

# YEAR IN REVIEW

## 2019-2020



**~5,000**

attendees at first-ever  
Arkansas Ag-centric event

**70k**

sponsorship dollars raised

**94%**

of people surveyed  
agreed they had a  
positive perception of  
agriculture following the  
event



**83**

conference  
calls



**45**

high school seniors from

**16**

counties equipped to tell  
the story of Arkansas Rice  
for a minimum of

**153k**

organic impressions  
on social media

## RICE SOCIAL



Increased followers by **25%**  
& surpassed 10k followers



Increased followers by **16%**



Increased followers by **8%**



**538**

promotional items  
sold to **14** states



**1,612**

license plates sold,  
up **15%**, accounting for

**\$40,300**

scholarship money raised

**\$15,000**

scholarship money awarded



## RICE MONTH

**141k**

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

**30**

day "Rice Advice" social  
media wellness campaign



**23**

PAC contributions made