

YESTERDAY

TODAY &

TOMORROW

ARKANSAS
RICE
CHECK-OFF

The Arkansas Rice Checkoff was developed through legislation for farmers in 1985 and was amended to include handlers in 1994. Arkansas rice farmers and handlers each pay \$.0135 per bushel sold for the Arkansas Rice Checkoff program with funds used to support the rice industry through research and promotional activities.

The Arkansas Rice Checkoff has funded research in Arkansas that has led to enhanced yields through our breeding programs, extensive research in soil fertility, water management & pest control.



Disease Management: all current scouting and treatments for rice diseases, including blast, sheath blight, the smuts, bacterial panicle blight, and the rice stink bug were not only created, but have been refined by developing research **ROI 64:1**



Soil and Fertilizer Nutrients: the Nitrogen Soil Test for Rice (N-SToR) is the first of its kind and has provided field-specific nitrogen fertilizer rates for around 475,000 acres of rice in Arkansas. More than 60% of those acres needed significantly less fertilizer to maximize rice grain yield **ROI 160:1**



Water Usage: developed multiple inlet rice irrigation (MIRI) which is currently used on over 30% of Arkansas rice acres resulting in increased irrigation efficiency and decreased water usage **ROI 68:1**

The Arkansas Rice Checkoff has funded promotion efforts that have opened new markets, increased rice consumption, & conducted more than 2,700 annual promotional activities in 25 countries to facilitate the sale of U.S. and AR rice abroad.



International: pressured the U.S. government to hold countries accountable for their illegal rice subsidies, including China & India which are distorting worldwide rice prices



Haiti: worked with local importers to promote U.S. rice through billboards, sponsorship of local sports teams, and calendars with the importers contributing 30% of all costs; Haiti is the largest milled rice export market, bringing in 400,000 tons of U.S. rice each year



Domestic: launched the Rice to the Rescue: School Nutrition Program to provide support and resources aimed at increasing rice use in school nutrition programs



International: continued to defend U.S. chemical tolerances in several overseas markets that are implementing unreasonable maximum residue levels (MRLs)



Colombia: supported the Colombia TRQ program, bringing the ten-year total for Arkansas to more than \$40.7 million



Domestic: secured a total of \$18.6 million for Arkansas rice farmers through USDA's Regional Conservation Partnership Program since 2013

INVESTING THE FUTURE

Participating in the continued development, research and promotional programs is vital to the longevity of the Arkansas rice industry. These programs help garner higher yields and profitability with less resources.

Over 25 years ago, the initial checkoff structure did not allow for modernization and because of that, Arkansas rice farmers and handlers are receiving benefits that are insufficient to maintain our current level of success.

With a strong checkoff program, your dollars can ensure that we're investing in the future and remaining competitive in the domestic and global marketplace.

COLOMBIA TRQ

Since 2012, the Colombia TRQ has provided funds to be invested in research efforts in Arkansas. These funds have been used to supplement research, to provide much needed infrastructure upgrades at the Stuttgart Research Station, and (currently building) the new NEA research station to ensure the longevity of our industry. However, these funds will gradually phase down and will no longer be available by 2030.



WHAT'S IT WORTH TO YOU

\$1.00 in 1985 is the equivalent to \$2.82 in 2022. The average yield in 1985 was 115.6 bu/acre, the average yield in 2022 was 169.6 bu/ acre

THE IMPACT OF INVESTMENT



ARKANSAS
RICE
CHECK-OFF

RESEARCH

Currently, no new research projects, regardless of significance, can be considered due to a lack of funding availability.

CURRENT RESEARCH

- Development of N-STaR soil test for N
- Sensor-based mid-season N recommendations
- Return on specific plant pathology research objectives
- Proper variety selection from comprehensive information including N rates, straw strength, disease ratings, planting date trends, etc.
- Added rice value from rice quality assessments on harvest moisture and grain drying
- Value of DD50 rice management program for proper timing of inputs and crop management
- Multiple inlet irrigation
- Validation of the fertilizer value of poultry litter

FUTURE RESEARCH

- **FERTILITY:** Track the long-term fate of fertilizer N based on residue management.
- **PATHOLOGY:** Fungicide resistance test for sheath blight
- **WEED SCIENCE:** Drone spray technology, Furrow-irrigated rice management
- **AGRONOMY:** Herbicide tolerance screening for new cultivars, In-season fertility based on tissue analysis
- **ENTOMOLOGY:** Trap for billbugs and pheromone work, Stored grain insects
- **BREEDING:** New and emerging herbicide-tolerance traits
- **POST HARVEST/PROCESSING:** Single pass drying technology development for rice

The benefits of 5 Arkansas Rice Check-off Funded Projects alone account for an average Benefit-to-Cost ratio of 28:1 when evaluated against the total annual funding allocated for rice research

PROMOTION

If Arkansas Rice and USA Rice had additional financial resources, the following could be accomplished or expanded on to grow the industry in many areas.

ARKANSAS RICE

- Rice month billboard promotion across the state
- Curate content to develop industry podcast
- Local Farmers' Markets throughout the state visibility/selling Arkansas Rice
- Increase bandwidth to allow for supplemental support in proactive and unforeseen issue management
- Expand our network of farmers through the cultivation of untraditional types of membership
- Expand government relations capacity and activities
- Cultivate partnership with Arkansas Game & Fish Commission (similar to USA Rice & Ducks Unlimited)

USA RICE

- For every \$1, we get \$24 added
- Raise domestic consumption more rapidly through new and expanded retail/consumer and food service efforts
- Regularly conduct consumer and food service opinion research to help us identify market drivers
- Expand the reach of the organization by offering more continuing education opportunities
- Expand and enhance our footprint in Washington
- Continue paid media outreach to foodservice operators, including digital ads directing users to new resources that encourage operators to plate more rice, and released new video tutorials promoting U.S.-grown rice