



Arkansas



# Organization Overview

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# Arkansas Rice Federation Orientation Letter

Dear Fellow Arkansan, Friend of Rice, Rice Stakeholder,

Congratulations on being selected to serve on a board of the Arkansas Rice Federation. The selection indicates your peers have observed positive leadership qualities and believe your participation will benefit the rice industry. We encourage you to use your individual gifts, talents, and life experiences as your guide when making decisions for our industry.

The Arkansas rice industry is valued at over \$6 billion annually and supports 25,000 jobs. Over half of that value is in the postharvest processing of rice. Arkansas is predominately a long grain producer with 10 to 15 percent of the acreage planted to medium grain. Arkansas is the largest producer of U.S. rice.

While the U.S. rice industry as a whole exports 50 percent of the crop annually, Arkansas is the largest supplier of rice to the U.S. domestic market. Arkansas being centrally located makes it ideal for U.S. industrial, food service, and retail users of rice. The USA Rice Federation receives millions of dollars from the U.S. government to promote rice around the world; but we cannot overlook the importance of the domestic market for the Arkansas rice industry.

Export markets are important for the Arkansas rice industry and over the last 30 years Arkansas has benefited from several trade agreements. NAFTA, DR-CAFTA, and the Colombian Free Trade agreement have lowered tariffs and set up quotas for U.S. rice. But the participating countries are not bound by the agreements to import U.S. rice. In contrast, Japan, Korea, and Taiwan were opened to U.S. rice through the World Trade Organization. These countries would be in violation of their WTO commitments if they fail to import U.S. rice annually. Korea has recently requested a change to a tariffication system but they continue to honor their agreement. These three markets are dominated by California rice.

The Arkansas rice industry is very active in the export market. Arkansas' key long grain milled/parboiled markets are Haiti, Iraq, Mexico, Canada, Saudi Arabia, Colombia, and the United Kingdom.

Key long grain rough rice markets are Mexico, Venezuela, Guatemala, Honduras, Panama, El Salvador, and Colombia. Arkansas' production of medium grain is commonly known as Southern Medium Grain. In some Asian markets it is generically known as Jupiter while California rice is known as Calrose. The most important markets for Arkansas' medium grain are domestic cereal manufactures and Puerto Rico. The major export markets are Canada, Jordan, Turkey, and Taiwan. Due to the logistical disadvantage, the strict adherence to medium grain quality standards and risk associated with government control of the purchasing process, Arkansas is not participating in the Japanese market.

When committing USA Rice Federation resources or personnel, generally the goal should be to benefit the entire U.S. rice industry and not a particular state, group, or company. There will be specific problems that impact specific companies or groups that Federation staff must get involved to solve a particular issue. But as a general rule, in farm policy, trade policy, or promotions there should be a clear benefit for the entire U.S. rice industry.

Thank you for your service to the Arkansas rice industry. We look forward to working with you to benefit all segments of the U.S. rice industry and strengthening this great industry that is vital to our state.

Sincerely,

Arkansas Rice Federation Board of Directors

# Arkansas Rice Committee Timeline



## About the Arkansas Rice Federation

What is the Arkansas Rice Federation?

The Arkansas Rice Federation is the umbrella organization representing the state's entire rice industry. It is comprised of:

- Arkansas Rice Farmers Group
- Arkansas Rice Council
- Arkansas Rice Millers
- Arkansas Rice Merchants

The organization serves as the full-time voice for the industry, providing proactive outreach to the Arkansas General Assembly, serving as the liaison to the Arkansas governor's office, providing outreach to the state congressional delegation in Washington, D.C., coordinating on key issues with state and national commodity groups, and serving as the primary media contact for the Arkansas Rice Industry.

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

The Arkansas Rice Federation represents the Arkansas rice industry, including farmers, millers, merchants, and others. It was formed in 2008 as a coalition of the Arkansas Rice Council, Arkansas Rice Farmers Group, state rice mills, and merchants.

The work of the Arkansas Rice Federation is guided by its Arkansas members. Operations are managed by the Arkansas Rice Federation's executive director.

# Arkansas Rice

The state's largest rice industry trade association, serving as the umbrella organization for all sectors including the Arkansas Rice Farmers, Arkansas Rice Council, Arkansas Rice Millers and Arkansas Rice Merchants.

## Arkansas Rice Council

Promoting Rice at Home and Around the World

## Arkansas Rice Farmers

The Rice Farmers' Advocate

## Arkansas Rice Millers

Representing Arkansas Rice Milling Industry and Allied Business

## Arkansas Rice Merchants

Representing Rough and Seed Rice Merchandisers

# Arkansas Rice Staff Responsibilities

- Address media inquiries
- Media monitoring
- Manage Federation, Council and Farmers budgets
- Compile and produce annual report
- Create quarterly activity reports
- Maintain regular social media activities
- Manage and update multiple websites
- Coordinate with media via releases, advisories, etc.
- Provide timely rice industry updates to membership
- Attend relevant industry events and meetings
- Run Arkansas Rice booth and seek opportunities for new visibility
- Develop, monitor inventory and sell promotional items
- Create Arkansas Rice digital and design materials while protecting the Rice brand
- Coordinate and facilitate all Rice Month activities
- Field all trade association management including member inquiries, meeting agendas and details
- Develop relations with Arkansas and National policymakers and leadership

# Arkansas Rice Council

The Arkansas Rice Council is affiliated with the USA Rice Council, which steers the course for domestic and international promotion of U.S.-grown rice. The Arkansas Rice Council's board annually elects producer representatives to the USA Rice Council Board of Directors

The Arkansas Rice Council is the promotional arm of the Arkansas rice industry, with a focus on increasing rice awareness and use. The Arkansas Rice Council as an active and visible standard-bearer for Arkansas rice, spearheading activities like the annual Governor's proclamation of Arkansas Rice Month each September, and providing rice information at public and industry events.

Through representation in the USA Rice Council as well as USA Rice domestic and international promotion committees, Arkansas rice farmers have a strong voice in the development and guidance of programs to promote U.S.-grown rice in the United States and around the world.

## Membership:

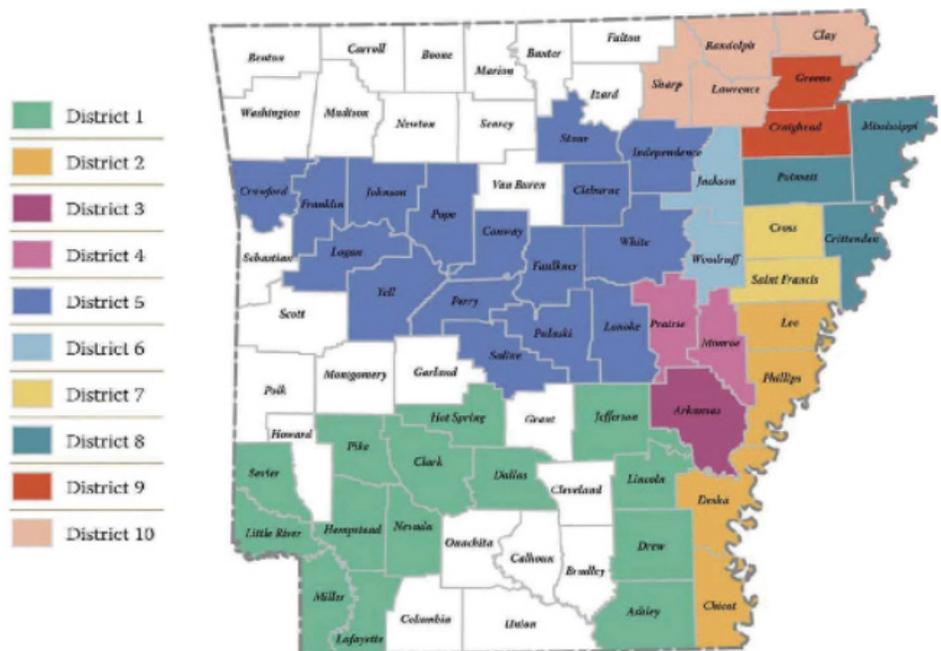
Thirty farmer directors are elected to serve on the Arkansas Rice Council Board of Directors, three from each of district. Each farmer director serves for a three-year term.

## How many times a year does the Board meet?

The Board generally meets three times a year (January, June and November) but may have additional meetings if issues warrant.

## What is expected of a Board member?

A director is expected to represent the interests of the rice farmers in his/her district and to take an active role in communicating the mission and work of the Arkansas Rice Council.



# Arkansas Rice Council

The Arkansas Rice Council is affiliated with the USA Rice Council, which steers the course for domestic and international promotion of U.S.-grown rice. The Arkansas Rice Council's board annually elects producer representatives to the USA Rice Council Board of Directors

## Arkansas Rice Council Special Projects



### License Plate

The Arkansas Rice Council worked with the Department of Finance and Administration beginning in 2014 to develop a specialty license plate to promote Arkansas rice. The license plate can now be purchased at Department of Finance and Administration revenue offices across the state. Specialty fees from the plates help fund scholarships and education programs

for students pursuing a career in agriculture or the food industry. Any motor vehicle owner may obtain the Arkansas Rice license plate for the specialty registration fee of \$35. To learn more, please call 501.682.4692 or visit [dfa.arkansas.gov](http://dfa.arkansas.gov).



### Rice Reps

Since 2019, the goal of the Arkansas Rice Reps program is to encourage interest in rice promotion and to publicize the importance of the Arkansas rice industry to the state's economy. Contestants were judged on their promotion activities, creativity, involvement, stewardship while participating in the program and on their knowledge of the rice industry. Over 200 high school students applied to the program with nearly 50 young men and women

being selected to participate from 22 counties. The five-month program led to the distribution of over \$15,000 in scholarship money.

# Arkansas Rice Council Board of Directors Election Process

For election purposes, the rice producing area of Arkansas is divided into ten districts, each containing approximately 154,000 acres of rice. Each district has three rice farmers, elected by their peers, representing that district on the board for a term of three years. Terms are staggered so one third of the board is up for election each year. There are four non-voting Ex Officio positions on the board. Those seats are filled by the Arkansas rice mill representatives of the USA Rice Council Board of Directors, a representative of the Arkansas Seed Dealers Association, and a representative of the Arkansas Rice Merchandisers Association.

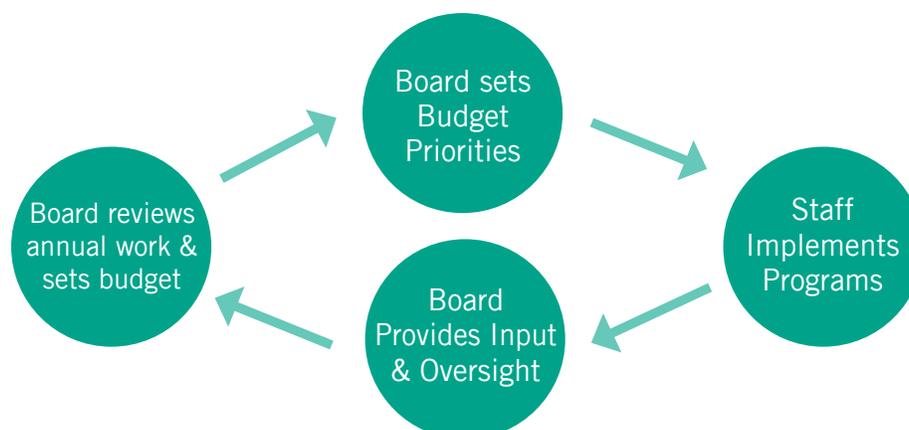
## Structure

- 10 election districts (average 154,000 acres of rice per district)
- Each district elects 3 directors (30 directors on the Arkansas Rice Council Board)
- 1/3 of the board, one position in each district, is elected each year

## Annual Election Process

- Arkansas Rice Council President appoints a Nominating Committee
- Committee nominates on person for each expiring position
- Mailing goes out to all Arkansas rice farmers on mailing list, which includes:
  - Postcard outlining election process,
  - Names of nominees from Nominating Committee,
  - Instruction how to obtain a petition form for any rice producer who wishes to add his/her name to the ballot.
- Any Arkansas rice producer who wants to run for a seat in his/her district can do so by:
  - Obtaining signatures of 15 FSA registered rice farmers in his/her district on the petition,
  - Submitting completed petition to independent accounting firm that oversees election by designated deadline.
- In districts where no petitions are submitted, the nominee is considered elected unopposed.
- In districts where petitions are submitted:
  - Ballot with the names of all candidates is prepared,
  - Ballot and bio information on each candidate is sent to all farmers in that district,
  - Farmers return ballots to the independent accounting firm, which tabulates results (farmers vote only in the district where their FSA Control Office is located, even if they farm in more than one county).
- Election results are announced in January at the Arkansas Rice Council Annual Meeting.

# Arkansas Rice Council Process



# USA Rice Council

The USA Rice Council brings rice farmers, dues-paying mills, and other industry members together to steer the course for domestic and international promotion. Programs implemented through the USA Rice Federation, which conducts export market promotions in working partnership with the U.S. Department of Agriculture's Foreign Agriculture Service.

Through representation in the USA Rice Council as well as USA Rice domestic and international promotion committees, Arkansas rice farmers have a strong voice in the development and guidance of programs to promote U.S.-grown rice in the United States and around the world.

## Membership:

Founded in 1958

Number of producer directors per state based on 3-year average of state's dues

- \$50,000 to \$100,000 = 1 seat
- \$100,001 to \$150,000 = 2 seats
- \$1 seat for each additional \$150,000 or part thereof

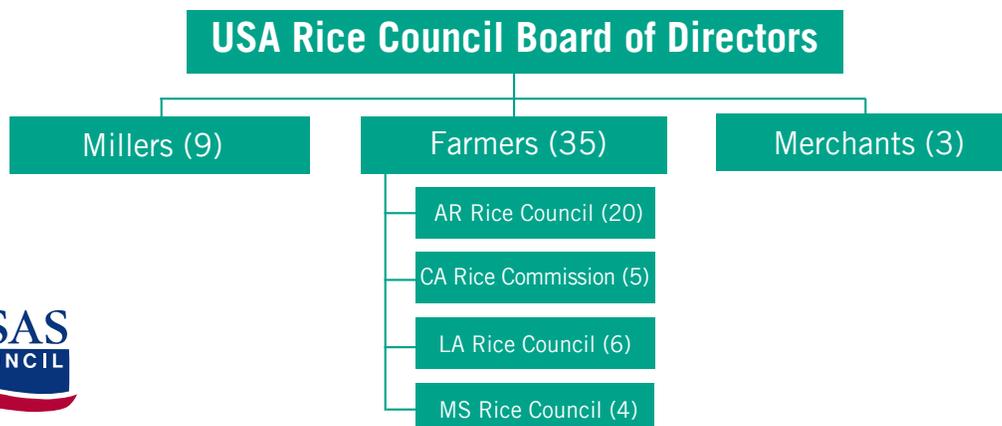
Miller representation is also based on financial contribution

- First \$100,000 = 3 seats
- 1 seat for each additional \$100,000 or part thereof

## How are Arkansas rice farmers represented on the USA Rice Council Board of Directors?

The Arkansas Rice Council Board of Directors elects representatives to the national board. The number of producer directors Arkansas can send to the national board annually is determined by a three-year average financial contribution from the state to the USA Rice Council. It is very important to consider the priorities of the state when deciding on policies or positions in your particular committee or board. As the largest rice producing and processing state, it is important that the Arkansas rice industry achieve tangible results from the investment farmers, millers, and merchants are making in the USA Rice Federation.

Arkansas farmers, millers, and merchants are responsible for well over half of the USA Rice Federation's budget that comes from member states and organizations. The remaining Southern states contribute 25 to 30 percent and California contributes 20 to 25% percent. Please familiarize yourself with these percentages and support positions on your committee or board that maintain financial equality when funding Federation activities.



# Arkansas Rice Farmers

## The Rice Farmers Advocate

The Arkansas Rice Farmers are affiliated with the USA Rice Farmers Group. Composed entirely of rice farmers, this representative body ensures a forum for policy development on legislative and regulatory issues that affect rice farmers, and provides rice farmers with a national voice to address those issues.

### **Membership:**

Thirty farmer directors are elected to serve on the Arkansas Rice Farmers Board of Directors, three from each of district. Each farmer director serves for a three-year term.

The Arkansas Rice Farmers Board implemented a new election process for directors in 2013. A member is eligible for board service in the district where his/her FSA county control office is located, or in the district of their residence.

### **How many times a year does the Board meet?**

The Board generally meets three times a year (January, June and November) but may have additional meetings if issues warrant.

### **Legislative Monitoring and Political Action Committee Management**

The Arkansas Rice Farmers group works collectively on policy development for legislative and regulatory issues impacting the industry. In order to enhance these efforts, staff and contractors engage in political activities and relationships to help maintain a strong presence in Little Rock as well as Washington, D.C. These activities are also enhanced by political action committee fundraising efforts coupled with strategic contribution planning on both state and federal levels.



## USA Rice Farmers Group

The USA Rice Farmers Group is the national legislative and regulatory advocacy association for rice farmers. It provides a forum for policy development on issues that affect rice farmers and equips them with a strong voice to advance and implement activities to address those issues.

The Arkansas Rice Farmers Board of Directors names a state delegation to the USA Rice Farmers Group Board of Directors. Each member state determines the size of its delegation (minimum of 8 directors per state delegation). Voting is by state; each state has one vote.

Member states include: Arkansas, California, Louisiana, Mississippi, Missouri, and Texas.

# Arkansas Rice Farmers Election Process

The Arkansas Rice Farmers Board is composed of thirty farmer directors, three from each of the state's 10 rice districts who each serve for a term of six years. These districts are consistent with Arkansas Rice Council districts. Terms are staggered, therefore one-half of the board is up for election every three years. An open petition process makes it possible for any Arkansas rice grower to run for a seat in his/her district. Arkansas farmers interested in seeking a position on the ARF Board of Directors must submit a written request for a candidate petition from the Arkansas Rice Farmers Board by a date determined, announced and publicized in advance of the Annual Meeting. Petitions must include 15 signatures of support from USDA FSA registered rice farmers from the district you are to represent and a candidate biography. A board member may only represent the district where either their county Farm Service Agency (FSA) control office or home is located. Contested seats will hold elections at the Annual Meeting. This process is subject to change based on direction from the board of directors.

## **Structure**

- 10 election districts (average 154,000 acres of rice per district)
- Each district elects 3 directors (30 directors on the Arkansas Rice Farmers Board)
- 1/3 of the board, one position in each district, is elected each year

## **Annual Election Process**

Press release is distributed and includes Instruction how to obtain a petition form for any rice producer who wishes to add his/her name to the ballot.

- Any Arkansas rice producer who wants to run for a seat in his/her district can do so by:
  - Obtaining signatures of 15 FSA registered rice farmers in his/her district on the petition,
  - Submitting completed petition to independent accounting firm that oversees election by designated deadline.
- In districts where no petitions are submitted, the nominee is considered elected unopposed.
- In districts where petitions are submitted, elections are held at the Arkansas Rice Annual Meeting.

# Arkansas Rice Millers

Representing Arkansas Rice Milling Industry and Allied Business

The Arkansas Rice Millers are the state affiliate of the USA Rice Millers' Association (RMA).

Arkansas Rice Miller membership includes farmer-owned cooperatives and privately owned mills. Their emphasis is on value added products and exports.

## USA Rice Millers' Association

### **Membership:**

Founded in 1899

Currently 30 mill members and 36 associate members including traders, exporters, brokers, end users, and allied businesses

Each mill member names one director to the board

## Arkansas Rice Merchants

Representing Rough and Seed Rice Merchandisers

Arkansas members of the USA Rice Merchant's Association members are an important component of the U.S. rice industry, providing a market outlet for thousands of farmers in all six rice-producing states.

Through the USA Rice Merchants' Association, members are affiliated with the USA Rice Federation, the national advocate for all segments of the U.S. rice industry.

Through the Federation, merchandisers are working with farmers, millers and allied businesses to increase profitability for the entire U.S. rice industry.

## USA Rice Merchants' Association

### **Membership:**

Founded in 2005

Currently 25 merchant members (rough & seed rice merchandisers) and 6 associate members (allied businesses)

Board members are elected from amongst the merchant members of the association

# Arkansas Rice Board of Directors

11 Members

## 5 Farmers

Selected jointly by Arkansas Rice Council and  
Arkansas Rice Federation members

## 2 Merchants

Selected by the Arkansas members of the  
USA Rice Merchants' Association

## 2 Millers

Selected by the Arkansas members of the  
USA Rice Millers' Association

## 2 Ex-Officio

USA Rice President  
Arkansas Rice Executive Director

*Each director shall hold office for two years or until his or her  
earlier resignation or removal as provided for herein.*

# Rice Relative to Other Commodity Groups

The numbers below illustrate how Arkansas Rice benchmarks with other commodities and accounts for differences in value of production. Despite typically having a greater impact on the state, Arkansas Rice's budgets are not competitive when compared to the investment of other organizations.

Budget	Comparing Entity	Value of Production	Their Budget	% Value of Production
Operating	CA Rice	\$759,938,000	\$6,200,000	0.82%
Lobby	CA Rice	\$759,938,000	\$692,000	0.09%
Operating	AR Cattlemen's	\$434,899,000	\$423,750	0.10%
PR Services	AR Soybean	\$1,487,160,000	\$300,000	0.02%
Website Cost	AR Corn & Sorghum	\$434,846,000	\$25,000	0.01%
Promotion	Idaho Barley	\$264,974,000	\$750,000	0.28%

Budget	AR Rice Value of Production	AR Rice Budget	% Value of Production
Operating	\$1,159,110,000	\$312,000	0.0269%
Lobby	\$1,159,110,000	\$100,000	0.0086%
Operating	\$1,159,110,000	\$312,000	0.0269%
PR Services	\$1,159,110,000	\$48,000	0.0041%
Website Cost	\$1,159,110,000	\$5,000	0.0004%
Promotion	\$1,159,110,000	\$95,000	0.0082%

Budget	Arkansas Rice Budget Comparison*	Peer Equivalent Adjustment	Peer Equivalent Budget	Variance
Operating	3%	3031%	\$9,456,669	\$9,144,669
Lobby	9%	1055%	\$1,055,486	\$955,486
Operating	28%	362%	\$1,129,395	\$817,395
PR Services	21%	487%	\$233,824	\$185,824
Website Cost	8%	1333%	\$66,639	\$61,639
Promotion	3%	3453%	\$3,280,822	\$3,185,822

# Arkansas Rice Research & Promotion Board

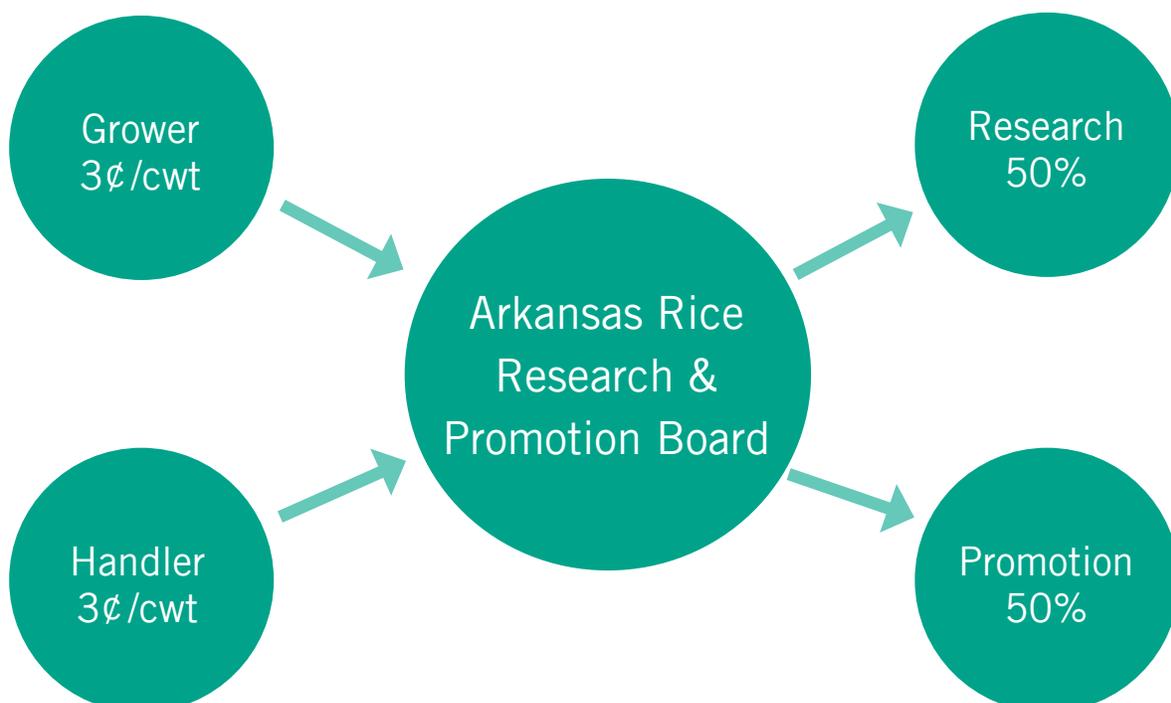
The Arkansas Rice Research and Promotion Board was established in 1985 to improve the profitability of growing rice in Arkansas by conducting a program of research, extension, and market development.

The Board allocates funds collected by an assessment of 1.35 cents per bushel of rice grown in Arkansas paid by the grower, and an assessment of 1.35 cents per bushel paid by the first point of sale buyer. The funds raised by the grower assessment are reserved for the research program, while buyer funds are reserved for promotion and market development activities.

The Arkansas Rice Research and Promotion Board consists of 9 rice farmers, nominated by industry organizations and appointed by the Governor. Terms are for two years.

- Arkansas Farm Bureau - 3 members
- Riceland Foods - 2 members
- Agricultural Council of Arkansas - 1 member
- Producers Rice Mill - 1 member
- Arkansas Rice Council - 1 member
- Independent Mills of Arkansas - 1 member

The Board annually reviews requests for research and promotion funding and makes allocations. Arkansas rice promotion funding awarded to the USA Rice Council makes possible domestic and international promotion and market development programs.



# USA Rice Board of Directors

25 Members

## 13 Farmers

Elected by Member States

- Arkansas (3)
- California (3)
- Louisiana (3)
- Mississippi (2)
- Missouri (1)
- Texas (1)

## 10 Millers

Elected by USA Rice Millers' Association

- RMA Chair
- 9 other RMA members

## 2 Merchants

Elected by USA Rice Merchants' Association

- USA Rice Merchants' Association Chair
- 1 other Merchant member

# About the USA Rice Federation

## **Mission:**

To ensure the health and vitality of a unified U.S. rice industry by advocating on behalf of farmers, millers, merchants, and allied businesses.

## **USA RICE FEDERATION: A UNIFIED VOICE FOR THE U.S. RICE INDUSTRY FEDERATION MEMBER ORGANIZATIONS**

**USA Rice Council:** Promoting U.S.-grown Rice at Home and Around the World

**USA Rice Farmers Group:** The Rice Farmers' Advocate

**USA Rice Millers' Association:** Representing the U.S. Rice Milling Industry since 1899

**USA Rice Merchants' Association:** Representing Rough and Seed Rice Merchandisers

The USA Rice Federation is an umbrella organization representing all segments of the U.S. rice industry. Through the USA Rice Federation, the U.S. rice industry has a unifying forum that facilitates policy and program development, and equips the industry with a strong voice.

The USA Rice Council, USA Rice Farmers Group, USA Rice Millers' Association and USA Rice Merchants' Association are members of the USA Rice Federation. Each member organization has its own bylaws and board of directors. Staffing is provided by the USA Rice Federation.

The Rice Foundation is a separate organization dedicated to research and education. It has its own governance and board of directors. Farmers, millers, suppliers and users of rice are represented in the Foundation, fostering communication on research and education priorities to enhance the industry's response to the needs of the marketplace. The USA Rice Federation provides management services for The Rice Foundation.

### **USA Rice Council**

Overseeing State  
Promotion Funds and  
Voluntary Mill Dues

### **USA Rice Farmers**

Representing Every  
U.S. Rice Farmer

### **USA Rice Millers' Association**

Representing U.S. Rice  
Milling Industry  
and Allied Businesses

### **USA Rice Merchants' Association**

Representing  
Rough and Seed Rice  
Merchandisers

# USA Rice Federation Committees

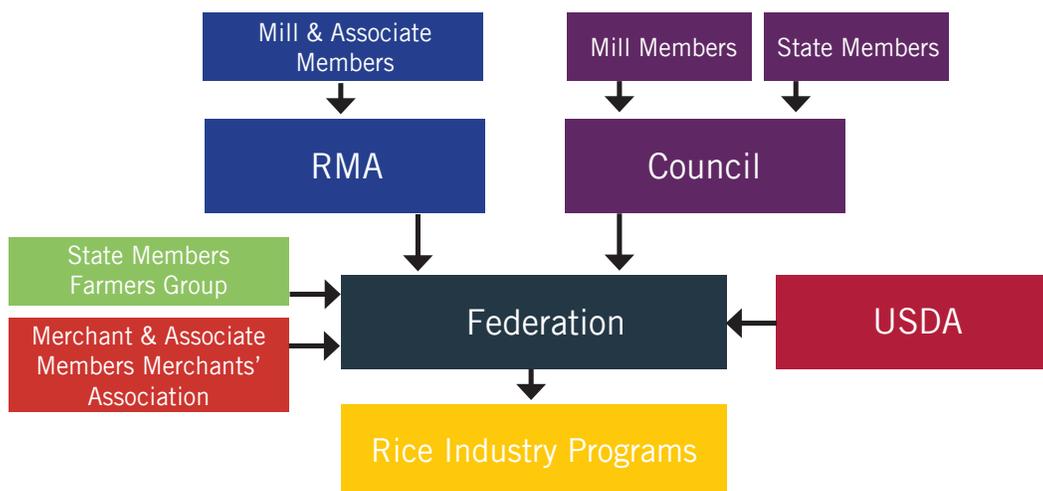
## About USA Rice Federation Committees

USA Rice Federation committee service requires a significant investment of time. The committee-attendance policy states members are to attend at least 80% of the committee's meetings annually, including conference calls.

It is very important to consider the priorities of the state when deciding on policies or positions in your particular committee or board. As the largest rice producing and processing state, it is important that the Arkansas rice industry achieve tangible results from the investment farmers, millers, and merchants are making in the USA Rice Federation.

Arkansas farmers, millers, and merchants are responsible for well over half of the USA Rice Federation's budget that comes from member states and organizations. The remaining Southern states contribute 25 to 30 percent, and California contributes 20 to 25 percent.

## USA Rice Funding Flow



## USA Rice Federation Funding

This chart shows the flow of financial support into the USA Rice Federation, which puts these resources to work conducting programs on behalf of the U.S. rice industry.

The two main sources of industry funding are the USA Rice Council and the USA Rice Millers' Association. USA Rice also receives substantial funding from USDA through their market development cooperator program.

Most USA Rice Council funding from member states is restricted for promotion and market development work only. Unrestricted dues from the Millers, Merchants, and Farmers Groups make it possible to conduct non-promotion work on farm policy and other legislative efforts that are major priorities for rice farmers and the U.S. rice industry.

# Arkansas Rice Funding Sources

## **Arkansas Rice Federation**

- Arkansas Rice Federation Board determines annual budget and requests funds back from USA Rice Federation.
- Operating budget is unrestricted for staff expenses.
- Operating budget includes the following retainer items:
  - Accounting Support
  - Event Management
  - Federal & State Lobbying
  - Media
  - PAC Management
  - Trade Association Management
- Operating budget includes the following billable items:
  - Dues & Subscriptions
  - Meals & Entertainment
  - Website
  - Travel
  - Legal & Consulting Fees
  - Audit Fees
  - Directors & Officers Insurance

## **Arkansas Rice Council**

- Arkansas Rice Council Board determines annual budget and requests funds back from USA Rice Council.
- Budget is restricted for promotional activities, which are determined and approved by the Arkansas Rice Council Board.

## **Arkansas Rice Farmers**

No operating budget exists



## STAFF CONTACTS

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501-912-7560

**Cade Bethea, Director of Public Relations**  
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501-590-3739

## RICE SOCIAL MEDIA

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