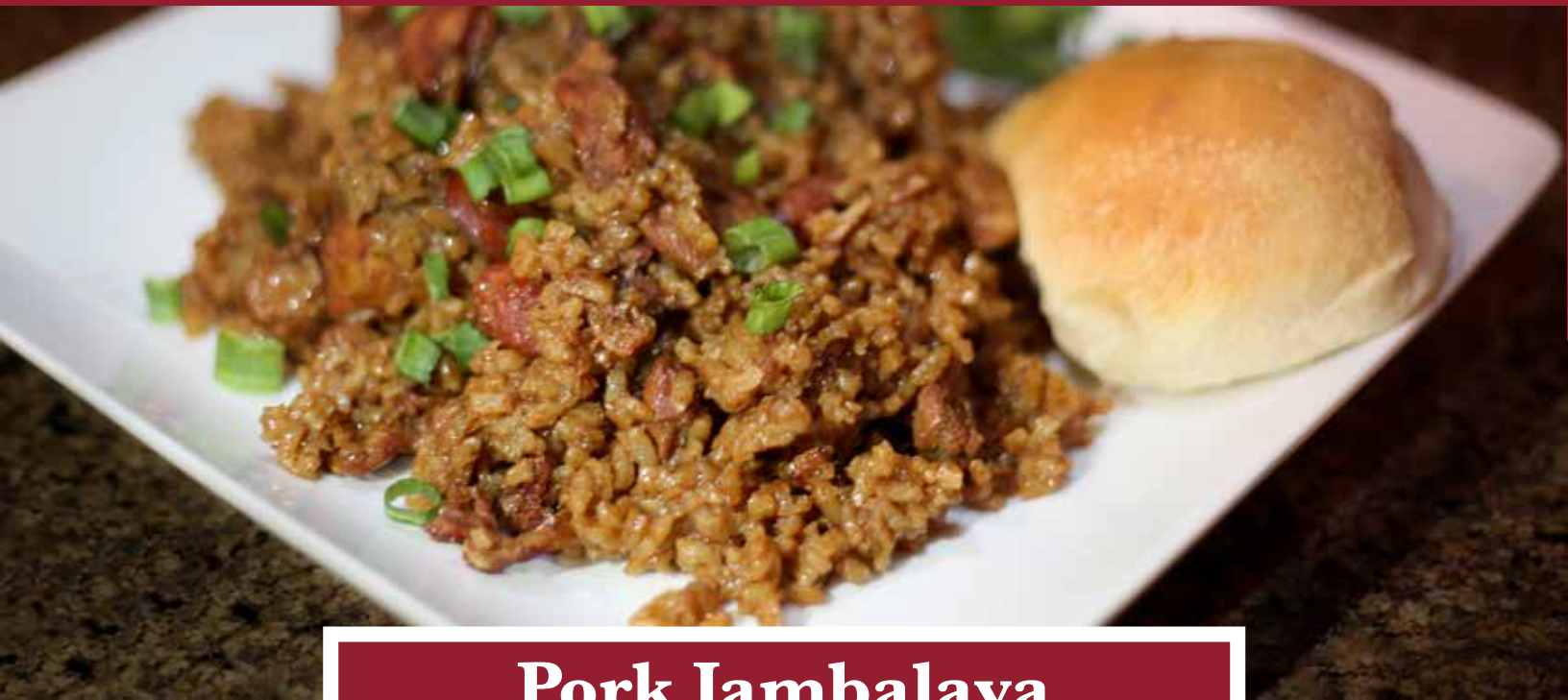
- 1 CUP** prepared dark roux
- ½ CUP** onions, chopped
- ½ CUP** bell peppers, chopped
- ½ CUP** green onions, chopped
- ¼ CUP** parsley, chopped
- 3 CLOVES** garlic, minced
- 2 LB** shrimp, peeled and deveined
- 3 CUPS** hot water (used in beginning)
- ½ - 1 CUP** hot water (if needed at the end)
- 1½ TSP** salt
- ½ TSP** black pepper
- ¼ TSP** red pepper
- Cajun seasoning to taste
- 4 CUPS** Cajun Country Rice, cooked

Combine the dark roux and the 3 cups of water. Cook on high heat until roux is dissolved and it comes to a rolling boil — be sure to continue to stir so it doesn't stick. Add onions, bell peppers and garlic. Cook until vegetables are clear. Simmer for 20 minutes. Add in shrimp, green onions, parsley and seasoning to taste. Cook on high for 5 minutes. If too thick, add ½ - 1 cup of water for the right consistency. Serve over Cajun Country Rice.

"The only running I do is to the store for more rice, cher."

-Meemaw

WORKING ON YOUR BEACH BOD? RICE IS NICE AS A GLUTEN-FREE, LOW-FAT OPTION!



Pork Jambalaya

Author: Falcon Family **Prep time:** 10 mins **Cook time:** 30 minutes **Total time:** 40 minutes **Serves:** 6-8

- ½ - 1 CUP** vegetable oil
- 3 CUPS** onions, coarsely chopped
- ½ CUP** bell peppers, chopped
- ¼ CUP** green onions, chopped
- 4 - 5 CLOVES** garlic, minced
- 1 LB** sausage, diced (fresh or smoked)
- 1 LB** pork, cubed
- 3 TBSP** Worcestershire sauce
- 3** beef bouillon cubes
- 3 TBSP** Kitchen Bouquet browning sauce
- Tabasco sauce to taste
- Cajun seasoning to taste
- salt to taste
- 3 CUPS** Cajun Country Rice, uncooked
- 6 CUPS** water

Preheat oven to 275F. In a black iron Dutch oven, heat ½ to 1 cup oil; add onions, bell peppers and garlic and saute until dark brown, stirring constantly, approximately 30 to 40 minutes. Add meat, sausage and seasoning and cook until brown on medium heat, adding a little oil if needed. Cook down until very little liquid is left. Gravy should be brown. Season mixture with Worcestershire and Tabasco sauce. Add 3 cups uncooked rice, 6 cups water and bouillon cubes. Increase heat and bring to boil until cubes dissolve. Stir constantly. Cover and place in preheated oven for 45 minutes, or until rice is done. Do not uncover during the initial 45 minutes



Louisiana Grown



Cajun Country Rice is a 100% Louisiana product, from the field to the bag. Falcon Rice Mill prides itself on the promise that the roots of its rice run just as deep as the roots of the family that runs it.

The Falcon family takes pride in local agriculture, as Louisiana rice farmers are at the heart of their operation. Cajun Country Rice has earned the loyalty from their customers knowing that each grain in every bag is grown and harvested right here in Louisiana. Falcon Rice Mill distributes across the United States and shares the family’s heritage one delicious bite at a time.

10 Facts About Rice

Rice is one of the oldest known foods consumed by humans, and there are a lot of interesting facts out there about its history, use and nutritional value. We’ve compiled a list of our 10 favorite facts about rice.

- 1 Humans have been eating rice for over 5,000 years.
- 2 Rice farming on a wide commercial basis in Louisiana began in the late 19th century.
- 3 Rice is a symbol of life and fertility, which is why rice was once traditionally thrown during weddings.
- 4 September was established as National Rice Month in 1991 by Congress and President George H.W. Bush.
- 5 After harvest, many rice farmers flood their fields to create a prime habitat for wintering waterfowl.
- 6 Over 10,000 farmers in Arkansas, Louisiana, Mississippi, Texas and Missouri grow over **24 billion** pounds of rice in the U.S. each year.
- 7 One cup of long-grain, cooked rice has 206 calories.
- 8 Rice has always been naturally gluten-free.
- 9 Rice is a great source of natural energy, supplying complex carbohydrates that fuel physical activity.
- 10 Rice fields can also be used to farm one of Louisiana’s favorite delicacies—crawfish.

Founded in 1942, Falcon Rice Mill has been cranking out tasty grains for over 75 years!

Our Rice Milling Process

CAJUN
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RICE

1) Grade Rough Rice



2) Store Rough Rice



3) Remove Hulls



Hulls Sold for
Horses & Cattle



4) Remove Bran



Bran Sold for
Cattle & Deer Feed



5) Color Separation



Discolored Used
for Chicken Feed



6) Sort Head & Broken



Broken Sold as
Pet Food Ingredient



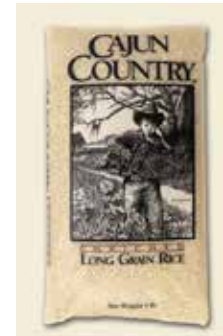
7) Head Rice Sold to Consumers



Brewers Sold
as Pet Food
and Beer
Ingredient

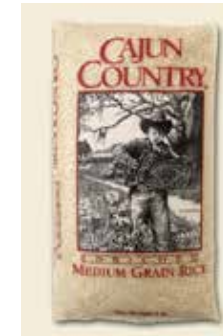


Falcon Products



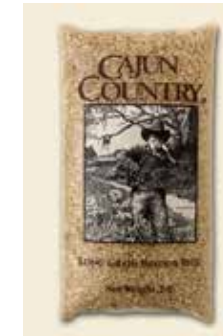
Cajun Country Long Grain

Long grain rice accounts for 70% of the U.S. rice crop. Long grain rice is a less sticky and starchy grain, giving way to a more separated end rice result. **Country Long Grain Rice** is a favorite when served with a piping hot bowl of gumbo.



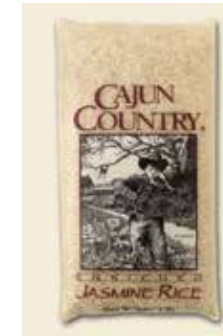
Cajun Country Medium Grain

Yielding a softer and stickier grain, **Cajun Country Medium Grain Rice** is the perfect companion for a variety of dishes from classic Creole and Cajun, to Italian, to Asian. Like all white rice, medium rice is naturally gluten, cholesterol, and sodium free. As an added bonus, medium grain has only small traces of trans or saturated fat.



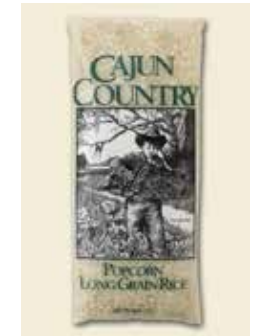
Cajun Country Long Grain Brown

Cajun Country Brown Rice is packed with vitamins, minerals and antioxidants to keep your immune system strong and healthy. Try substituting Cajun Country Brown Rice in your favorite recipes for an extra kick of goodness!



Cajun Country Jasmine

Cajun Country Jasmine Rice has distinctive nutty, aromatic flavors and characteristics that chefs desire in Asian-inspired cuisine. Jasmine rice is long, slender and develops a more delicate, soft, and moist kernel as it cooks.



Cajun Country Popcorn

Cajun Country Popcorn Rice is one of many rice varieties grown in Louisiana that have fragrant qualities. The rice is very popular because of its unique taste and aroma. Popcorn rice is a long grain and can be enjoyed with any recipe. We recommend trying with our corn maque choux recipe.



At Cajun Country Rice, we've been perfecting our rice supply for over three generations. Here we have Edward Falcon testing batches of yummy, newly milled rice.

The Boy on the Bag

CAJUN COUNTRY RICE



It might be the Acadian-style home in the background, the moss hanging from a cypress tree or the accordion — no matter what gives it away, it's easy to see that this boy is in Cajun Country. But what's the story behind the Cajun Country Rice logo?

Randy Falcon and his wife Connie, along with his sister Mona Trahan and her husband Charles, were the second-generation owners of Falcon Rice Mill, which further developed the Cajun Country Rice brand.

When pondering a potential logo, Randy reached out to his friend Floyd Sonnier, a popular Cajun artist.

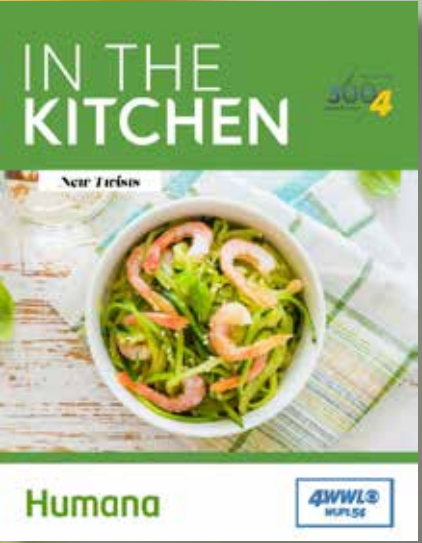
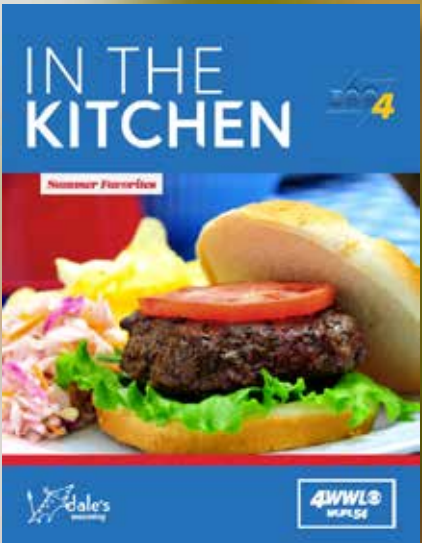
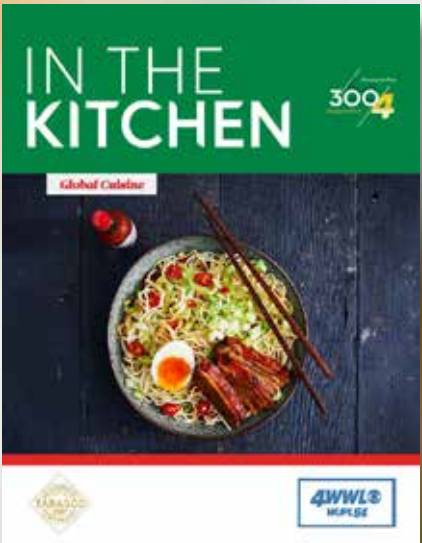
When they met about the design, Floyd showed Randy a sketch of a boy playing a fiddle. Randy loved it, but asked if Floyd would mind making one minor tweak — swapping the fiddle for an accordion.

Cajun music has been in the Falcon family for generations. Joe Falcon and Cléoma Breaux made the first recordings of Cajun music. Like his second cousin Joe, Randy also inherited the musical gene and has been playing the accordion since he was a young boy.

Floyd made the change, and the Cajun Country Rice logo was born, capturing the true spirit of Cajun Country and the Falcon family.

Randy Falcon now builds and sells accordions, and believes nothing goes together better than Cajun music, Cajun food and good company.

TRY OUR OTHER GREAT COOKBOOKS!



Rice is a cost-efficient and nutritious way to stay fuller, longer. It's pretty tasty, too.

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The National Culinary Heritage Register is a growing database of restaurants, groceries, manufacturing plants, distilleries, farms and more that have been contributing to the cuisine of America for at least 50 years or more. This is the only database of its kind. The Register is an initiative designed to explore and preserve the complex history of food and beverage in America.

Food and beverage practices not only play a major role in America’s cultural identity, but they also offer valuable insights into the country’s past and present environment, economy, and social structures. Thus, understanding when, where, and how American food and beverage practices have developed allows for a more complete understanding of America’s culture and history. Mapping the origins and development of America’s complex culinary traditions is a daunting task, and as of yet, there has been no concerted effort to do so. By creating the National Culinary Heritage Register, the National Food & Beverage Foundation has begun the important process of recording America’s unique foodways. For more information about the Register visit: natfab.org/national-culinary-heritage-register/.

NEW ORLEANS PANTRY STOCK LIST

Onion	Worcestershire
Garlic	Creole mustard
Creole seasoning	Mayonnaise
Kosher salt	Butter
White pepper	Cane syrup
Cayenne pepper	Condensed milk
Black pepper	Sugar (white, brown)
Paprika	Seasoned bread crumbs
Italian seasoning	Hot sauce
Thyme	Vegetable oil
Basil	Olive oil
Bay leaves	All-purpose flour
Tomato paste	Cajun Country Long Grain Rice
Stock (chicken, beef, vegetable)	Trinity (onions, celery, bell pepper)



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