

A close-up photograph of a rice field with golden-brown panicles and green leaves under a blue sky. A dark blue banner with a white and red graphic element is positioned across the top. The text 'Arkansas RICE' is on the banner, and 'ARKANSAS RICE YEAR IN REVIEW 2018.2019' is at the bottom.

Arkansas

RICE

ARKANSAS RICE
YEAR IN REVIEW

2018.2019



ARKANSAS RICE REPS

Mission: To empower a new generation with lifelong knowledge while developing a genuine commitment to agriculture, community service and leadership.

Objective: To educate young people across the state of Arkansas with the tools and knowledge to represent Arkansas Rice. This includes the benefits, importance, and economic impact the rice industry provides its natives and millions around the world.

From April through September, Reps actively participate in a program designed to teach them about rice farming and the importance of this crop around the world through education and volunteerism. They are also invited to attend four different, on-site experiences during the program, to better understand the reach of rice in Arkansas.

200+ total applicants

45 selected participants

22 counties represented



TRUTH IN LABELING

Arkansas passes bi-partisan law prohibiting the inaccurate use of “rice” on non-rice products.

The bill, HB 1407, will prevent the false and misleading labeling of agriculture products intended for human consumption, including beef, pork, poultry, and rice.

“This is legislation that protects consumers who have an expectation and a right to know what they are purchasing and feeding to their families,” said Lauren Waldrip Ward, who testified before the AR Senate in support of the legislation.



RICE BOURBON WITH ROCK TOWN

Cultured relationship to start the distilling process with local distillery to showcase Arkansas Rice in a new way.



RICE BEER WITH LOST FORTY

Partnered with Lost 40 Brewing to incorporate Arkansas grown rice into "Second Rodeo," fostering a continuing relationship between locally grown products and urban consumers.

TRADE/MITIGATION

- Advocated for new trade agreements
- Hosted Chief Agriculture Negotiator, Ambassador Gregg Doud



POLICY

Coordinated with legislators and stakeholders to promote priorities of the Arkansas rice industry on issues including the Farm Bill, and planning events including the 2019 Legislative Reception with Anheuser-Busch.



BOURBON TASTING

Held inaugural regional bourbon tasting at the Gin Show in Memphis, TN to raise funds for policy efforts.



RICE PAC

Identify congressional agriculture advocates to hold political fundraisers and financially endorsed a number of state and federal candidates who work as champions for Arkansas rice.



FARM BILL

Advocated for passage of legislation that successfully addresses:

- Reference price
- Conservation funding
- Actively engaged definition

CONSERVATION

\$19.4 million allocated to AR rice farmers

through public private partnerships to help implement conservation practices. Additional CSP enhancements and EQIP opportunities were successfully advocated for with USDA NRCS.

A rice-specific CSP signup was completed and will bring \$7 million to the state's rice producers.



RICE MONTH

The total pounds donated on Rice Day and throughout the year will be divided evenly by the 75 counties within our state, and will help feed families, children, and seniors in need.

134,695 pounds donated

1.5 mil. servings of rice



SMOKE MANAGEMENT

Rolled out voluntary smoke management program to avoid future regulations for Arkansas farmers.

Task force for members provided input in the development of smoke management guidelines.

10 task force members

30 industry stakeholders



RICE COOKBOOKS

The Arkansas Rice Council curated and published a 5x7-inch, full-color postcard cookbook used for Arkansas Rice promotion throughout the state.

The book includes Arkansas Rice recipes, facts, photos of prepared recipes, plus photos of rice fields during the growing season and harvest.

410 copies sold in May 2019 by Rice Reps

RICE SOCIAL

Implemented the use of “Stories and Highlights” on Instagram, hosted a number of contests / giveaways, and promoted Rice with our Rice Reps using #ARRiceReps19.

550 new Twitter followers
a 19% increase

3,214 new page likes on Facebook
a 57% increase

387.1k impressions on Twitter

545.7k impressions on a single Facebook post

www.ArkansasRice.org