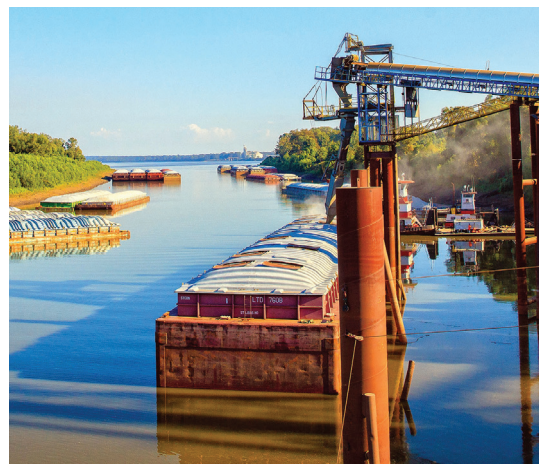




UNITING OUR INDUSTRY FOR SUCCESS



USA RICE ENTERPRISE PARTNERS

Representing entities with a vested interest in supporting rice farming and the U.S. rice industry

USA RICE

ENTERPRISE PARTNERS

Established in 2019, the USA Rice Enterprise Partner member category represents entities who both support the rice industry and depend on a healthy and vibrant rice industry for at least some of their business. Enterprise Partners bring valuable insight and experience to our already vertically integrated organization and make us stronger for their participation.

PARTICIPATION IN USA RICE FEDERATION

The USA Rice Federation (USA Rice) is the global advocate for all segments of the U.S. rice industry. Coming together under the umbrella of USA Rice, farmers, millers, merchants, and other allied partners have a strong, united voice as well as a forum for effective policy and program development to support the growth and profitability of the entire U.S. rice industry.

Each day, USA Rice is working for you at home and around the world. As an Enterprise Partner member, you have an active role in the decision-making process as well as representation when and where it counts.

"The rice industry is a complicated business with lots of moving parts. But we're all interconnected, and when we come together with a singular voice, it's powerful."

Frank Carey | Valent USA, LLC
Enterprise Partner Member



NETWORKING & BUSINESS DEVELOPMENT

As a member, you add to and have access to a vast network of industry experts and customers. Attending USA Rice events and volunteering for committee service are just a few of the ways to get involved and network throughout the year.

▶ **Representation & Leadership**

Members are eligible to serve on USA Rice committees, providing direct input in development of industry strategy, policy priorities, and market development and promotion programs.

▶ **Member-Only Access**

Members participate in unique USA Rice-led promotion and trade activities, including trade missions, tradeshows, industry and consumer campaigns, and activities that promote U.S. rice brands domestically and overseas.

▶ **Rice Supplier & Industry Services Directories**

Members are included in USA Rice's online directories where domestic and international customers and other members can easily search and find information about your organization and services.

▶ **USA Rice Outlook Conference**

There is no better place to learn, share ideas, network, and connect with customers than the USA Rice Outlook Conference, the largest rice conference in the United States! The conference features exciting speakers, outstanding educational programming, and a trade show bringing the newest and most promising innovations to attendees.

▶ **Special Member Pricing**

Members have access to discounted event registration and exhibitor pricing as well as discounted rates for digital and print advertising.

"Being a true asset to agricultural producers is a top priority for Ducks Unlimited. As USA Rice members, we're part of a broad-based agriculture organization that allows us to cultivate relationships and serve rice producers and the industry as a whole."

Scott Manley | Ducks Unlimited
USA Rice Enterprise Partner





CONSERVATION & SUSTAINABILITY

Utilizing unique public and private partnerships, USA Rice has helped enhance the industry's conservation efforts to create an unparalleled sustainability story that reflects on all our members and partners, and resonates with customers and policymakers.

► **U.S. Rice Industry Sustainability Report & Webinars**

Published in 2018, this comprehensive report details the rice industry's commitment to sustainability over the past 35 years. It's a useful tool in helping customers understand the innovative applications and advancements farmers employ to conserve natural resources.

A four-part webinar series focusing on key sustainability metrics from the *U.S. Rice Industry Sustainability Report* is available to the public for free. Certified crop advisors and professional agronomists can earn CEUs through the American Society of Agronomy.

► **U.S. Rice Sustainability Marketing Tool**

Members have access to this promotional flyer, for use with international and domestic customers, illustrating the sustainability advantages of sourcing U.S.-grown rice over other origins.

► **Rice Stewardship Partnership**

In 2013, USA Rice and Ducks Unlimited forged a model of collaboration to improve working ricelands, water, and waterfowl – the Rice Stewardship Partnership. The Partnership secured more than \$80 million in conservation funds for rice farmers and positively impacted an additional 700,000 U.S. rice acres with funding from the Natural Resources Conservation Service (NRCS) and private partners.

“We are invested in our customers’ success. Supporting sustainable water use ensures we will have irrigation water available for future generations.”

Matt Lindsey | Delta Plastics
Enterprise Partner Member



ADVOCACY & GOVERNMENT RELATIONS

With an exceptional reputation throughout government, USA Rice is able to develop and influence legislative, regulatory, and trade policies that are favorable to the growth and profitability of the U.S. rice industry.

► Voice of the Rice Industry

Based in Washington, D.C., USA Rice works closely with legislators, regulators, and other key decision-makers in the government to advance industry goals and interests. Whether working to craft a new Farm Bill, or leading the fight for common sense regulation, USA Rice speaks for the entire rice industry.

► Government Affairs Conference

The annual USA Rice Government Affairs Conference provides an opportunity for members to meet face-to-face with Members of Congress and Administration officials to tell them how legislation, regulations, and other policies impact their business and the industry.

“Through effective relationships, USA Rice plays a role in shaping government sentiment, advocating for policies that work for the entire U.S. rice industry. By being united, we are able to make our voice heard with key players in Washington, D.C., ensuring that the livelihood of all sectors of the rice industry is protected.”

Wes Long | Ultimate Ag Consulting
USA Rice Enterprise Partner



PROMOTION & MARKET ACCESS

USA Rice promotes all types and forms of U.S.-grown rice domestically and in dozens of markets around the world through marketing activities and an effective trade policy group.

▶ Supporting U.S. Rough Rice Sales

USA Rice devotes considerable time and resources to maintain and expand market access for rough rice; nearly 34 percent of USA Rice's international promotion funds are spent in markets that are predominately rough rice markets.

▶ Trade Policy

USA Rice's trade policy efforts aim to reduce and eliminate unfair trade barriers to U.S. rice. Efforts also focus on maintaining and opening new markets for all types and forms of U.S. rice through trade agreements, other negotiations, and global food aid programs.

▶ International Promotion

Each year, USA Rice conducts more than 2,700 promotional activities in 25 countries, creating demand for U.S. rice abroad. Through a competitive application process, USA Rice receives more than \$4 million annually from the U.S. Department of Agriculture (USDA) to conduct marketing activities overseas to promote sales of U.S. rice.

▶ Domestic Promotion

USA Rice conducts programs and promotions to encourage the use of U.S.-grown rice in the domestic market, and also prepares the annual *U.S. Rice Domestic Usage Report*. Outreach efforts focus on the foodservice, retail, nutrition, and consumer audiences.



"It all starts with an acre of rice planted by one farmer. That acre of rice produces many jobs in our communities and vital wildlife habitat, not to mention a wholesome food. USA Rice amplifies the unique U.S. rice story in its promotional activities which, in turn, encourage the sale of U.S. rice here at home and overseas. These efforts are a crucial component to keeping farmers and the industry jobs they support in business - in short, it benefits us all."

Amy Beth Dowdy | ABD Crop Consultants, LLC
Enterprise Partner Member

MEMBERSHIP QUALIFICATIONS & DUES

When you join USA Rice as an Enterprise Partner, you are not only demonstrating support for the entire U.S. rice industry but also contributing to the knowledge base, community, and ability of the organization to meet the growing challenges in today's marketplace.

Enterprise Partner Membership

A company, entity, or individual with a vested interest in supporting U.S. rice farming and the U.S. rice industry. Member categories include:

- **Finance Organization** – banks, lenders, insurance, farm credit, credit unions, etc.
- **Farm Inputs** – manufacturers and distribution partners of rice production necessities
- **Farm Equipment & Technology** – manufacturers, retailers, dealers, service businesses, technology, etc.
- **Crop Consultant**
- **Institution*** – foundations, non-profit organizations, research institutions, etc.
- **Allied Business** – a company, entity, or individual that does not fit into one of the above categories

Dues Structure

- \$9,000 – entities with annual revenue greater than \$50 million
- \$6,000 – entities with annual revenue between \$5,000,001 and \$50,000,000
- \$3,000 – entities with annual revenue of \$5,000,000 or less
- \$2,000 – non-profit organizations in the Institutions category*
- \$1,500 – crop consultants

**Members coming through the Institutions category pay \$2,000 in annual dues and may serve on committees in an advisory capacity.*



JOIN THE USA RICE COMMUNITY

If rice is a part of your business, you should be a part of USA Rice. Become a USA Rice Enterprise Partner member today for a stronger, united industry and to improve your bottom line.

► **Apply for Membership**

To submit an application for membership, visit usarice.com/join

► **Contact Us**

We're here to help. Please contact us with any questions: membership@usarice.com, 703-236-2300

ABOUT USA RICE

In 1994, the U.S. rice industry united to form the USA Rice Federation (USA Rice), the umbrella organization that represents the entire rice industry. Join the USA Rice community through membership in one of the organizations below, or as a USA Rice Enterprise Partner.

USA Rice Council

Founded in 1958, the USA Rice Council brings together rice farmers and millers to support and oversee the industry's domestic and international promotion and market development programs. Its membership consists of dues-paying mills and rice state promotion organizations that elect to send promotion funds to the USA Rice Council.

USA Rice Millers' Association (RMA)

Formed in 1899, RMA focuses efforts on promoting sound legislative, regulatory, and trade policy for the rice milling industry. RMA offers membership to U.S. rice millers and U.S. and foreign-based companies that support the rice milling industry.

USA Rice Enterprise Partner

Entities who both support U.S. rice farming and depend on a healthy and vibrant rice industry for at least some of their business can join USA Rice directly as an Enterprise Partner.

USA Rice Farmers

A representative body composed entirely of rice farmers from all six major rice-producing states that serves as a forum for policy development on the issues that affect rice farmers. All U.S. rice farmers are members through participation in and dues contributed by their state rice organizations.

USA Rice Merchants' Association

Founded in 2005, the USA Rice Merchants' Association advocates for those engaged in the storage, purchase, and sale of rough and seed rice.

The Rice Foundation

The Rice Foundation is an independent 501(c)(3) organization, which funds research projects for the U.S. rice industry, and supports leadership and education programs, including the Rice Leadership Development Program.



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