

LEGISLATIVE SUMMARY



Formed Government Affairs/
Regulatory Committee

Prepared and shared weekly
legislative updates on legislation
and activities of importance

Supported legislation to increase the water conserva-
tion tax credit amounts and related project costs

Supported bill which expands the timeframe from 3 to 5
years to complete approved water conservation projects

Co-hosted press event in Capitol Rotunda with
Arkansas Governor, Ducks Unlimited, AGFC, and more

Requested congressional assistance related to the
travel bans on H-2A farm workers, and for disaster
relief in response to June floods



65 high school seniors from
23 counties equipped to tell
the story of Arkansas Rice

18k awarded in
scholarship dollars



rice newsletters,
sent weekly during
legislative sessions/
bi-weekly as needed,
to **2,581** people



523

promotional items
sold to **11** states
& Washington D.C.

RICE SOCIAL



Increased followers by **19%**
& surpassed 12k followers



Increased followers by **14%**

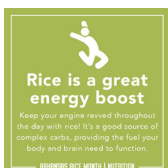


Increased followers by **5%**



1,945

license plates sold,
a **20%** increase
from 2019 sales



Rice is a great
energy boost

Keep your engine revved throughout
the day with rice! It's a good source of
complex carbs, providing the fuel your
body and brain need to function.



Truth in labeling

Arkansas passed a bi-partisan law
prohibiting the inaccurate use of "rice"
on non-rice products. The bill, HB 1407,
will prevent the false and misleading la-
beling of agriculture products intended
for human consumption, including beef,
pork, poultry, and rice.

RICE MONTH

153.5k pounds of rice donated
to feed hungry kids &
families across the state

30 day social media campaign high-
lighting policy, nutrition, promotion
and research.



Arkansas Rice
Council

Promoting rice at home and
around the world with a focus on
increasing rice awareness and use.



Arkansas rice
checkoff funds

enhanced weed management
decisions in Arkansas, representing an
increase in the state average yield of
10%, and offering a return on
investment of 382:1



moved & established an
office at 1200 West 4th,
in a building owned by the
Agricultural Council
of Arkansas