

WHOLE GRAIN



US RICE & MLB HIT IT OUTTA THE PARK!

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Reflecting on My Time as Chairman

BY BRIAN KING

MY TWO-YEAR STINT AS CHAIRMAN of USA Rice is coming to an end this summer and as I reflect back on my time, like all of my predecessors I am sure, I feel grateful for the opportunity to have served this industry I love even more than I did before becoming chairman.

In addition to presiding over near countless meetings and representing the U.S. rice industry in even more, including some with Secretary of Agriculture Sonny Perdue, and Senators and House Members from all over the country, I was also fortunate to travel to some major, and potential major, markets on behalf of U.S. rice.

I led a delegation to Colombia to look at this important and growing market that, through rents paid on the tariff rate quota, actually helps underwrite so much of the important rice research going on at our universities. Colombia was our 51st most important market prior to a free trade agreement with the United States that pushed them into the top 15 for us. We toured import facilities, warehouses, mills, and retail markets and it was fascinating to hear firsthand about the loyal customers we are developing.


I had a slightly more eventful time last year leading a delegation to Mexico, our top market in both volume and value. We were meeting with wholesalers, importers, and the largest Mexican rice mills, and the leadership of the Mexican millers association when President Trump started tweeting about pulling the U.S. out of the NAFTA deal. Phones around the table started lighting up and chirping as we were all caught a little off guard that day. Of course Mexico is our number one market because of NAFTA, not in spite of it.

We were able to restore calm to our meetings and continue for several days, thanks in part to the excellent relationships the U.S. and Mexican rice industry have nurtured over the years. Uncertainty around NAFTA remains, but the solid relationships I saw with my own eyes, and I think contributed to, carry on.

Most recently I traveled to China with a group of rice industry leaders — our phytosanitary agreement complete, but still ironing out specifics. I was impressed by the positive reception we received.

We all know rice is the most manipulated commodity in the world, and in Asia rice has great cultural significance. But the Chinese importers and wholesalers we met with seemed very anxious for our countries to put their differences behind them so we could begin a brisk trade of rice between the U.S. and China. Let's hope so!

I have so many other fond memories of serving as the representative of the entire rice industry, not just the pocket I come from as an Arkansas rice merchant. Serving as chairman of every aspect of the industry was eye-opening, as you would expect. I appreciate the opportunity and the support I have received and I hope you were satisfied by my performance.

As I get ready to pass the baton to a California grower I will keep my advice short and sweet, since it was unsolicited. "Keep an open mind and remember you are representing all of us. As the saying goes, 'if you understand, it is easier to be understood.' Good luck, have fun, and always Think Rice." 



From Colombia (left) to Mexico (top) to the USDA (right), outgoing USA Rice Chairman Brian King traveled the world representing the U.S. rice industry.

"I feel grateful for the opportunity to have served this industry I love even more than I did before becoming chairman."

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USA Rice is the global advocate for all segments of the U.S. rice industry with a mission to promote and protect the interests of producers, millers, merchants, and allied businesses.

USA Rice is an equal opportunity provider and employer.

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AN ECLECTIC COLLECTION OF ARTICLES MAKE THIS WHOLE GRAIN HARD TO CLASSIFY BUT EASY TO READ AND SHARE

BY BETSY WARD

ARLINGTON, VA — As this newspaper finds its way to you we are in the dog days of summer and if you are growing rice, you are about halfway to the start of harvest. Our Government Affairs Conference and the USA Rice Millers' Association Annual Convention are behind us, field days are underway, our July Business Meetings loom, and the USA Rice Outlook Conference is on the horizon. And on more than three million acres of fertile American farmland, the next rice crop is quietly and beautifully growing. I think this issue of the *Whole Grain* will have something to help you fill some of those long summer hours when you have a minute to read it.


If you have any time to step away from your operation this summer to take in a baseball game, chances are you will be able to enjoy U.S.-grown rice at the ballpark — see Cameron Jacob's article about that on page 10 — and be sure to send us a photo if you get there!

And speaking of time away from your operation, this issue of the *Whole Grain* also gives you a taste of what's in store for those of you who join us at the annual USA Rice Outlook Conference in San Diego this December.

We continue to add informative educational sessions about on-farm safety, new technology, conservation practices, retail food trends, and more, and our two keynote speakers will prove to be both fascinating and very different. They've both supplied us with short articles here about themselves and their talks (page 20).

Food Futurologist Dr. Morgaine Gaye shares exactly what it means to be a food futurologist and how she hunts down, analyzes, and predicts trends five and 10 years before they happen, and author Daniel Stone provided us with an excerpt from his new book, *The Food Explorer*, about how many of the foods Americans eat today came to be here, since they were not indigenous.

All that and more make this issue of the *Whole Grain* an eclectic but interesting collection of stories and reports that should both inform you, but also give you confidence that here at USA Rice we are looking out for you in every way imaginable — from our distant food past to trade and farm policies of today, and from the historical and regional significance of rice to cutting edge food trends. USA Rice is the global advocate for all aspects of the rice industry — we are your advocate, your ally, your spokesman, and steward.

It is my sincere wish for you that your summer goes well — you have the water you need and the right nighttime temperatures, and that the weeds and invasive species are staying away, you and your crew are safe, and that your harvest will be a plentiful one. 



USA Rice President & CEO Betsy Ward reps her favorite team.

"USA Rice is the global advocate for all aspects of the rice industry — we are your advocate, your ally, your spokesman, and steward."

U.S. RICE MAKES ITS MARK ON A CHINESE TRADITION

BY JENNIFER L. BLANCK

WILSONVILLE, OR — *Baijiu* (pronounced bye-joe) is the world's best-selling liquor and China's national drink. According to strategic market research firm Euromonitor International, approximately 5.5 billion liters of *baijiu* were sold in 2016. That number doesn't include the *baijiu* made at home for personal consumption, a practice often followed in Chinese villages without commercial access to the liquor.

In China, *baijiu* is served all the time — at holidays, special occasions, business gatherings, and everyday meals. Michelle Ly, president of family-owned Vinn Distillery here, the only *baijiu* distillery in the United States, says they cook with it too. "There's usually a dash of it in everything."

Baijiu is also used to honor ancestors and as medicine. Chinese women traditionally drink a chicken, ginger, and *baijiu* broth daily for one month after giving birth. "It brings heat back into your body," says Ly. "It's tasty, but after a month of it, you're ready for something new."

Often made from sorghum, *baijiu* can also be produced using wheat, corn, or rice. "It depends on the region that you're from and what's grown there," says Ly. Her family has made *baijiu* for seven generations and is originally from Southern China, where rice is grown.

For its *Baijiu* and *Baijiu* Family Reserve, Vinn uses brown Calrose rice, which brings an earthy nuttiness. The family tried another rice variety that worked, but they didn't know the rice's origin. Ly said they wanted a rice from the Pacific region. The family uses Calrose because it's a premium rice grown in California.

Baijiu is made with solid-state fermentation and then distillation. Vinn's production process starts with raw rice. After it cooks in rice cookers, a fermentation starter called *Qu* is added. The mixture stays in fermentation pots for six months. Afterwards, the spirit is distilled three times in a pot still.


The distillery uses white Calrose rice to produce whiskey, vodka, and blackberry liqueur. Ly says the white rice brings a creamy vanilla lightness to the spirits.

Overall, Vinn uses up to eight pallets of rice, or 16,000 pounds, annually. Vinn buys from The Sun Valley Rice Co., LLC in Arbuckle, California.

Steve Vargas, senior vice president of sales at Sun Valley Rice, has traveled to China many times and knows *baijiu*. During every lunch or dinner meeting he's attended in China, there's a bottle of *baijiu* at the table. "It's meant to loosen things up, make things more casual, and move things forward," says Vargas.

He sees a difference between *baijiu* in China and the United States. "In China, they like the strong burn. In the United States, they're lowering the alcohol content and you get more of the flavor profile," he says.

Ly confirms that Vinn has adapted its *Baijiu* for the U.S. palate by lowering the alcohol and creating a more neutral base. The *Baijiu* Family Reserve is made in the traditional Chinese style. Vinn sells its spirits online and in California, Maryland, Oklahoma, Oregon, and Washington, with plans to expand into other states.

Baijiu from China is also sold in the United States. Currently, there is one U.S. *baijiu* bar here — Lumos in New York City. While not the traditional approach, *baijiu* cocktails are catching on as part of the craft cocktail craze. Ly said there's usually interest from people who visit China or those who want to try something totally different. 



Jennifer L. Blanck is a freelance writer with a love for rice in just about everything. *Ganbei!*

Rice-based baijiu: liquid deal maker.


CALIFORNIA RICE PAINTS THE TOWN RED, ORANGE, YELLOW, GREEN, BLUE, ETC.

BY JIM MORRIS

SACRAMENTO, CA — Shared Abundance, a mural highlighting the California rice story, recently was completed in downtown Sacramento, at the busy corner of 8th and K Streets, near the Golden 1 Center, home to the Sacramento Kings professional basketball team. The vibrant giant-sized painting links together the many facets of rice farming and the abundant wildlife attracted to the habitat created by shallow-flooded rice fields in the Sacramento Valley.

The mural, part of the annual California Rice art program, was painted by Francesca Gámez, a young artist raised in the San Francisco Bay Area who received her degree in Fine Arts at California State University, Sacramento in 2014. Gámez has completed murals in Bali, Barcelona, Washington, DC, and San Francisco. Her work is heavily influenced by intuition, dreams, memories, transcendence, resilience, nature, and definitions of home. She works with many different mediums, the urban landscape and public works being her most favored.

"The main star of my mural is the Great Blue Heron," said Gámez. "Knowing that California rice fields are the home to over 200 wildlife species, mainly birds, I really wanted to showcase that fact along with all the other great things their industry does for our community."

To see a video clip of the making of this artwork, visit the California Rice Commission (CRC) website (calrice.org/mural). The page also provides background on the CRC art program, an important part of public education outreach that includes wooden boxes adorned with the commissioned artwork and filled with locally grown rice products and industry information that CRC delivers each year to state legislators and other key influencers. 

Jim Morris is Communications Manager for the California Rice Commission. When he's not on the job, he enjoys his family, faith, football, outrageous monster stories, and running marathons.



TOP: CRC's decorative wooden rice boxes tout the environmental message of California rice.
CENTER: Artist Francesca Gámez and her artwork.
BOTTOM: Taking art to the streets of Sacramento.




USA RICE BRINGS OUR INDUSTRY TOGETHER THROUGH FUNDING & PROGRAMS

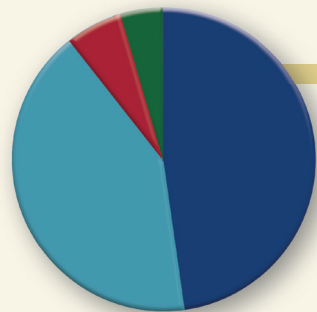
BY REBECCA GREENWAY

ARLINGTON, VA — Like all federated trade associations, USA Rice brings together funding from many industry sources – for us, this means farmers, millers, merchants, and associated businesses – and uses that funding to conduct programs on behalf of the entire U.S. rice industry. A total of more than three hundred rice industry representatives sit on USA Rice boards and committees that are tasked with oversight of USA Rice activities to assure each year's goals and accomplishments address industry needs. Financial reports are designed to show sources and uses of funding, allowing board and committee members to monitor progress throughout the year.

Our annual financial audit report is prepared by an external CPA firm hired by the USA Rice Audit Committee – also comprised of representatives from all industry segments

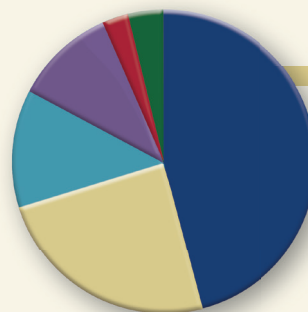
– and stated that "USA Rice's financial records and reports were prepared according to Generally Accepted Accounting Principles, that no significant errors were found, and internal controls over financial assets and reporting were adequate." The audit report also included positive results from the required review of USA Rice's compliance with federal regulations regarding expenditure of federal funds. It is the combined efforts of board and committee members and other volunteers and staff that results in USA Rice's continued record of clean financial audits and compliance reviews. 

Rebecca Greenway is USA Rice CFO.



FY 2016/2017 REVENUES - \$11,261,700

State checkoff funds provided by USA Rice Council	\$5,094,500	●
USDA International Promotion funds	\$4,291,200	●
Mill, merchant, farmer, and other rice industry dues	\$1,008,500	●
Other income	\$867,500	●



FY 2016/2017 EXPENSES - \$11,261,700

International Promotion – USDA funded	\$4,291,200	●
Rice State Relations, Membership & Meetings	\$2,546,400	●
Domestic Initiatives & Promotion	\$1,831,000	●
International Promotion – Rice Industry Funded	\$1,281,500	●
Management and general	\$827,600	●
Government affairs	\$484,000	●

MISSISSIPPI, CHINA, ITALY, AND LEBANON BOUND TOGETHER... BY RICE

BY LESLEY DIXON

GREENVILLE, MS — It might be the last place some would think to look for exotic, international dining experiences, but historians and foodies alike are re-discovering the wealth of cuisine the Mississippi Delta region has to offer. In these dwindling but well-established pockets of American immigrant heritage dotting the river, U.S. rice is the common thread that sews together an eclectic cultural fabric. It's a well-kept secret that the locals have known for a hundred years.

In the Reconstruction-era South, the first Chinese emigrated to the Delta to work in cotton fields. Rice immediately connected Chinese immigrants to the land and culture of the Delta when these early arrivals, while working the cotton fields, would strap their babies to their backs and feed them little hand-made rice balls — their first solid meal after nursing age.

The Exclusion Act of 1882 forbade Chinese immigration to the United States, but there were some exceptions to the law: Chinese people could come to the country only if they had family members already established here, or if they claimed certain occupations. According to E. Samantha Cheng, producer of the documentary *Honor and Duty: the Mississippi Delta Chinese*: “The stipulation was that they had to be scholars, diplomats, or merchants. And that's how many of the Mississippi Chinese entered the country — they came in as merchants.”

Having been designated as such, many second-wave Chinese immigrants to the Delta region in the early 1900s opened stores that sold groceries and general goods. There was an economic need for grocers in these small towns up and down the Mississippi river, and the lush, humid climate of the Delta was similar to the area of southeastern China where many families had emigrated from to escape famine — an area, incidentally, that grew lots of rice.

Though opportunities were plentiful and the countryside felt like home, the Chinese in the Delta faced social and economic challenges along the way.

“Back in the 20s, when we settled in Mississippi, we had a grocery store called Dell Brothers,” remembers Gilroy Chow, a retired engineer who was raised in Mississippi and New York City. Gilroy grew up living in the back of his family's grocery store in Cleveland, Mississippi, because Chinese immigrants were not allowed to buy houses at that time.

The Chinese grocers thrived nevertheless, providing small Delta towns with all the goods they needed — including U.S.-grown rice. Chow recalls how his parents and other Chinese grocery store owners would periodically make trips to Houston's Chinatown to purchase long grain Texas white rice in bulk, both to cook at home and to sell to their customers.

“We would get rice from the Chinatowns a hundred pounds at a time, because we used so much. It was Texas rice, always extra-long grain.” The first commercial-scale rice production in Mississippi didn't begin until 1948 with a farm outside of Greenville, so most grocers sold rice from Texas or Arkansas until the Mississippi rice industry gained traction.

“There was never an opportunity back then to purchase any imports because there were no Chinese distributors in the Delta,” said Cheng. “And in New York, where I'm from, we were raised on domestic long grain rice. It was definitely American rice; we didn't have access to imports. That didn't come about until much later in the 70s. When I buy rice, I always buy American-grown.”

According to Chow, U.S.-grown rice was yet another thing about the Delta region that made his family feel at home; there was no nostalgia for rice from the old country. “I never heard them reminisce about the old days. They were happy with the extra-long grain from Texas.”

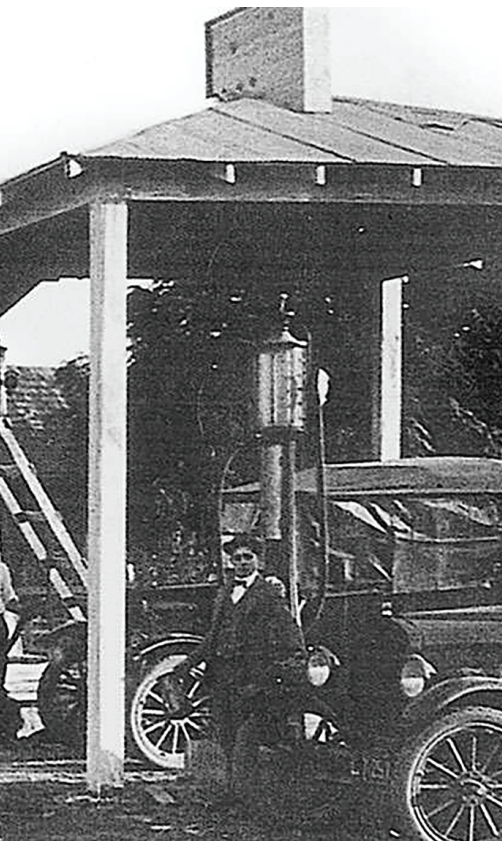
The Chinese aren't the only immigrant culture who has called the Delta home for four generations. Anyone who's ever been to Clarksdale, Mississippi, can tell you they've got great Lebanese food, and it's so engrained in the culture of the town that residents simply consider it “Clarksdale food.”

The Lebanese immigrated to the U.S. to escape famine and conflict in their own country, which was part of Syria at the time — a region violently torn between the Ottoman Empire and the Allied Forces during the First World War.



CHINA, MISS. From left, Sammy Chow, Alice Chow, Sandra Chow, Audric Chow, Bradley Chow, L. K. Pang, Lisa Chow, Sally Chow, Jennifer Chow and Gilroy Chow on the family's farm near Clarksdale, Miss.

The Chinese grocers thrived nevertheless, providing small Delta towns with all the goods they needed — including U.S.-grown rice ... store owners would periodically make trips to Houston's Chinatown to purchase long grain Texas white rice in bulk.



The Lebanese differed from the Chinese in that they didn't originally come to the Delta region as laborers; they arrived as merchants from the beginning, passing through the port of New Orleans in the 1890s. On their immigration papers, they were known simply as "peddlers."

Many older residents of the Deep South fondly remember these peddlers traversing the countryside with a satchel full of sundries, selling miscellaneous goods to locals on the bayou who lived too far from town to shop in stores. The classic imagery of the peddler is a part of Lebanese-American identity even today.

Keith Fulcher is a longtime Cleveland resident who works at Delta State University, and he can trace his Lebanese heritage back through New Orleans in the 1890s to the Old Country. "On the immigration documents, the occupation for most Lebanese was 'peddler.' It kind of defines who Lebanese are overseas. We're descendants of the Phoenicians, who were great merchants. In America, we sold U.S. rice in stores and out of a backpack."

Lebanese immigrants weren't the only ones in the peddling business, either. Italian immigrants have had a presence in the Delta since Colonial times, but around the turn of the nineteenth century, increasing numbers of them emigrated to the U.S. through New Orleans. They settled all over the state, but favored river towns like Natchez and Vicksburg because they were more open to outsiders.

Though they quickly became an integrated part of the Delta community, Italians also faced difficulties in their new home as they, along with other immigrants from the southern or eastern parts of Europe, were portrayed negatively in America at the time.

Joe Aguzzi, a Mississippi rice farmer whose family has been in the Delta for six generations, said that in the early days, Italians weren't treated well. "They would really look at you pretty hard when they passed by, and we had a little trouble at school. But it all worked out. We came a long ways."

Italians like Aguzzi's grandfather, who immigrated to Mississippi through New Orleans in 1895, worked as tenant farmers and performed arduous labor like repairing levees on plantations. "They was promised a whole lot, but when they came over they were sharecroppers. They only got 40 percent," said Aguzzi.

After leaving his sharecropping situation, Aguzzi's grandfather ended up in Cleveland, Mississippi, where he put down money on 140 acres of farmland. "It took a lifetime to pay for that," Aguzzi remembers. "When I came out of the army after World War II, third generation, we made the last payment on that land."

After they paid off their debt for passage to the United States, many of the Italians in the Mississippi began working as peddlers, much like the Lebanese. It was only natural, then, that Italian and Lebanese immigrants followed a similar path as the Chinese and began to open their own grocery stores.

At one point, there were as many as 50 Chinese groceries in Greenville, Mississippi, alone, some right across the street from one another — some even on the same block.

And they all sold U.S. rice.

"It was always long grain rice from either Texas or Stuttgart, Arkansas, that my parents had ordered for our personal consumption by

the 100-pound cotton bag," remembers Raymond Seid, a Mississippi native who grew up in a Chinese-owned store in Greenville called Frank's Grocery. "Our grocery store sold only long grain rice, 1-pound or 5-pound bags from Mahatma. Later we sold Uncle Ben's rice. Greenville had an Uncle Ben's rice plant."

But they didn't just sell rice U.S. rice; they ate it, too.

Both Chow and Seid reminisce about utilizing the crispy crust at the bottom of giant rice pots. "My mama cooked steamed rice in a huge pot because she had to feed a growing family of seven boys," said Seid. "We simply scraped the layer of burnt bottom rice and ate it as a snack like crackling rice krispies with salt." That burnt crust doesn't happen as much with modern pots, but the philosophy of not wasting a single grain has stuck with them.

Keith Fulcher also has vivid memories of his Lebanese mother — whose maiden name was Nohra — cooking with U.S. rice. "She used long grain white rice in her cooking. I didn't even know you could buy foreign rice back then, which I would never do. I look at the package, and if it's processed and grown in Mississippi, that's my buying pattern."

Fulcher's family also owned stores that sold rice from Texas, Arkansas, and Mississippi.

Lebanese food is very rice-heavy, whether in rice-based dishes like pilaf, a savory, buttery dish with broken vermicelli noodles and pine nuts, or in meat-forward recipes like kibbe, a traditional cabbage roll filled with beef, rice, and spices.

"Most of the dishes had some form of rice in it," said Fulcher. "When people said, 'Oh, are you having turkey for Christmas?' That's what we called American food. We wanted Lebanese food for the holidays."

U.S. rice tied Chow's and Fulcher's families to the land and the culture of the Delta, and as first-generation children of immigrants who were born here, it's the common thread that connects their past to their present, their heritage to their home, their family to their neighbors.

Both the Lebanese and the Chinese branched out from the grocery business to restaurants, a natural progression for food merchants who had become great cooks to recreate the meals of their homeland.

Chow's family never worked in the restaurant industry in the Delta, but his cooking is renowned in the Chinese community there nonetheless. Perhaps the dish that's gained the most notoriety is his "southern fried rice."

So what makes it southern?

"It has bacon and it has ham in it," Chow asserts. "Eggs, peas, celery, onion. It's become my signature dish because people enjoy it so much. It's a recipe I've developed over the years."

Chow and his wife, Sally, throw regular get-togethers where they serve up their unique brand of southern-influenced yet old-fashioned Chinese food for family and friends, and rice plays a significant role in both cooking traditions. Until bok choy became widely available in American supermarkets, he and Sally were accustomed to substituting collard or mustard greens in their stir-fry. And they are well aware that bacon fat makes everything better.

"It's Cantonese, it's home-cooking, and it's Southern," said Chow of their culinary style.

While Chinese immigrant families opened up restaurants that introduced the U.S. to Chinese food in the 1950s — including

TOP: An Italian grocery near Shaw, Mississippi (from *Delta Italians* by Paul V. Canonici).
 CENTER, LEFT: Chinese grocers provided Delta towns with U.S.-grown rice.
 BOTTOM, LEFT: The Chow Family on their farm in Clarksdale, Mississippi.
 RIGHT: Syrian peddler carrying wares and groceries in a backpack (from Birmingham, Alabama Public Library Archives).

Continued on page 8

Continued from page 7



TOP: Keeping the kibbe making tradition alive today (photo by Keith Fulcher).
BOTTOM: Opened by Lebanese immigrant Abraham Davis in 1924, Abe's BAR-B-Q in Clarksdale, Mississippi is still owned by the Davis Family.

Americanized dishes like chop suey and General Tsao's chicken — Lebanese immigrants largely chose to start restaurants that catered to American traditions, always with a little Lebanese twist.

The general wisdom is that you can't visit Clarksdale without trying a kibbe sandwich from Rest Haven, a favorite eatery that has served home-style comfort food since 1954. The sandwich, made from traditional cabbage rolls containing domestic long grain rice, is their most popular dish. Word has it that you've also got to stop at Abe's BAR-B-Q in Clarksdale, which has been serving up pit-smoked barbecue and, you guessed it, kibbe since 1924.

Authentic Italian eateries are beloved staples in the Delta and largely responsible for introducing Italian cuisine to the United States. Lusco's and Giardina's restaurants in Greenwood were both founded by Italian immigrants in the 1930s who started as grocers. They're famous for their family recipes passed down through generations and their old-fashioned private dining booths. The passion of Italian immigrants for food, family, and the land took root in the Delta, shaping Southern culture just as the South influenced them. "I think Italians are like Southerners without their inhibitions," Mississippi-born playwright Tennessee Williams, who admired the Delta Italians, once wrote. "Their vitality is so strong, it crashed through them."

Immigrant-owned stores and restaurants also served an important function in the early twentieth century South. "Chinese became the conduit between African-American communities and white communities," explained Cheng. While blacks were barred from patronizing most businesses at the time, the Chinese groceries and Lebanese restaurants welcomed both white and black customers, as well as other immigrants.

At its peak in the 1970s, the Delta Chinese community was as much as 2,500 strong. Now, Gilroy Chow estimates there's only around 500 left in the area. As the later generations grow up, they head off to college and seek job opportunities around the country.

Even Gilroy and Sally, both born in Mississippi, moved from place to place throughout their married life as Gilroy worked for NASA and General Dynamics. But they always came back to Mississippi, because nowhere else feels quite like home.

Chow even farmed rice during a period in the 1960s for Delta Rice Co-op, and he contemplates the character of Delta land as only a native can. "The soil was gumbo, so hard to work and so sticky. But guess what? It retained water. So rice growers liked gumbo soil over sandy loam."

He reflects proudly on the agricultural heritage of his home state. "In the Mississippi Delta here we grow cotton, corn, rice, soybean, wheat. Rice is a very important commodity here, and it grows well — if you know how."

The Chow's two children have spent time away for school and for work, but they both currently live near their parents in Mississippi. "They could be anywhere, but they choose to be close to home," Chow said happily.

There's just no home like rice country. [WG](#)

Lesley Dixon is a homesick Texan who has lived all over the world and has many hometowns; she loves talking to people about food and will always be a history major at heart.

"Rice is a very important commodity here, and it grows well — if you know how."

RICELAND FOODS COO CARL BROTHERS TO RETIRE

BY KEVIN MCGILTON

STUTT GART, AR — Carl Brothers began his career with Riceland Foods on January 15, 1965 when he was hired as a Sortex Operator in the parboiled rice mill here. Carl was named Export Sales Manager in 1978 and promoted to Vice President of Rice Sales in 1979. He traveled extensively — to Africa, the Middle East, Europe, Asia, the Caribbean, Central and South America — selling Riceland rice.

In 1998, Carl's responsibilities expanded to cover Riceland's partnerships in rice flour and rice bran oil. He was named Senior Vice President for Marketing and Risk Management in 2010, which placed all of Riceland's commodity futures and risk management under his responsibility. Finally, in 2014 he was promoted to Senior Vice President and Chief Operating Officer, which is the position he currently holds.

Carl has had an enormous impact on Riceland during his 53-year career. Considering Riceland began operations 97 years ago, Carl has been a major presence for over half of that time. Riceland's expansion in export markets, rice flour, rice bran oil, and many other areas of the business can be largely attributed to his hard work and dedication.

Carl has served as chairman of both the USA Rice Federation and the USA Rice Millers' Association, and been active on many boards and committees to further the trade and consumption of U.S. rice around the world.

As a member of the Agriculture Policy Advisory Committee and the Agriculture Technical Advisory Committee, Carl advised the U.S. Secretary of Agriculture on trade policy, provided technical advice on specific commodities and products, and conferred on the negotiations of free trade agreements to open markets in Mexico, Canada, Japan, Europe, Central America, and most recently Colombia. These agreements have led to millions of dollars in export business for the United States and millions of dollars for rice research.

The U.S. rice industry recognized Carl's leadership in 2009 with the industry's Lifetime Achievement Award.

"In his long career working for the U.S. rice industry, no doubt Carl has seen it all," said USA Rice President & CEO Betsy Ward. "He has certainly done it all — and with the utmost professionalism and civility. When asked, I could always count on Carl for an honest opinion, a thorough analysis, or a practical solution. And I always found his advice invaluable."

Carl's 53-year Riceland career will end with his retirement at the end of July, but his impact on the U.S. rice industry will continue for many years into the future. [WG](#)

Kevin McGilton is vice president of government affairs at Riceland Foods, Inc.



Throughout his career at Riceland, Carl Brothers never let the 'big one' get away. May his luck continue in retirement!



INTERNATIONAL PROMOTION

U.S. RICE KEEPS ON (FOOD) TRUCKIN' IN SOUTH KOREA

BY AMY SUNG

SEOUL, SOUTH KOREA — Within the past couple of years, the food truck business sector has been thriving here, and the number of food trucks and nationwide festivals supporting food trucks has increased - a trend that is expected to continue as posting food truck selfies on social media is part of the culture among the younger generation. As for food truck offerings, there is a wide variety of dishes and many include rice, as it's a favorite food of Korean people.

USA Rice decided to capitalize on these trends and coordinated with the Korea Food Truck Cooperative Federation to conduct menu presentation seminars and new menu launching promotions featuring U.S.-grown rice.

The Food Truck Federation was established in 2014, and consists of more than 300 members who own their own food trucks. The organization helps members stay current with market trends, menu development, and sanitation regulations, and welcomes culinary input and educational support.

Partnering with a culinary agency called Test Kitchen, USA Rice developed new rice menus for five selected food truck chefs. After several sampling sessions, the following dishes were chosen as chef favorites: steamed rice with grilled small octopus, steamed rice with Hawaiian shrimps, steamed rice with teriyaki sauced chicken skewers, chili rice burrito, and New Orleans gumbo rice.



U.S. rice goes from test kitchen to customer container.



The new dishes were 'trucked' to food festivals around the country along with promotional materials introducing consumers to U.S. medium grain and its many menu possibilities. More than three metric tons of U.S. medium grain rice was used for this activity and that is just the beginning as three of the food truck owner/chefs, so pleased with the quality of the U.S.-grown rice, are now serving only U.S. rice to their patrons. [WG](#)

Amy Sung is a staff member of USA Rice's contractor for South Korea, Sohn's Market Makers, who develop highly innovative marketing campaigns each year to promote the consumption of U.S.-grown rice.

The Think Rice message goes mobile with food trucks Nebal Nakji (center left), Mexi Driver (center right), and Gramercy Kitchen (bottom left).

BASEBALL, MOM, AND U.S.-GROWN RICE?!

BY CAMERON JACOBS

ARLINGTON, VA — Summer is for rice farming (of course), vacationing, spending time with family home from school, hanging at the pool, and America’s pastime: baseball! Summer nights at the ball park have been a staple for many American families since the founding of Major League baseball (MLB) in 1876. From the affordability of tickets, duration of the game, in-park promotions, and don’t forget concessions, a night at the ball park is a perfect outing whether with the whole family, a friend, or just by yourself.

According to Carl Mittleman, president of Aramark’s Sports and Entertainment division: “Food has become a major player in the fan experience and that increased role is a motivating factor for us to continue to enhance our menu offerings each season. We’re focusing on driving quality, increasing healthy options, making it convenient, and providing personalization for our guests.”

That said, it should come as no surprise that 86 percent of MLB ball parks offer some sort of rice option for their guests’ snacking pleasure.

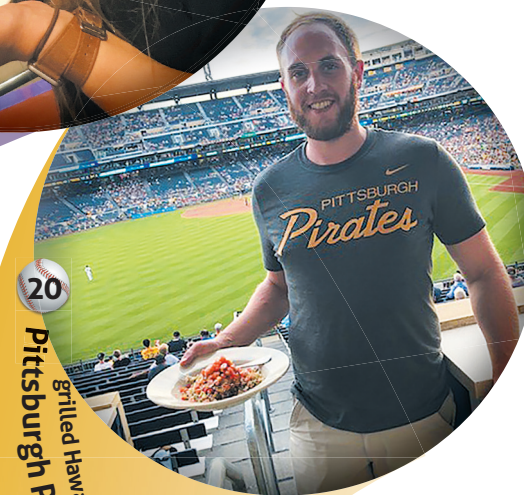
Whether it’s due to an increase in health consciousness, an effort to accommodate gluten-free diets, or just the overall need to diversify the traditional baseball concessions, there has been a distinct increase in rice offerings within MLB parks over the past five years. From build-your-own burrito helmet bowls, to risotto balls and horchata, MLB has got fans craving U.S.-grown rice throughout the 162 game regular season and into the post-season, if your team makes the play-offs. [W3](#)



LA Dodgers, Dodger Stadium
tuna poke bowl



Colorado Rockies, Coors Field
zucchini tamales with cilantro rice & beans



Pittsburgh Pirates, PNC Park
grilled Hawaiian chicken grain bowl



Turn the page for a handy guide to all the MLB ball parks where you can Think Rice all summer long.

COLLECT THEM ALL! THEY'RE A HOMERUN



The Change Up burrito bowl
Washington Nationals, Nationals Park

17

THINK RICE
U.S.-GROWN

BUILD YOUR OWN RICE BOWL

EDEL FORD FONG'S
AT&T Park, San Francisco

THINK RICE
U.S.-GROWN

RISOTTO BALLS

ARANCINI BROS
Citi Field, New York

THINK RICE
U.S.-GROWN

KABOOM KABOB

TEXAS SIZED 24
Globe Life Park, Arlington

THINK RICE
U.S.-GROWN

BURRITO HELMET BOWL

TEXMEX
Guaranteed Rate Field, Chicago

THINK RICE
U.S.-GROWN

HOLY MOLY BURRITO

LUCHA LIBRE
PetCo Park, San Diego

THINK RICE
U.S.-GROWN

FARMERS MARKET BOWL

HARRY THE K'S
Citizen Bank Park, Philadelphia

THINK RICE
U.S.-GROWN

RICE BOWL

AZ CANTEEN
Target Field, Minnesota



MLB BALL PARKS WHERE YOU CAN THINK RICE ALL SUMMER LONG

AMERICAN LEAGUE EAST

- 1 | Boston Red Sox, Fenway Park:**
Sushi, Gate A and Home Plate Concourse.
- 2 | New York Yankees, Yankee Stadium:**
Veggie fried rice, *Weight Station*, Section 223.
- 3 | Tampa Bay Rays, Tropicana Field:**
Risotto and Black beans & rice, *Batter's Eye*, Center Field.

AMERICAN LEAGUE CENTRAL

- 4 | Chicago White Sox, Guaranteed Rate Field:**
Carnitas simmered in tomatillo salsa with rice & corn tortillas, Diamond Suites. Build-your-own burrito helmet (bowl), *TexMex*, Section 529.
- 5 | Cleveland Indians, Progressive Field:**
Mexican rice with chorizo, side of cilantro rice, build-your-own burrito bowl, *Barrio*, Section 109. Burritos & burrito bowls, *Ohio City Burrito*, Section 159.
- 6 | Detroit Tigers, Comerica Park:**
Burritos & burrito bowls filled with Spanish-style rice, *Big Cat Court*, Gate A.
- 7 | Minnesota Twins, Target Field:**
Rice bowl, *AZ Canteen*, Section 199. Lund's/Byerly's Wild rice soup, *Halsey's Sausage House*, Sections 105 & 120.

AMERICAN LEAGUE WEST

- 8 | Houston Astros, Minute Maid Park:**
Loaded burritos & burrito bowls with cilantro lime rice, *HTX MEX*, Section 215.
- 9 | Los Angeles Angels, Angel Stadium:**
Turkey chili bowl with brown rice, *Muscle Maker Grill/Fresca's*, Section 240. Rice bowls with Kung Pao or Orange Chicken, *Panda Express*, Sections 226, 420, 522.
- 10 | Oakland Athletics, Oakland-Alameda County Coliseum:**
Vegetarian burrito, *Burrito District*, Section 220.
- 11 | Seattle Mariners, Safeco Field:**
Homemade rice krispies treats, *Hit it Here Café & Bar*, Sections 106 & 110. Chicken fried rice, *Din Tai Fung*, Section 132. Sushi, *Safeco Field Sushi*, Section 132.
- 12 | Texas Rangers, Globe Life Park in Arlington:**
The KABOOM kabob-24 inch kabob served over bed of rice, *Texas Sized 24*, Section 29. Brisket tacos served with Mexican rice & Southwest tacos served with Mexican rice, *Street Tacos*, Section 47.

NATIONAL LEAGUE EAST

- 13 | Atlanta Braves, SunTrust Park:**
Los Bravos gigante burrito, *Braves Big Bites*, Section C113.
- 14 | Miami Marlins, Marlins Park:**
Taco bowl with Mexican rice, *Miami Mex*, Section 5.
- 15 | New York Mets, Citi Field:**
Sushi, *Daruma of Tokyo*, Section 105. Arancini risotto balls, *Arancini Bros*, Field Level by Shea Bridge.
- 16 | Philadelphia Phillies, Citizen Bank Park:**
Farmers market grain bowls, *Harry the K's*, Sections 143-145 & 243.
- 17 | Washington Nationals, Nationals Park:**
Jerk chicken & rib combo with red beans & rice, *Jammin Island BBQ*, Section 141 and Red Loft 244. Thai chicken skewers over jasmine rice, *The Change-Up Chicken Stand*, Section 130. The Change Up Burrito Bowl, *Bullpen Burritos*, Section 142.

NATIONAL LEAGUE CENTRAL

- 18 | Cincinnati Red, Great American Ball Park:**
Sushi, *UDF Markets*, Terrace Level. Fajita bowls, *Machine Room*, Left Field Patio.
- 19 | Milwaukee Brewers, Miller Park:**
Thai salad grain bowl featuring brown rice, *Marketplace*, Field Level and PNC Club.
- 20 | Pittsburgh Pirates, PNC Park:**
Vegan greens and grains bowl with brown rice & grilled Hawaiian chicken grain bowl, *Jim Beam*, Left Field Lounge.

NATIONAL LEAGUE WEST

- 21 | Arizona Diamondbacks, Chase Field:**
Horchata, *America's Taco Shop*, Sections 115 & 314.
- 22 | Colorado Rockies, Coors Field:**
Red chili zucchini tamales topped with cilantro rice, *Mountain Ranch Club*. Build-your-own burrito/burrito bowl, *Blake Street Burrito*, Section 134.
- 23 | Los Angeles Dodgers, Dodger Stadium:**
Sushi, *Gluten-Free Cart*, Section 132. Tuna poké bowl and Teriyaki chicken bowl, *BaseBowls*, Section 45.
- 24 | San Diego Padres, Petco Park:**
Holy Moly burrito, Surf & Turf burrito, Full Nelson enchiladas, and Lil' Luchadors Kids Meal, *Lucha Libre*, Section 119. Sushi, *Zenbu Sushi Bar*, Section 224.
- 25 | San Francisco Giants, AT&T Park:**
Cha-Cha bowl (combine rice, beans, grilled chicken, and pineapple-zucchini salsa into a Caribbean take on bibimbap) with Chicharrones, *Orlando's Caribbean BBQ*, Promenade and View Levels. Poké bowls, *Da Poke Man*, Section 112. Sushi, *Mashi's Sushi*, Club Level. Burrito bowls with Spanish rice, *Bar San Pancho*, Blue Shield Field Club. Build-your-own rice bowls, *Edsel Ford Fong's*, Promenade Level.

Link to ballpark
food trading cards:
www.topps.com/blog/aramark-incredible_eats/



2018 FARM BILL STATUS UPDATE

BY **JAMISON CRUCE**

WASHINGTON, DC — Throughout the development of the 2018 Farm Bill and its recent debate, USA Rice worked closely with Members of Congress, the House and Senate Agriculture Committees, as well as House and Senate leadership to ensure a positive outcome for the rice industry, and secured several favorable provisions in both bills, many of which were identified and prioritized through the work of the USA Rice Farm Policy Task Force.

The House of Representatives' version of the 2018 Farm Bill, *The Agriculture and Nutrition Act of 2018* (H.R. 2), was reconsidered by a straight, up-down vote and passed 213 to 211 on June 21. The bill was originally voted on on May 18, and was rejected by a vote of 198 to 213, for several reasons, but particularly no Democratic support and a holdout of some Republican support because a vote on immigration reform had not yet been scheduled in this Congress. Upon the bill's failure in May, House Speaker Paul Ryan (R-Wis.) moved to reconsider the vote. The motion was postponed, which provided the opportunity for the June re-vote on H.R. 2.

The Senate Committee on Agriculture, Nutrition, and Forestry held the markup for its version of the Farm Bill, *The Agriculture Improvement Act of 2018* (S. 3042), on June 13. Nearly 200 amendments were filed, but only a handful received consideration during the hearing. Of those amendments considered, 66 were included and passed as an en bloc manager's amendment.

After just three hours of discussion, the committee passed the bill by a roll call vote of 20-1, with only Senator Chuck Grassley (R-IA) voting in the negative. Senate Majority Leader Mitch McConnell (R-KY), who serves on the Senate Agriculture Committee, reiterated his priority of a full Senate vote on the Farm Bill prior to the July 4th weeklong recess.

If the Senate passes its bill, then the process will move forward to conference.

The chart at the right compares the rice-specific proposals in both the House and Senate versions with current law. The 2014 Farm Bill expires this year on September 30, leaving Congress and the President three months to sign a new farm bill into law. [WGA](#)

Jamison Cruce is USA Rice Manager of Government Affairs.

USA Rice worked ... to ensure a positive outcome for the rice industry, and secured several favorable provisions ...



2018 FARM BILL ANALYSIS (AS OF JUNE 21, 2018)

TITLE	PROGRAM	HOUSE-PASSED FARM BILL	SENATE AG COMMITTEE-PASSED FARM BILL
Title 1	Base Acres	<ul style="list-style-type: none"> Base acres on a farm where no covered commodities were planted since 2009 will be moved to unassigned base acres. 	<ul style="list-style-type: none"> Base acres left unchanged.
	PLC	<ul style="list-style-type: none"> Allows for a drought-triggered yield update. Sets "effective reference price" at higher of reference price or 85% of 5-year Olympic average. Increases the temperate Japonica reference price to 124% of the LG Rice reference price. 	<ul style="list-style-type: none"> No changes.
	ARC	<ul style="list-style-type: none"> Maintains ARC-County, but eliminates ARC-Individual. Prioritizes RMA yields over NASS data. Payments based on physical location of farms, not county FSA office location. Mandates a separate dryland and irrigated yield calculation for each county. 	<ul style="list-style-type: none"> Payments based on physical location of farms. Increases the T-Yield replacement percentage to 75%. Includes trend adjustment for yield guarantees. Prioritizes the most widely available data source for yields.
	Default Program if Lack of Unanimous Decision	<ul style="list-style-type: none"> PLC is default option for 2020-2023 with no payments in 2019 if no unanimous decision is made by all managing farm partners. 	<ul style="list-style-type: none"> ARC is default option for 2020-2023 with no payment in 2019 if no unanimous decision is made by all managing farm partners.
	AGI Cap (Title I & II)	<ul style="list-style-type: none"> Remains at \$900,000. 	<ul style="list-style-type: none"> Lowers AGI to \$700,000.
	Actively Engaged	<ul style="list-style-type: none"> Expands family definition to include first cousins, nieces, and nephews. 	<ul style="list-style-type: none"> No changes.
	Title 2	CRP	<ul style="list-style-type: none"> Increases acres to 29 million by 2023 at 1 million acres per year. Caps the rental payment at 80% of the market rate.
CSP		<ul style="list-style-type: none"> No new enrollments after 2018. Moves CSP authorities into EQIP. 	<ul style="list-style-type: none"> Extends the program through 2023.
EQIP		<ul style="list-style-type: none"> Maintains current law at 75% cost share. Removes livestock carve out. Stewardship contracts authorized (see CSP above). 	<ul style="list-style-type: none"> Extends the program through 2023. Provides authority to states to increase cost-share to 90%. Reduces livestock carve out to 50%.
RCPP		<ul style="list-style-type: none"> Extends the program through 2023. Increases funding to \$250 million. Discontinues the 7% donation from CSP, EQIP, and ACEP. 	<ul style="list-style-type: none"> Extends the program through 2023. Increases funding to \$200 million. Continues the 7% donation from CSP, EQIP, and ACEP.
Title 3	Food For Progress	<ul style="list-style-type: none"> Extends the program through 2023. 	<ul style="list-style-type: none"> Provides cash flexibility through a 30% reduction of the transportation cap (thus reducing the amount of commodities that can be purchased).
	Food for Peace	<ul style="list-style-type: none"> Extends the program through 2023. 	<ul style="list-style-type: none"> Eliminates the 15% floor for monetization.
	McGovern-Dole	<ul style="list-style-type: none"> General reauthorization. 	<ul style="list-style-type: none"> Allows for 10% of program funds to be used to purchase local (non-U.S.) commodities.
	Market Promotion Programs (including MAP & FMD)	<ul style="list-style-type: none"> Mandatory funding of \$255 million annually (\$1.5 million increase). 	<ul style="list-style-type: none"> Mandatory funding of \$259.5 million annually (\$6 million increase). Allows MAP and FMD funds to be used to promote products in Cuba.
Title 10 (House)/ Title 11 (Senate)	Crop Insurance	<ul style="list-style-type: none"> No major changes. Report language encourages USDA to develop endorsements for alternate wetting and drying and furrow irrigated rice practices. 	<ul style="list-style-type: none"> Directs the Federal Crop Insurance Corporation to conduct research and development on alternate wetting and drying and furrow irrigated rice practices.

I ♥ DC

WASHINGTON WINS – MY HEART AND THE STANLEY CUP

BY JOSIE MCLAURIN

WASHINGTON, DC — Wow. What a place. I have consistently woken up the past three months excited and in awe about just being here. Ever since I first visited Washington in the tenth grade, I have been determined to come back. As some may say, I have “caught the D.C. bug.”

The knowledge that I have acquired in the past three months living in Washington and working at USA Rice is more than I ever would have imagined. Getting to work with the Government Affairs team here has been a tremendous opportunity, and the entire USA Rice staff are all so warm and welcoming. The rice industry is lucky to have these people working on their behalf.


Ever since that brief visit in tenth grade I had always dreamed of becoming involved in government. Ag also holds a special place in my heart, as I grew up with family who farms and I am very involved in my local Future Farmers of America (FFA) chapter. In college, I decided to study Agriculture Business with a concentration in Policy in Law so my major is a combination of two areas that interest me the most. Learning about the inner workings of agricultural policy in school has been edifying, but I knew the practical application would be even more interesting.

And, I wanted to come back to D.C.

At the beginning of my junior year at Mississippi State University, I heard about the Demmer Scholars Program, a division of the Boone and Crockett Club that brings students interested in the natural resource policy arena to Washington to intern as well as study for a summer. I knew this program would be a perfect way for me to get back to D.C. and learn all about what I hope will be my dream job someday. I was lucky enough to be chosen for the program and then placed here at USA Rice. I never imagined all that I would get to experience.

Day one: Figuring out my commute and getting my first assignment – researching the Farm Bill. My second day at work I got to meet Secretary of Agriculture Sonny Perdue and hear him speak about his goal for USDA of “doing good and feeding people.” On my third day, I had lunch with Senator Debbie Stabenow, Ranking Member of the Senate Committee on Agriculture, Nutrition, and Forestry. And those were just the first three days!

Learning all about how the government works - from a lobbyist’s standpoint to that of a Member of Congress – has been one of my favorite things about this summer. There are many ins and outs to the legislative process and I am thankful to the many teachers here who helped me explore them. I hope to come back after I graduate and give Washington some full-time, real job attention.

Thank you, USA Rice, for the summer of a lifetime! And oh yeah, Let’s! Go! Caps! 

Josie McLaurin grew up in Dyersburg, Tennessee. Her interest in agriculture began at age five when she was in charge of gathering eggs from her family’s chicken coop, and flourished as she got older and started breeding Katahdin sheep for their wool.



“Getting to work with the Government Affairs team here has been a tremendous opportunity ... The rice industry is lucky to have these people working on their behalf.”

USA Rice summer intern Josie McLaurin caught Caps Fever as ‘She Was Here’ when the National Hockey League’s Washington Capitals ended a 44-year drought to win the Stanley Cup. She got to see the Stanley Cup itself when team captain Alex Ovechkin brought the trophy to a police station a few blocks from USA Rice’s Arlington office and she joined some staff on a field trip.



ANHEUSER-BUSCH JOINS FORCES WITH USA RICE TO STRENGTHEN AMERICAN RICE INDUSTRY

BY JOSH HANKINS

JONESBORO, AR — Anheuser-Busch and USA Rice are proud to announce a major new investment in water efficiency, rice-land preservation, and wildlife protection through the Rice Stewardship Partnership.

Rice is one of the four natural ingredients in many Anheuser-Busch great-tasting beers ever since Adolphus Busch first added it to Budweiser to set the brew apart from other lagers.

An investment in the Rice Stewardship Partnership will bring the nation's leading brewer — and largest end user of American rice — together with growers, environmental groups, and government agencies to strengthen the U.S. rice-growing industry through innovation, knowledge-sharing, and supporting sustainable and efficient practices.

Anheuser-Busch's investment will help fund strategies to protect working ricelands, including conservation planning, irrigation efficiencies, nutrient management, and education of decision-makers on water, agriculture, and wildlife habitats. The Partnership will also help improve air quality, conserve energy, and support rice growers' bottom line by testing new irrigation strategies.


These efforts will help advance Anheuser-Busch's 2025 Sustainability Goals announced earlier this year, which include connecting 100 percent of their direct farmers to new technology and empowering them to try new agricultural practices, as well as engaging 100 percent of their facilities in water efficiency efforts.

"From seed to sip, every step of our brewing process is focused on responsible and sustainable water stewardship and smart agricultural practices," said Jess Newman, Anheuser-Busch's director of U.S. agronomy. "The last ten years have seen us reduce water usage in our facilities by 38 percent and we are excited to keep moving in this positive direction."

"This new partnership will help us take our agricultural innovation to the next level, as we strive towards our ambitious 2025 Sustainability Goals, working side-by-side with our rice growers and the community in Jonesboro."

"USA Rice's partnership with Ducks Unlimited and with great members like Anheuser-Busch has enabled us to provide much-needed financial and technical support to conservation minded rice farmers who are working to continuously improve their operations and hopefully see a positive return on their investments in both future profits and achieving their sustainability goals," said USA Rice President & CEO Betsy Ward.

Anheuser-Busch's 15 agricultural facilities across the country include a rice facility in Jonesboro, Arkansas — a proud part of the \$4 billion Arkansas rice industry. Most of the rice milled at the Jonesboro facility is sourced within a 30-minute drive from local farming families, and by-products are used as inputs in the feed industry, providing a key element for cattle feed.

"We're thrilled that this new Rice Stewardship Partnership will enable us to play an even stronger role supporting the Arkansas rice industry," said Bill Jones, rice agronomy manager at the Arkansas rice mill. "At Anheuser-Busch, we're constantly looking for ways to build a more sustainable industry and even stronger local growing communities." 

Josh Hankins is the director of grower relations & rice stewardship partnership at USA Rice and can successfully blind taste test rice in his beer - half of the time.



Josh Hankins (right) cozies up to an Anheuser-Busch bigwig.

**USA RICE
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and Author Daniel Stone**

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**Exciting breakout sessions, a
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DELTA WILDLIFE PARTNER: Q&A WITH JOSH HANKINS

Reprinted with permission from Delta Conservationist

Josh Hankins is the Director of Grower Relations and the Rice Stewardship Partnership for USA Rice. Josh is headquartered in Arkansas and leads efforts to deliver on-the-ground conservation initiatives, assisting rice producers with increased on-farm energy and nutrient use efficiencies, water and soil conservation and wildlife management across the Mid-South. His efforts through public-private partnerships have helped bring in over \$80 million of conservation funding to the rice farming industry. Josh has wide-ranging work experience in the fields of agriculture, finance, and medicine. He grew up in Arkansas, received his degree from Pepperdine University in California, and lives in Little Rock with his wife and two daughters.

DW: Please comment on your work and your partnership with Delta Wildlife.

Hankins: The 2014 Farm Bill authorized a program called the Regional Conservation Partnership Program (RCPP), which took a small sliver out of the Farm Bill's conservation budget and opened it up to a competitive application process nationwide. If your organization can show you have the ability to form forward-thinking partnerships, can raise nonfederal dollars to support your cause, and offer sensible solutions to natural resource concerns that producers will utilize on their working lands, then the RCPP can be a great fit. Our Rice Stewardship Partnership's first successful acquisition of an RCPP took place in 2015, and since then we've secured seven others. In Mississippi, these programs will result in over \$5 million to expand rice farmer's voluntary, private lands conservation practices. These are funds that would be going to another part of the country had our Rice Stewardship Partnership not successfully advocated for them.

Though some of the programs target working ricelands in multiple states, they allow an unprecedented opportunity for conservation priorities to be identified at a local level, and because of this, our working partnership with Delta Wildlife in Mississippi was formed. Delta Wildlife's staff possesses significant knowledge of how to successfully

deploy conservation programs in their region, which has been vital to the success, growth, and adoption of our Partnership's efforts in Mississippi. Generating buy-in at the regional level allows multiple entities to work together towards the same goals in a highly effective manner.

DW: What are your current and future projects?

Hankins: All of our Partnership's projects deployed and to be deployed in Mississippi focus on conserving working ricelands, water, and wildlife habitat. Rice is the most important grain in regard to human nutrition, providing more than one-fifth of the calories consumed by people worldwide. Likewise, rice is one of the most important food resources for waterfowl in the wintering areas of the Mississippi Alluvial Valley. In fact, flooded rice fields provide more than one-third of the calories available to wintering waterfowl in the three regions rice is grown in the United States. Our U.S. rice producers are special and unique. They work the land to produce food for a hungry world, carefully manage the soil and water resources that support us all, and provide waterfowl and other wetland wildlife places to feed, rest, and call home. A recent study was conducted that showed the total cost of replacing all winter-flooded rice habitat in the United States with restored wetlands would exceed \$3.5 billion. What's good for rice is good for ducks.

DW: In your opinion, what is the importance of an organization such as Delta Wildlife?

Hankins: It is important to keep our industry on the landscape for our rice growers, rural communities, and wildlife, and our Rice Stewardship Partnership is helping do just that. None of the successes would be possible without the support and true working partnership with Delta Wildlife or without our leading financial sponsors: USDA Natural Resources Conservation Service, National Fish and Wildlife Foundation, Walmart Foundation, the Mosaic Company Foundation, Nestlé Purina PetCare, Chevron U.S.A., Freeport-McMoRan Foundation, Irene W. and C.B. Pennington Foundation, RiceTec, BASF, American Rice, Inc. - Riviana Foods, Inc., Delta Plastics, Anheuser Busch, Wells Fargo, Farmers Rice Milling Company, Horizon Ag, Turner's Creek & Bombay Hook Farms, MacDon Industries, Dow AgroSciences, Riceland Foods, and Ducks Unlimited major sponsors.

If you grow rice in Mississippi, you will have another opportunity to sign up for our Partnership's programs later this year, and as new programs become available, we'll make sure you know where and when to sign up. Have a great 2018 growing season! [w3](#)

USA Rice's Josh Hankins (left) leads the way on rice industry conservation initiatives and implementation.



“Our U.S. rice producers are special and unique. They work the land to produce food for a hungry world, carefully manage the soil and water resources that support us all, and provide waterfowl and other wetland wildlife places to feed, rest, and call home.”

EPA STAFF EXPLORES CALIFORNIA RICE COUNTRY

BY LYDIA HOLMES

SACRAMENTO, CA — Last month USA Rice and the California Rice Commission (CRC) hosted five staff from across the U.S. Environmental Protection Agency’s (EPA) Office of Pesticide Programs to experience rice growing and milling in California firsthand.

With the need for new plant protection products ever growing, these tours bring EPA personnel, new and experienced, out to the farm to inform them of key pesticide issues facing rice growers across the country.


“USA Rice arranged a similar tour of Louisiana rice country last year,” said USA Rice Regulatory Affairs and Food Safety Committee Chairman Ray Vester. “It served as a bridge building exercise between the regulatory agency and the rice industry, and all involved deemed it an unqualified success. Continuing the tour this year was a no brainer.”

Stops on the tour included several rice farms to learn about how rice is grown and to see pesticide application by ground sprayer, a rice mill to learn how rice gets from farm to grocery store shelves, a flying service to discuss aerial pesticide application, the California Rice Experiment Station to learn more about key pests and diseases, and another rice farm to observe the immense wildlife that call rice fields home.

A special interest of the EPA scientists was water modeling, so a large focus of the week was the role of water in rice production, and water monitoring done in the area for pesticide residue, as required by the State of California through the Central Valley Regional Water Quality Control Board and the Department of Pesticide Regulation.

The group had plenty of opportunities to interact with all segments of the rice industry and see firsthand many things directly related to their day-to-day work. And of course, before they left town, they got to enjoy world-class sushi made with California rice to round out a week of learning.

“We really appreciate the hospitality of all California industry members who generously took time from their schedules to share knowledge with the U.S. EPA guests,” said Roberta Firoved, CRC manager of industry affairs. “Fostering relationships with the U.S. EPA is invaluable in seeking new chemistry and maintaining products for the benefit of the rice industry.”

At the week’s end, one EPA staffer said, “Connecting with members of the growing community was incredibly valuable and it was an amazing opportunity for us to get an inside view of their issues and concerns. Thank you so much for planning such a great learning experience.” 

Former rice queen and resident farm girl, Lydia Holmes covers crop protection tools, farm and mill regulation, and sustainability as USA Rice’s manager of regulatory affairs.



“... all involved deemed it an unqualified success. Continuing the tour this year was a no brainer.”
— Ray Vester, USA Rice Regulatory Affairs and Food Safety Committee Chairman



TOP: Rice farmer Mark DeWitt gives a lesson in rice production irrigation. CENTER: Ground sprayer in action. BOTTOM: Aerial seeding is unique to California rice farming. LEFT: Tonka, the rice dog, is the best tour guide.



“IF YOU ATE TODAY, THANK A FARMER”

BY ZACHARY WORRELL

HORNERSVILLE, MO — It’s a quote I’ve heard and seen many times whether on radio, television, or social media. The quote is an unquestionable truth worldwide, but holds special meaning to United States’ producers who pride themselves on efficiency, honesty, and productivity. While the quote does ring true internationally as well as domestically, agriculture of any measurable scale could not be achieved without a massive infrastructure to facilitate its needs, growth, and mostly its success.

As a producer who has grown up on a small family farm in Southeast Missouri, that infrastructure, while evident, has never been at the forefront of my mind. I admit with some guilt that I’ve never, or at least very infrequently, thought of rice production from start to finish.

Start to finish in my world involved putting seed in the ground with the expectation of selling more than I put in, all the while being optimistic that the price would be high enough to cover the costs of me doing so. It’s a simplistic view that I’m almost embarrassed to say I held, and never questioned until recently.

It is very easy to get caught up in the repetitive, mundane tasks associated with farming. It’s very easy to be short-sighted and not view yourself and your farm as part of a productive whole that nourishes millions of people worldwide.

While I have not by any means exhausted every source of knowledge pertaining to the rice industry in the first session of my Rice Leadership Development Class, I have learned a great deal more than I ever thought possible in a week’s time and greatly appreciate this opportunity given to me by the many sponsors associated with this valuable program.

From touring the Louisiana State University (LSU) facilities, it’s now evident to me how much effort and time goes into creating new and improved varieties. While I knew that there were certain characteristics that were more sought after than others in our rice crop, I didn’t realize how important it was to strive for a better quality rice, which doesn’t always translate to an increased yield. After speaking with several in the industry during the first session, I now have a better understanding that many improvements could be made towards a quality or characteristic that is highly sought after in domestic and international markets. I also have a greater appreciation for what goes into creating a successful variety after touring the LSU facility as well as the Rice Tec facility.

While every region has their own issues related to farming, I now have a better appreciation for Southeast Missouri rice production as opposed to other areas in the country. Before this session I did not realize the cost and difficulties that other rice producing areas had in maintaining an adequate water supply. It was something I had heard in passing but had not witnessed firsthand. After visiting the Arbuckle Reservoir in Wharton County, Texas, and hearing the great effort that had been made there to ensure a consistent supply of water, I am definitely more appreciative of our area’s reliable aquifer.

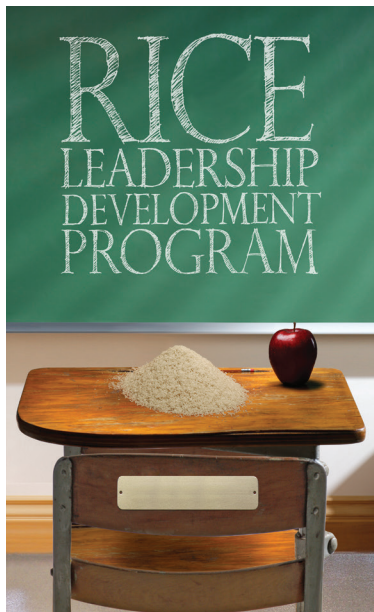
These observations as well as many others on the first session left me with a new-found appreciation for the number of people involved and affected by the rice industry. From



And this is just the first session!



“It’s very easy to be short-sighted and not view yourself and your farm as part of a productive whole that nourishes millions of people worldwide.”



The Rice Foundation is Accepting Applications for 2019

Rice producers or industry-related professionals between the ages of 25 and 45 are eligible to apply for the program.

THE APPLICATION DEADLINE IS OCTOBER 5.

Additional information on the Rice Leadership Development Program and an application form can be found on the USA Rice website.

NATIONAL RICE MONTH SCHOLARSHIP VIDEO CONTEST

Lights, Camera, Action!

Create awareness and promote U.S.-grown rice, National Rice Month, and the importance of rice to your state via video — and earn scholarship money in the process!

Make a video about rice production, healthy eating, sustainability ... the list goes on! You can also conduct promotion activities in your community and showcase your work in a video.

It's Easy to Participate!

- 1 | Create a video about U.S. rice, National Rice Month, and the importance of rice to your state (3 min. or less)
- 2 | Upload your video to Youtube or Vimeo
- 3 | Submit your entry at www.thinkrice.com/scholarship

Three Scholarship prizes awarded!

GRAND PRIZE
\$4,000 Scholarship

SECOND PLACE
\$3,000 Scholarship

THIRD PLACE
\$1,500 Scholarship

ENTRY DEADLINE IS
OCTOBER 31ST



Visit www.thinkrice.com for more information, ideas to get started, and to enter your creative video!

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bagging facilities to mills, marketers to farmers, and private to public institutions, the rice industry we have here is only possible because of our efforts as a whole.

In closing, I would like to say that the statement “If you ate today, thank a farmer” is certainly true, but it would be more accurate to say: “If you ate today, thank a farmer, as well as the breeder, the mills and processing facilities, the brokers, the public utilities who realize the value of agriculture, the logisticians involved in transport and distribution, and the many small but crucial people in the background who make our industry the success that it is.”

It adds a bit of length to the statement but it certainly holds a lot more truth! 

Zach Worrell is a member of the 2018-20 Rice Leadership Development Class. He was raised on a family farm in Southeast Missouri and now manages 5,500 acres of rice and soybeans with his father, uncle, and grandfather.

OUTLOOK PROMO

THE 2018 USA RICE OUTLOOK CONFERENCE IS LOOKING INTO THE FUTURE OF FOOD, AS WELL AS ITS HISTORY. Keynote speakers Dr. Morgaine Gaye and Daniel Stone give us a sneak peek of what their sessions will be like. You won't want to miss it!

Visit www.usarice.com/outlook for more information.



FOOD FUTUROLOGY

BY DR. MORGAINE GAYE



We seem to conceptualize the 'future' as a shiny ideal of space, that final frontier, where Martians and humanoids wander around in silver jumpsuits, with communication devices built into their belt buckles!

Calling myself a Futurologist, people initially thought I was a fortune teller for the seekers of personal truths, a gazer into crystal balls, and a soothsaying reader of cards. There was also a sense that it was a nonsense pursuit for most businesses, who were only just managing to keep ahead of all the demands of the day-to-day in the present time.

Given the rise in popularity of eastern philosophies incorporating yoga and meditation, our current awareness is (apparently) focused upon 'being in the moment,' (yeah, how is that working out for you!?) and my role is also at odds with that.

Being a Futurologist involves thinking about five to ten years ahead as though it's tomorrow. I often find most things 'of the moment' are a little old. The reason futurology is essential is that it helps us to prepare and plan. It shows us the next horizon and beckons us there. It shows food developers what foods people might be willing to put in their mouths. It shows brands which routes and product extensions might be the next food fad. It helps designers and packaging companies to use color, shape, material, and texture in a potentially new, enticing way.


What it also does, it shows a possible future which may only become manifest because enough people believe it and create products based on the possibilities presented to them. Food is the currency of aspiration. It helps us to connect to one another through our primary needs of nutrition and community.

Put down your fork and step away from your latte. What you think you like and believe about food, is about to radically change. You will see how you are giving clues about who you are with every bite you take, every meal you make, and every shopping basket you fill. You will begin to realize that all your food choices based on 'free will' are pre-destined. As a Food Futurologist I attempt to reveal why all your food choices are made for you and how to navigate a world focused on food in all its guises.

Food might be the subject, but the meanings are so much deeper, more complex, and more interesting than any meal without analysis could ever be. It's rarely about what we're eating, but rather, what we think we are eating.

Food, the role it plays, the holes it fills, the bonds it creates, the relationships it denotes; we are all giving and reading the signals of shopping, eating, cooking, and dining, all the time. And although I swore that I would never work in food, I am still not sure I truly do. I often find that people think I'm a chef of sorts and I explain that 'food' is the red herring in what I actually do. Food is just the indicator, the way in which we each signal our tastes and preferences.

I am not a restaurant critic. I am not a chef. I don't even love going out for dinner (partly because I consider this work). I'm not a foodie and I don't make it my mission to eat my way around the world's Michelin star restaurants.

I'm the little girl who notices the behavior of others and anticipates what they might do or want next. I reflect on my observations; categorize and present something that calls upon people to re-evaluate their ideas about what they eat and why. I ask people to dive into a possible future, while I propose what that future could potentially look like. 

Dr. Morgaine Gaye is the 2018 USA Rice Outlook Conference keynote speaker at the first general session on Thursday, December 6.

OUTLOOK KEYNOTE: DANIEL STONE



Daniel Stone is a writer on environmental science, agriculture, and botany who will take a decided look back in his Outlook talk.

Having written for *National Geographic*, *Newsweek*, *Time Magazine*, *The Washington Post*, and more, Stone most recently authored "*The Food Explorer: The True Adventures of the Globe-Trotting Botanist Who Transformed What America Eats*" about American food spy David Fairchild who introduced hundreds of crops to Americans including avocados, seedless grapes, soybeans, and other favorites.

Stone will share Fairchild's story and explain how he shaped the way Americans eat today, along with additional facts about modern agriculture, food, and taste he learned while researching the book.

EXCERPT FROM THE FOOD EXPLORER

BY DANIEL STONE

[Barbour] Lathrop asked [David] Fairchild if he remembered his first taste of a banana. What about a grapefruit, or even a durian? The answer was obviously yes. For a botanist, the first taste of a new plant was like meeting a new person, and recalling it flooded the mind with memories of where it had happened, what the tongue expected, and what it found instead. Lathrop explained that the sweet flavor and starchy texture of a banana was easy to remember because it was new.

A man as traveled as Lathrop knew there were thousands of wild plants around the world, perhaps millions, that farmers had never seen. "If I was a botanist with the opportunity to travel, I'd collect native vegetables, and fruits. There are drug plants that can help cure ailments and all types of other useful plants still unknown in America."

Fairchild's citron adventure in Corsica was, at the moment, the best example. Lathrop seemed to be conjuring that episode to explain that it could be done repeatedly and for more crops — crops farmers had asked for and many more that they hadn't. "As a botanist, you can help farmers solve problems with their current crops, or you can bring them new crops, the seeds to start rival industries."

The idea was steeped in history. It also carried the sort of American ambition common in the 1890s. Lathrop was suggesting that the key to their future success was in botany, and specifically foreign crops of economic value. 