

ARKANSAS PROMOTION FUNDS AT WORK

Promotion dollars the Arkansas rice industry invests with USA Rice provide an outstanding return. For every \$1 entrusted to USA Rice, other segments of the industry and the U.S. government add another \$24. Under the direction of USA Rice, Arkansas-funded rice promotion programs have:



INTERNATIONAL

- conducted daily promotional activities in two dozen countries to facilitate the sale of U.S. and Arkansas rice abroad
- been awarded nearly \$6.9 million from USDA in 2022 to promote U.S. rice in all types and forms overseas
- developed a Memorandum of Understanding with Iraq, with the support of the U.S. government, which calls for annual purchases of 200,000 MT of U.S. rice. The MoU was fulfilled in 2021-2022 and is on track to meet the tonnage for 2022-2023
- shipped more than 70,000 MT (\$43 million) of U.S.-grown rice through food aid programs in FY22
- helped to recapture lost market share through the U.S. Rice Quality Symposium where U.S. rice breeders showcase varieties suitable for the Latin American market
- pressured the U.S. government to hold countries accountable for their illegal rice subsidies, including China and India which are distorting worldwide rice prices
- supported the Colombia TRQ program, bringing the ten-year total for Arkansas to more than \$40.7 million
- hosted a seminar for Jordanian importers, sharing information about Southern medium grain rice production and suppliers. After the event, two Southern medium grain suppliers shipped to the market and continue to do so
- worked with local importers in Haiti 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
- continued to defend U.S. chemical tolerances in several overseas markets that are implementing unreasonable maximum residue levels (MRLs)
- recruited four importers in Mexico to utilize the “Authentic American Rice” logo on their bags of U.S. rice, and conducted a Mexico City-wide campaign to encourage consumers to eat more American rice
- organized a trade mission of 7 Honduran and Guatemalan importers to meet with farmers and millers in Arkansas

DOMESTIC

- created an expanded Virtual Farm & Mill Tour for foodservice professionals in response to reduced travel opportunities; the tour was hosted by an award-winning chef and visited numerous sites throughout the U.S.
- launched the *Rice to the Rescue: School Nutrition Program* to provide support and resources aimed at increasing rice use in school nutrition programs
- continued the bimonthly USA Rice podcast, *The Rice Stuff*; co-hosted by Dr. Steve Linscombe, the show has featured many Arkansas guests including Senator Boozman, Jim Whitaker, Robbie Trahan, Mark Isbell, Dr. Jarrod Hardke, PJ Haynie, J. Kelly Robbins, and many others
- worked with media, U.S. FDA, members, and end-users for a measured response to renewed attention to baby food safety issues including testifying at public hearings on the topic and developing a new handout
- developed 62 new consumer and foodservice recipes for all day parts and varieties, adding them and stunning photography to our databases
- continued the Registered Dietitian Blogger series to promote the health benefits of U.S.-grown rice generating 15 new recipes, blog posts, photography, and more than 5.4 million impressions and 252,000 engagements to date
- partnered with FeedFeed social media ambassadors for another year to develop sixteen new recipes and host a National Rice Month recipe and food photography contest resulting in more than 36.9 million impressions and more than 4.1 million engagements to date
- expanded our consumer and school nutrition newsletters designed to keep rice top of mind; distributed to thousands and enjoying industry-leading open statistics
- launched a new national promotional partnership with On the Border restaurants that includes two new USA Rice-developed rice dishes joining the menu and the Grown in the USA Rice logo on all printed and digital menus
- continued 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
- participated in finalization of the *2020-2025 Dietary Guidelines for Americans*, including oral and written testimony and the submission of nutrition research and the integration of positive nutrition messaging in multiple communications channels for USA Rice
- secured a total of \$18.6 million for Arkansas rice farmers through USDA’s Regional Conservation Partnership Program since 2013