When countries reach self-sufficiency in rice production, the demand by the consumer for better quality rice increases. This demand can only be met if a well managed rice crop is harvested on time, threshed and dried immediately after harvest and then stored in a safe and secure environment. When paddy rice is milled care must be taken to produce white rice that has a minimum number of broken and discolored kernels and is free from foreign matter. In the market, consumers will buy the best quality rice that they can afford.