

ARKANSAS RICE RESEARCH AND PROMOTION SPECIAL CALLED BOARD MEETING
Embassy Suites by Hilton Jonesboro Red Wolf Convention Center
223 Red Wolf Blvd.
Jonesboro, AR

Minutes

February 1, 2024
1:30 p.m.

Members Present: Joe Christian, Jay Coker, David Gairhan, John King, Scott Matthews, Roger Pohlner, Jeff Rutledge, Jim Whitaker, Charles Williams

Chair Jim Whitaker called the meeting to order and welcomed all members and guests.

Minutes of the January 17, 2024 Rice Research and Promotion Board meeting were presented for review and approval.

Moved by Pohlner, seconded by Gairhan to approve the minutes as presented.

Motion carried.

Inoussa Zaki, Chief Fiscal Officer presented the financial report shown as **Attachment 1.**

Moved by Christian, seconded by Coker to approve the financial report as presented.

Motion carried.

Julie Robinson, University of Arkansas System, Division of Agriculture presented two promotion proposals; (1) LeadAR 40th Anniversary Celebration (\$5,000), and (2) AR Future Ag Leaders Tour (\$5,000). **Attachment 2.**

Peter Bachman, President and CEO, USA Rice; Sarah Moran, Chief Operating Officer, USA Rice; and Michael Klein, Vice President of Communications and Domestic Promotion, USA Rice, presented a promotion proposal for FY 2024-2025 and provided an overview of promotion activities for FY 2023-2024. They requested funding for USA Rice Council based on actual assessment collections less administrative expenses and collection costs. **Attachment 3.**

Becky Barnes Campbell, Campbell Ward, presented a proposed contract for \$26,800 for February 1 – December 31, 2024 to provide a continuation of communication services for the board. **Attachment 4.**

Moved by King, seconded by Christian to accept the proposals as presented by Julie Robinson, for the LeadAR 40th Anniversary Celebration and the AR Future Ag Leaders Tour, to be paid from Columbian TRQ funds.

Motion carried.

Moved by Christian, seconded by Pohlner to allocate promotion funds to USA Rice Council for FY 2024-2025, based on actual assessment collections less administrative expenses and collection costs.

Motion carried.

Moved by Coker, seconded by King to accept the proposal as presented by Becky Barnes Campbell for communication services, to be paid from Columbian TRQ funds.

Motion carried.

Chair Whitaker presented a letter dated January 29, 2024 from Kevin McGilton, President & CEO, Riceland Foods, Inc., regarding the Riceland Foods Board of Directors' support for the University of Arkansas System Division of Agriculture Research and Extension's hybrid seed variety program, shown as **Attachment 5**.

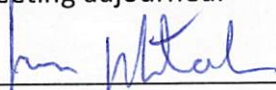
Chair Whitaker stated it has been reconfirmed that it is permissible to have Wayne Wiggins, former board member, to serve as the board's representative for Columbia Rice Export Quota, Inc. (COL-RICE). At the Chair's request, Wiggins to give the board an update on COL-RICE activities.

Chair Whitaker stated that he participated in a meeting with representatives from the other Arkansas research and promotion boards where Tommy Young, Chair of the Arkansas Corn and Grain Sorghum Board, presented a proposal to use a travel agent to handle all board member travel. Whitaker stated that he informed the attendees that the Arkansas Rice Research and Promotion Board would not participate at this time.

Coker gave the board a brief update on the review of the University of Arkansas Rice Research and Extension Center's rice breeding program that he participated in on behalf of the Board on January 8-10, 2024.

The next Rice Research and Promotion Board meeting is set for February 8, 2024, to hear research proposal presentations.

Meeting adjourned.



Jim Whitaker, Chairman

**ARKANSAS RICE RESEARCH AND PROMOTION BOARD
INCOME, EXPENSES, AND ACCUMULATED REVENUE
JULY 1, 2023 THROUGH JANUARY 23, 2024**

REVENUE:

Beginning Fund Balance	\$	503,914
Gross Collections	\$	3,777,161
Producer	\$	1,887,339
Buyer	\$	1,887,339
Audit penalties and interest	\$	2,482

DEDUCTIONS:

Less Revenue and Treas. (3.1%)	\$	117,092
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TOTAL AVAILABLE REVENUE \$ 4,163,983

EXPENDITURES:

Board Expenses:

Board Member Travel Lodging	\$	645
Board Member Travel Mileage	\$	1,260
Board Meeting Food Purchase	\$	1,948
Postage	\$	-
Website	\$	-
Total Board Expenses	\$	3,853

Program Expenses:

USA Rice Council	\$	1,708,537
University of Arkansas	\$	-
Producer Information	\$	-
Rice Foundation	\$	-
Coop. Ext. Service	\$	-
Total Program	\$	1,708,537

TOTAL EXPENDITURES \$ 1,712,391

ACCUMULATED REVENUE: \$ 2,451,592

Contingency Reserve	\$	50,000
Payable to Rice Foundation	\$	-
Payable to USA Rice Council	\$	200,869
Payable to UofA	\$	-
Unallocated Balance	\$	2,200,723

Arkansas Rice Research and Promotion Board
Projection of Collections
As of January 23, 2024

	<u>Actual</u> <u>2023-2024</u>	<u>Projected 90%</u> <u>2023-2024</u>	<u>Projected 95%</u> <u>2023-2024</u>
PROJECTED: (Based on Draft USDA NASS Forecasted January 12, 2024 Numbers)			
Production (bu.)	236,734,444	236,734,444	236,734,444
Rate	\$0.0270	\$0.0270	\$0.0270
Max. Gross Collections (MGC)	\$6,391,830	\$6,391,830	\$6,391,830
 ACTUAL COLLECTIONS:			
Producer Collections	\$1,887,339	\$2,876,323	\$3,036,119
Buyer Collections	\$1,887,339	\$2,876,323	\$3,036,119
Audit Settlements (Penalties and Interest)	\$2,482	\$0	\$0
TOTAL COLLECTIONS	\$3,777,161	\$5,752,647	\$6,072,238
Percent of MGC Realized	59	90	95
 Less:			
Revenue and Treasury (3.1%)	\$117,092	\$178,332	\$188,239
Board Expenses	\$3,853	\$5,000	\$5,000
Total	\$120,945	\$183,332	\$193,239
NET COLLECTIONS	\$3,656,215	\$5,574,315	\$5,883,999
 Beginning Balance			
Due USA Rice from Previous Year	\$81,296	\$81,296	\$81,296
Unallocated Beginning Balance (Research)	\$422,618	\$422,618	\$422,618
 PROMOTION/MARKET DEVELOPMENT:			
AVAILABLE FUNDS	\$1,909,404	\$2,865,954	\$3,020,796
USA Rice Council	\$1,909,407	\$2,863,454	\$3,018,296
 RESEARCH:			
AVAILABLE FUNDS	\$2,250,725	\$3,207,275	\$3,362,117
2024 Research Funding	\$0	\$0	\$0
 Contingency Reserve			
Unallocated Balance	\$50,000	\$50,000	\$50,000
	\$2,200,723	\$3,157,275	\$3,312,117

2023 Production est. based on January Annual USDA est. of 1.411 mil. Acres harvested @ 7550 lbs/acre

**Arkansas Rice Research and Promotion Board
Projection of Collections
As of January 23, 2024**

	PROJECTED			Current Year Actual
	@ 100% of Max. Gross Collections	@ 95% of Max. Gross Collections	@ 90% of Max. Gross Collections	
Production, measured in bushels	236,734,444	224,897,722	213,061,000	139,894,840
Rate	\$0.027	\$0.027	\$0.027	\$0.0270
Max. Gross Collections (MGC)	\$6,391,830	\$6,072,239	\$5,752,647	\$3,777,161
ACTUAL COLLECTIONS:				
Producer Collections	\$3,195,915	\$3,036,119	\$2,876,324	\$1,887,339
Buyer Collections	\$3,195,915	\$3,036,119	\$2,876,324	\$1,887,339
Audit Settlements (Penalties and Interest)	\$0	\$0	\$0	\$2,482
TOTAL COLLECTIONS	\$6,391,830	\$6,072,239	\$5,752,647	\$3,777,161
Percent of MGC Realized				59% †
Less:				
Revenue and Treasury (3.1%)	\$198,147	\$188,239	\$178,332	\$117,092
Board Expenses	\$5,000	\$5,000	\$5,000	\$3,853
Total	\$203,147	\$193,239	\$183,332	\$120,945
NET COLLECTIONS	\$6,193,683	\$5,883,999	\$5,574,315	\$3,660,069
Beginning Balance	\$503,914	\$503,914	\$503,914	\$503,914
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PROMOTION/MARKET DEVELOPMENT:				
AVAILABLE FUNDS	\$3,175,638	\$3,020,796	\$2,865,954	\$1,909,404
USA Rice Council	\$3,173,138	\$3,018,296	\$2,863,454	\$1,907,477
RESEARCH:				
AVAILABLE FUNDS	\$3,516,959	\$3,362,117	\$3,207,275	\$2,250,725
2024 Research Funding	\$0.00	\$0.00	\$0.00	\$0.00
Contingency Reserve	\$50,000	\$50,000	\$50,000	\$50,000
Unallocated Balance	\$3,466,959	\$3,312,117	\$3,157,275	\$2,200,723

* 2023 Production est. based on January Annual USDA est. of 1.411 mil. Acres harvested @ 7550 lbs/acre
† Percent of the projected \$6,391,830 (MGC) realized to date.



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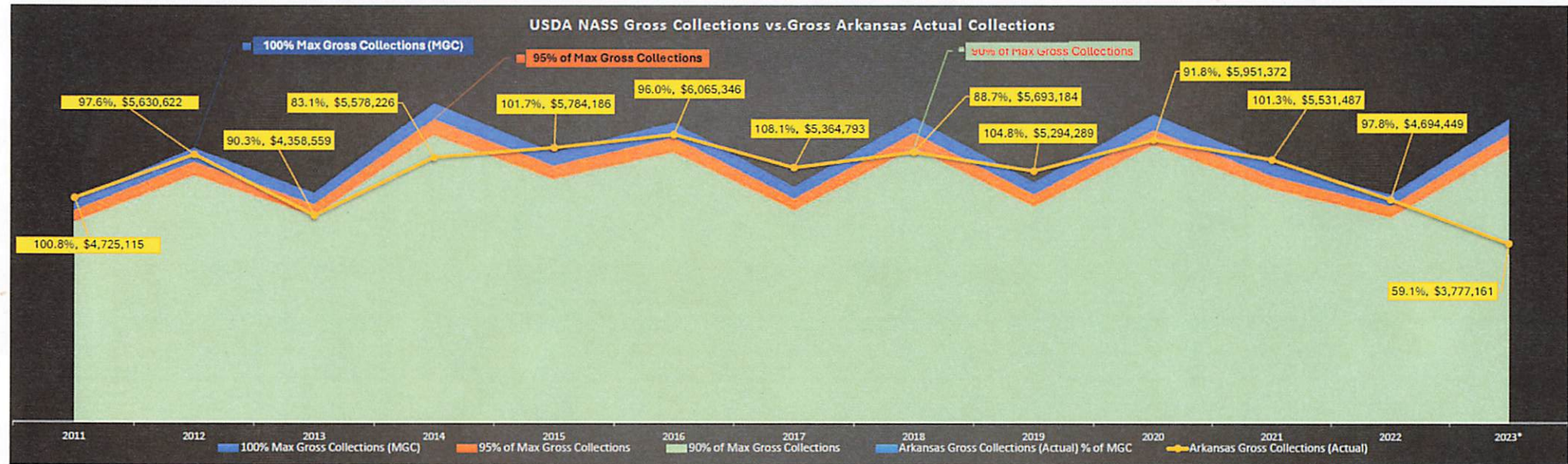
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Board Expenses	\$5,000	\$5,000	\$5,000	\$3,853
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USDA NASS Gross Collections vs Arkansas Actual Gross Collections

USDA NASS Arkansas acreage, yield, production, and price; check-off rate per bushel; USDA NASS estimated gross collections by fiscal year; and Arkansas actual gross collections by fiscal year for production years 2011 to 2023

Production Year Fiscal Year, July 1 - June 30	2011 FY-2012	2012 FY-2013	2013 FY-2014	2014 FY-2015	2015 FY-2016	2016 FY-2017	2017 FY-2018	2018 FY-2019	2019 FY-2020	2020 FY-2021	2021 FY-2022	2022 FY-2023	2023* FY-2024
Planted Acres	1,196,000	1,291,000	1,076,000	1,486,000	1,311,000	1,546,000	1,161,000	1,441,000	1,161,000	1,461,000	1,211,000	1,106,000	1,436,000
Harvested Acres	1,154,000	1,285,000	1,064,000	1,480,000	1,291,000	1,521,000	1,104,000	1,422,000	1,126,000	1,441,000	1,193,000	1,080,000	1,411,000
Yield, measured in pounds / acre	6,770	7,480	7,560	7,560	7,340	6,920	7,490	7,520	7,480	7,500	7,630	7,410	7,550
Yield, measured in bushels / acre	150	166	168	168	163	154	166	167	166	167	170	165	168
Production, measured in pounds	7,812,560,000	9,611,800,000	8,043,840,000	11,188,800,000	9,475,940,000	10,525,320,000	8,268,960,000	10,693,440,000	8,422,480,000	10,807,500,000	9,102,590,000	8,002,800,000	10,653,050,000
Production, measured in bushels	173,612,889	213,595,556	178,752,000	248,640,000	210,576,444	233,896,000	183,754,667	237,632,000	187,166,222	240,166,667	202,279,778	177,840,000	236,734,444
Price received, measured in \$ / cwt	\$ 13.40	\$ 14.30	\$ 15.20	\$ 12.00	\$ 10.90	\$ 9.39	\$ 11.10	\$ 10.70	\$ 11.90	\$ 12.50	\$ 13.50	\$ 16.70	\$ 16.00
Price received, measured in \$ / bushels	\$ 6.03	\$ 6.44	\$ 6.84	\$ 5.40	\$ 4.91	\$ 4.23	\$ 5.00	\$ 4.82	\$ 5.36	\$ 5.63	\$ 6.08	\$ 7.52	\$ 7.20
Rate	\$0.0270	\$0.0270	\$0.0270	\$0.0270	\$0.0270	\$0.0270	\$0.0270	\$0.0270	\$0.0270	\$0.0270	\$0.0270	\$0.0270	\$0.0270
Rate - Arkansas rice farmers and handlers each pay \$0.0135 per bushel sold for the Arkansas Rice Checkoff program.													
100% Max Gross Collections (MGC)	\$ 4,687,548	\$ 5,767,080	\$ 4,826,304	\$ 6,713,280	\$ 5,685,564	\$ 6,315,192	\$ 4,961,376	\$ 6,416,064	\$ 5,053,488	\$ 6,484,500	\$ 5,461,554	\$ 4,801,680	\$ 6,391,830
95% of Max Gross Collections	\$ 4,453,171	\$ 5,478,726	\$ 4,584,989	\$ 6,377,616	\$ 5,401,286	\$ 5,999,432	\$ 4,713,307	\$ 6,095,261	\$ 4,800,814	\$ 6,160,275	\$ 5,188,476	\$ 4,561,596	\$ 6,072,239
90% of Max Gross Collections	\$ 4,218,793	\$ 5,190,372	\$ 4,343,674	\$ 6,041,952	\$ 5,117,008	\$ 5,683,673	\$ 4,465,238	\$ 5,774,458	\$ 4,548,139	\$ 5,836,050	\$ 4,915,399	\$ 4,321,512	\$ 5,752,647
Arkansas Gross Collections (Actual)	\$ 4,725,115	\$ 5,630,622	\$ 4,358,559	\$ 5,578,226	\$ 5,784,186	\$ 6,065,346	\$ 5,364,793	\$ 5,693,184	\$ 5,294,289	\$ 5,951,372	\$ 5,531,487	\$ 4,694,449	\$ 3,777,161
Arkansas Gross Collections (Actual) % of MGC	100.8%	97.0%	90.3%	83.1%	101.7%	98.0%	108.1%	88.7%	104.8%	91.8%	101.3%	97.8%	59.1%



LeadAR 40th Anniversary Celebration

Investigator(s): Julie Robinson

Year: New

Amount Requested: \$5,000

Objectives of LeadAR:

- Understand complex cultural, social and economic issues impacting Arkansas
- Improve participants ability to interact and work with others
- Deepen understanding of social, economic and political systems in order to effectively bring about change
- Develop critical thinking and decision making skills to become a better citizen and leader
- Connect to people and resources that can help make a difference

Specific Objectives:

- Acquaint participants with the goals of the Arkansas Rice Research and Promotion Board and its efforts.
- Support the continuation of the LeadAR program.



LeadAR Classes 1-20

39 years
531 members

REVISED: MAY 2023

UofA

**DIVISION OF AGRICULTURE
RESEARCH & EXTENSION**

University of Arkansas System

Lead **AR**

CELEBRATING



YEARS

Arkansas Future Ag Leaders Tour

Investigator(s): Julie Robinson

Year: New

Amount Requested: \$5,000

Objectives:

- Increase participant's employability in agricultural careers.
- Acquaint participants with the vast resources, market segments, and services available through Arkansas' number one industry.
- Provide participants with a "bird's eye view" of current employment opportunities in the Arkansas agriculture industry.
- Increase student's options and opportunities by networking with future employers.

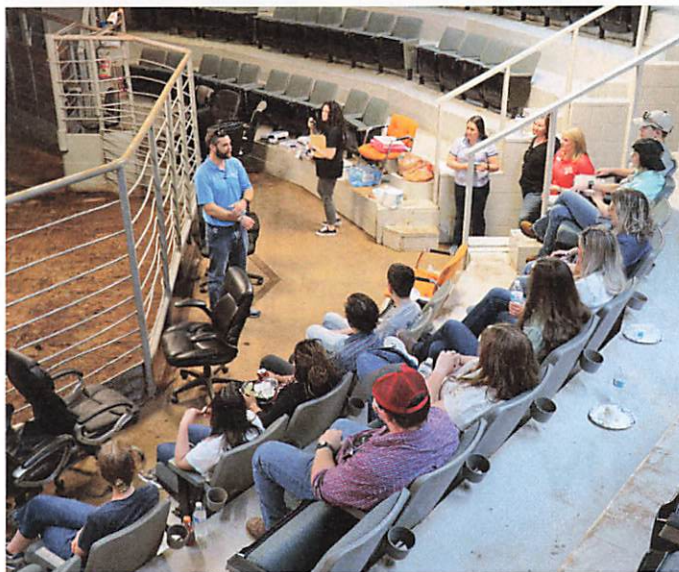
Arkansas Future Ag Leaders Tour

Significant Findings for Previous Year for Current Studies or Value to Rice Industry:

1. The Arkansas Future Ag Leaders Tour helps create a more prepared and informed workforce that better understands the needs and dynamics of the farmers and producers that they will serve in their agricultural related careers across the state.
2. Addresses some job readiness skills that have been identified as deficient by employers.
3. Touring across the state makes students aware of what jobs are available in the state and in local communities all across Arkansas.
4. 15 Participants / 7 Universities / 6 Majors

Quotes:

- “I learned that there are way more ag jobs in AR than I thought.”
- “I will use this experience to lead others and grow or carry this knowledge to others.”
- “I will use the knowledge I have received from the many speakers on the job.”
- “I learned that Ag careers are about passion for agriculture and helping people.”





USA Rice Report

Arkansas Rice Research & Promotion Board

February 1, 2024

ARKANSAS LEADERSHIP



Dow Brantley

- ▶ Co-Vice Chair, International Trade Policy Committee
- ▶ Member, USA Rice Executive Committee



Park Eldridge

- ▶ Chair, USA Rice Merchants' Association
- ▶ Vice Chair, USA Rice Board
- ▶ Member, USA Rice Executive Committee



Keith Glover

- ▶ Immediate Past Chair, USA Rice Millers' Association
- ▶ Chair, World Market Price Subcommittee
- ▶ Member, USA Rice Executive Committee



Collin Holzhauser

- ▶ Secretary/Treasurer, USA Rice Merchants' Association



Mark Isbell

- ▶ Chair, Sustainability Committee



Ben Noble

- ▶ Secretary, USA Rice Council Board



Mark Holt

- ▶ Chair, Europe, Africa, Middle East Trade Policy Subcommittee
- ▶ Chair, Europe, Africa, Middle East Promotion Subcommittee
- ▶ Member, USDA Agriculture Trade Advisory Committee



David Petter

- ▶ Chair, Regulatory Affairs and Food Safety Committee
- ▶ Co-Chair, Rice Marketability & Competitiveness Committee
- ▶ Immediate Past Chair, The Rice Foundation



Gary Reifreiss

- ▶ Chair, Domestic Usage Report Subcommittee



Jeff Rutledge

- ▶ Vice Chair, USA Rice Council Board



Adam Shea

- ▶ Vice Chair, Sustainability Committee



Johnny Sullivan

- ▶ Vice Chair, USA Rice International Promotion Committee
- ▶ Treasurer, USA Rice Council Board

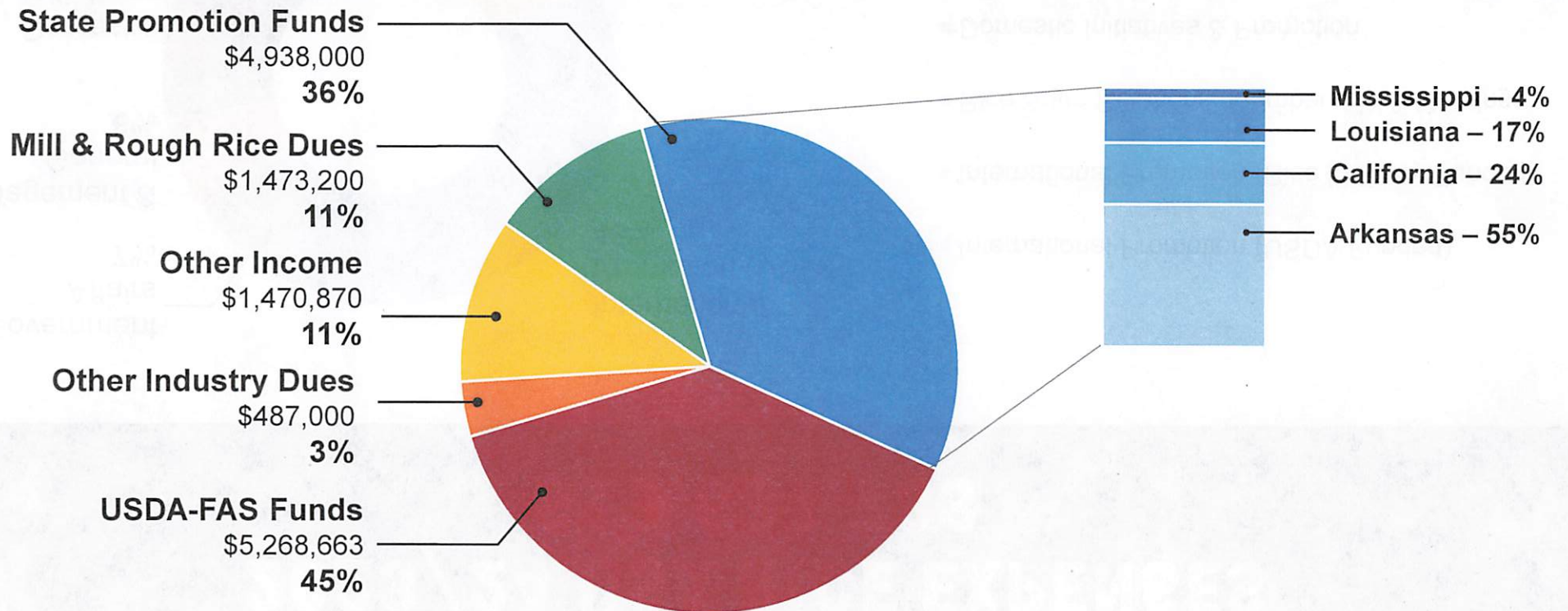


Garrett Williams

- ▶ Chair, USA Rice Food Aid Subcommittee

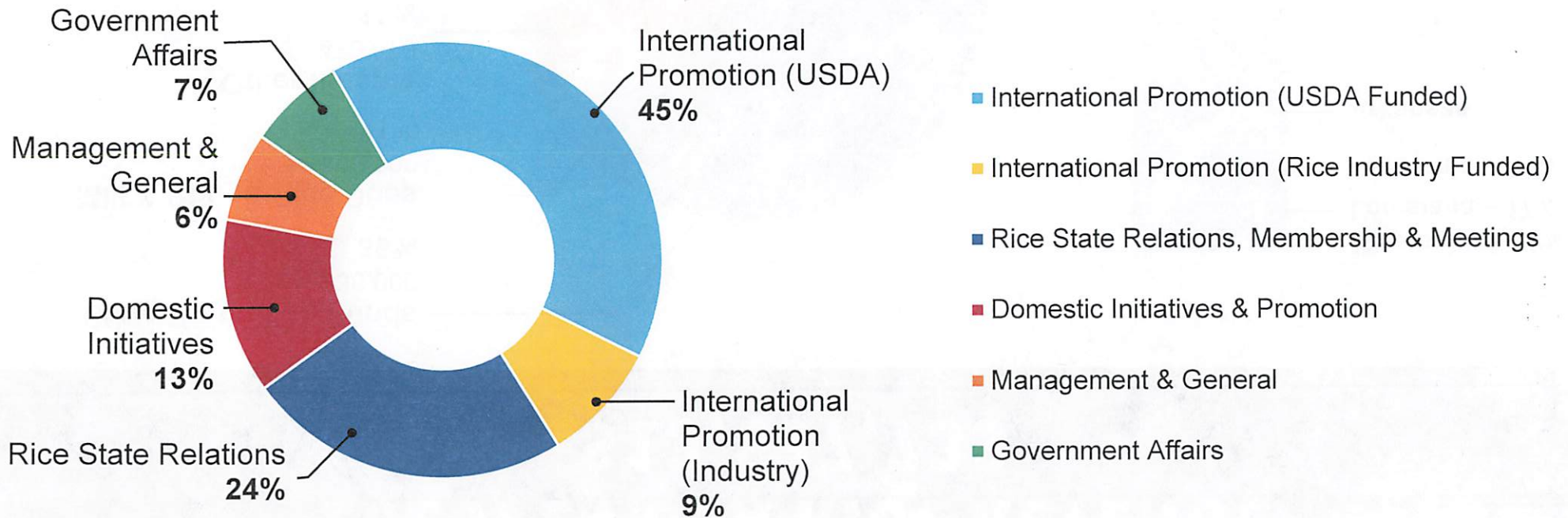
2023/24 USA RICE REVENUE

\$13,637,733

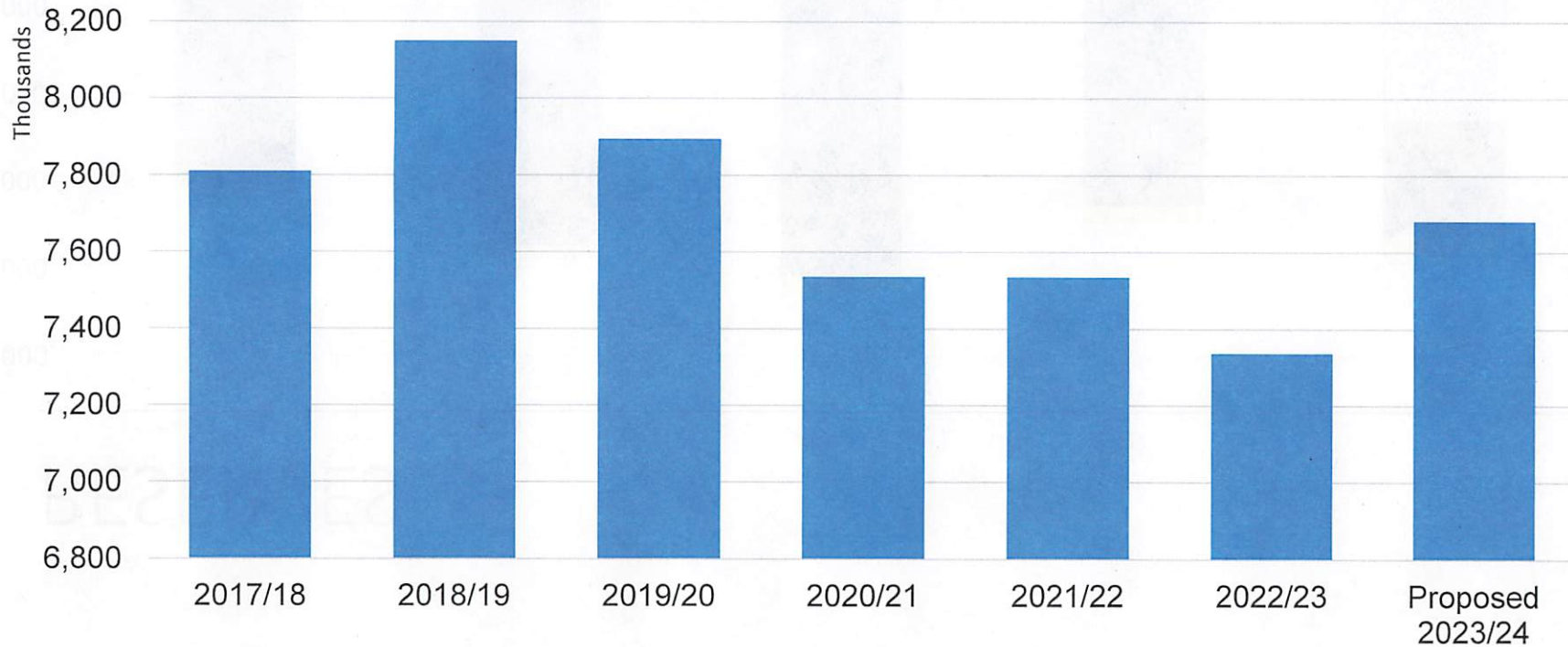


2023/24 USA RICE EXPENSES

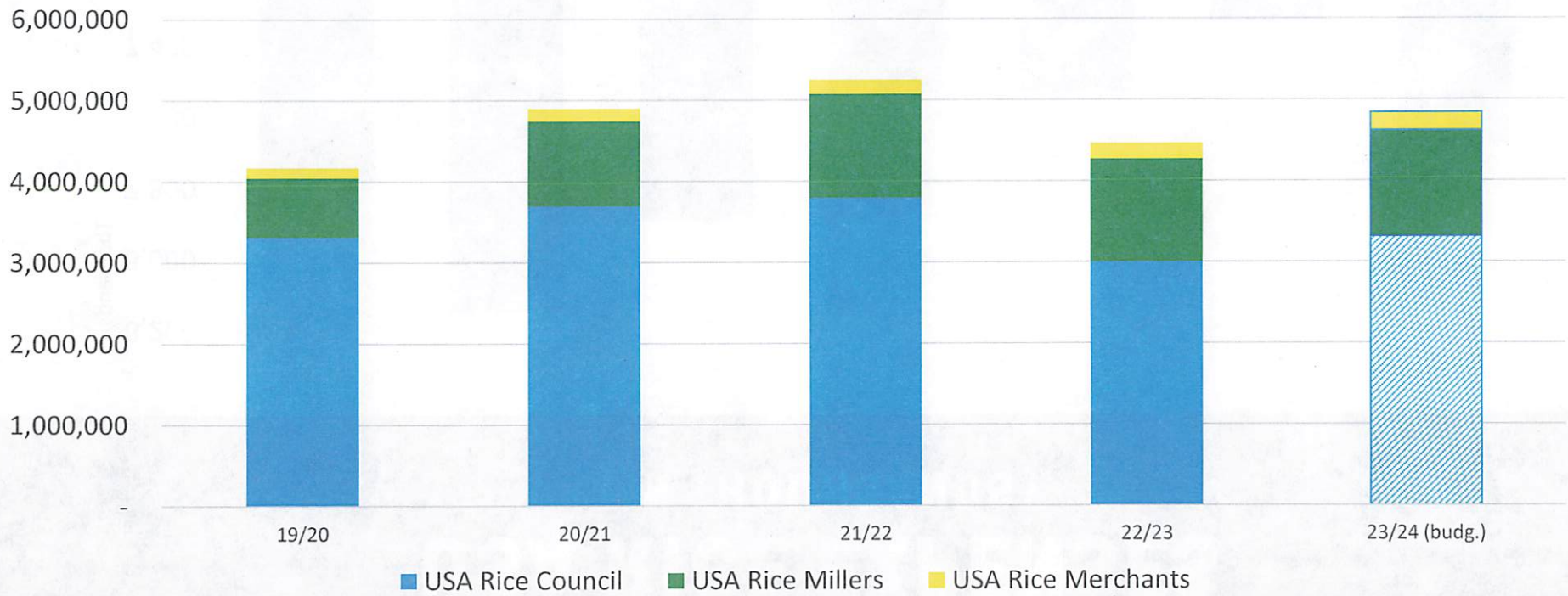
\$13,637,733



USA RICE EXPENSES (IN THOUSANDS)



RESERVES



Rice Farmer Assistance Program Payment



Arkansas received \$120.1M of the \$250M provided to rice farmers in 2023 following input cost spikes in 2022.

Keeping You Informed

BOARDS & COMMITTEES



FINANCIAL STATEMENTS



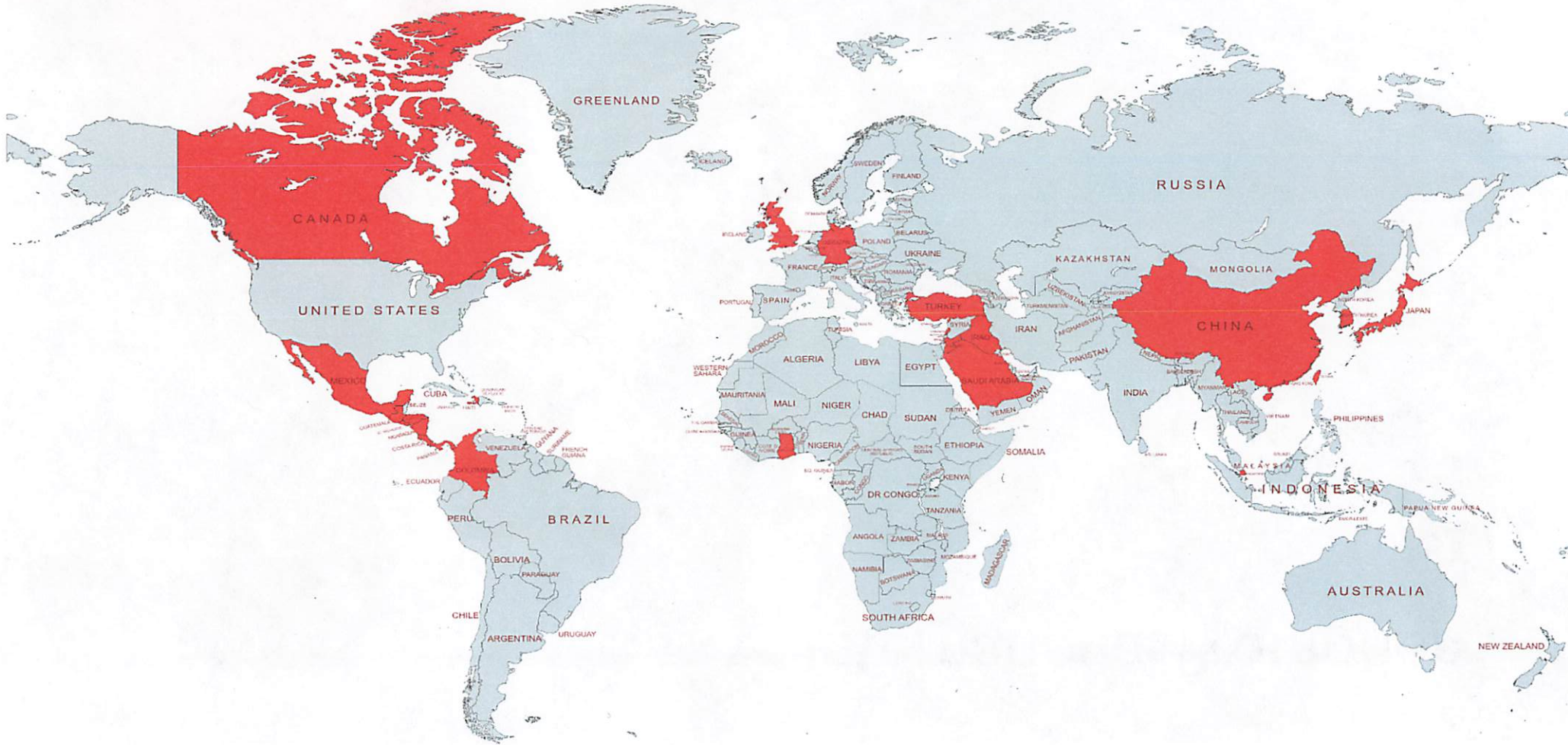
AUDITS

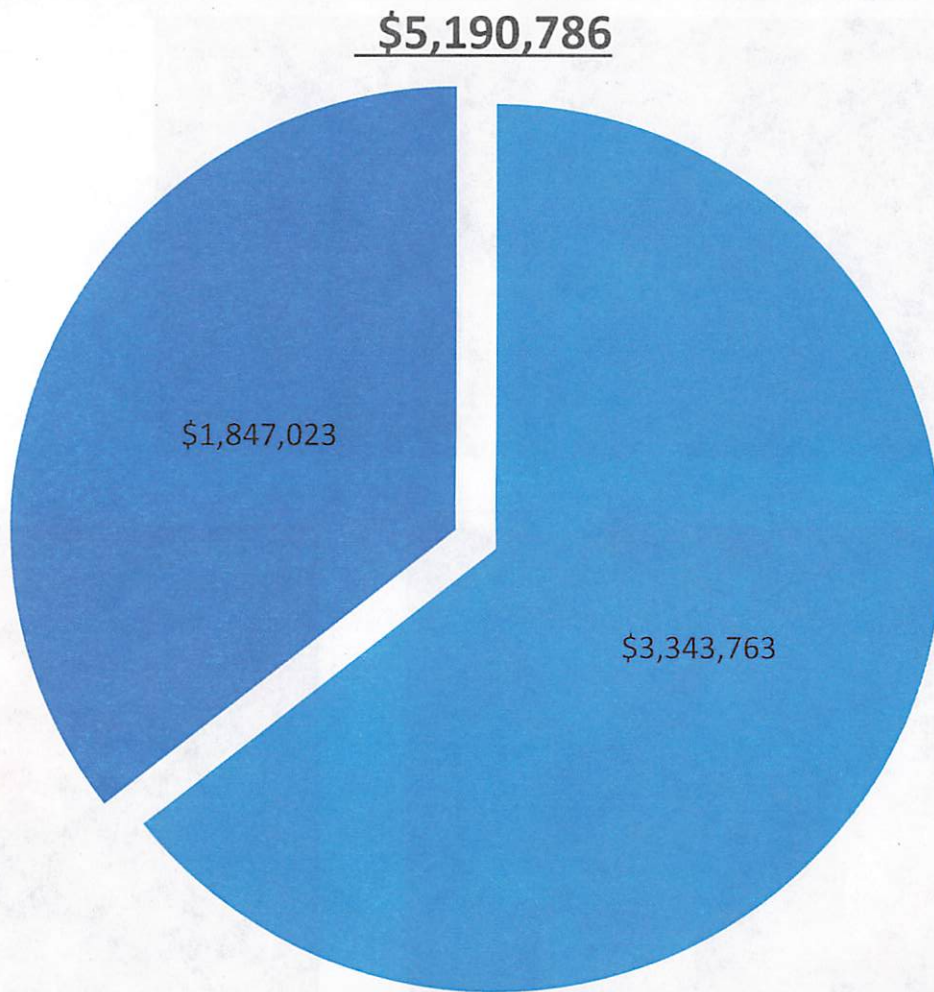


International Promotion



INTERNATIONAL PROMOTION PROGRAMS

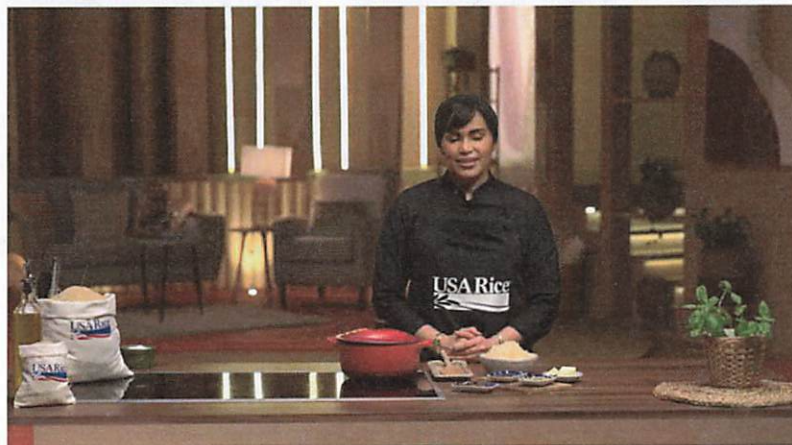




USDA Funding

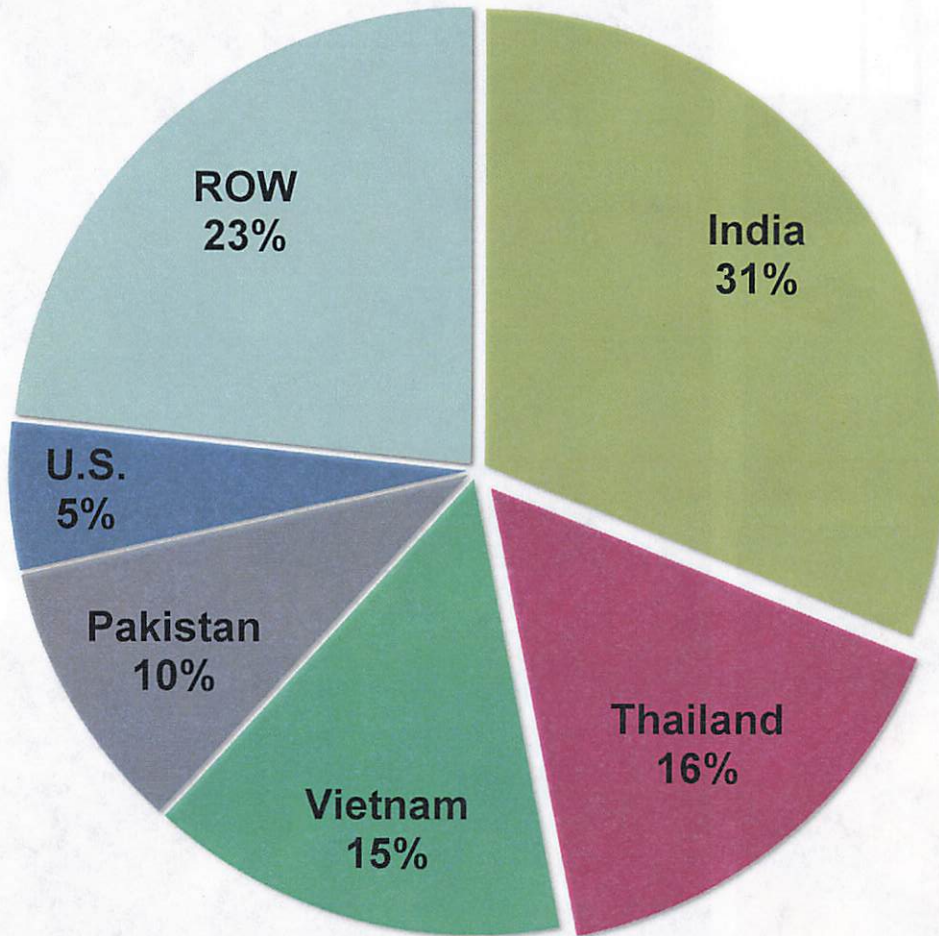
- MAP
- FMD

Over \$47 million since 2015



Overseas

TOP RICE EXPORTERS



CHEF COLLABORATIONS: MEXICO



MEXICO

- 6 U.S. rice dishes
- 236 Restaurants



Arroz a la Mexicana
con mole poblano (290 g)

\$89



Arroz a la Mexicana
con plátano macho frito (300 g)

\$79

Arroz con frutos secos y
pechuga en salsa de arándanos
(450 g)

\$159



Sanborns®

Válido del 1 al 31 de diciembre de 2023. Los granajes son gramíneos. Nuestros precios incluyen I.V.A. Precios en M.N.

CENTRAL AMERICA



Cooking and sensory analysis workshop held in Costa Rica in 2019: (Representative samples of rice from different countries)

N°	Country	Variables					Average
		Color	Smell	Taste	Texture	Appearance	
1	Uruguay	4	4	4	5	4	4.2
2	Costa Rica	4	4	4	4	4	4.0
3	Brasil	4	4	3	4	4	3.8
4	Argentina	4	4	4	3	4	3.8
5	USA	4	3	3	2	2	2.8



Note. Workshop held at the Wyndham Garden San José, located in Escazú, in January 2019.



U.S. RICE QUALITY SYMPOSIUM IV

- 26 Varieties
- 5 Varieties from AR
- Delegates from Mexico, Central America, Colombia, Ecuador, Haiti, Saudi Arabia & Jordan





Haiti

- 13 Billboards
- 30% Importer Contribution

UNITED KINGDOM – ETHNIC PROMOTIONS



TAIWAN – CULINARY TRAINING

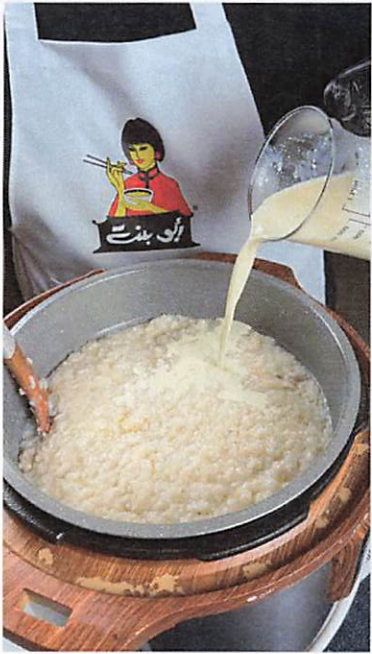


TAIWAN – RETAIL PROMOTIONS



Item sales showed 500% growth compared with the non-sampling period

SAUDI ARABIA





IRAQ

- 200,000 MT MOU
- MOU fulfilled past 2 years
- 80,000 MT Sold to Date

Long Grain

LAGER

5% ALC BY VOL.



Domestic Promotion & Communications



BREWED AND PACKED BY HELLBENDER BREWING CO.
GOVERNMENT WARNING: (1) ALCOHOL CONSUMPTION
CONTRIBUTES TO ACCIDENTS, INJURIES AND DEATH.
DRINK RESPONSIBLY. (2) DRINKING TOO MUCH ALCOHOL
CAN BE DANGEROUS TO YOUR HEALTH. (3) IF YOU are
pregnant or trying to get pregnant, drinking alcohol
can harm your fetus. (4) ALCOHOL CAN impair your
judgment, affect your coordination, and increase your
reaction time. (5) NEVER drink and drive. (6) NEVER
drink alcohol if you are on medication. (7) NEVER
drink alcohol if you are pregnant or trying to get
pregnant. (8) NEVER drink alcohol if you are
operating heavy machinery. (9) NEVER drink alcohol
if you are under the age of 21. (10) NEVER drink
alcohol if you are allergic to the ingredients.

BREWED IN THE USA

RICE

INDEPENDENT

SCENT

SELECT

Program Areas

CONSUMER/RETAIL



FOODSERVICE



NUTRITION



Motivation

TRUTH & FACTS

- Dogs make good pets
- Dogs are loyal

LOGIC

- A dog can help protect my home and family

EMOTION



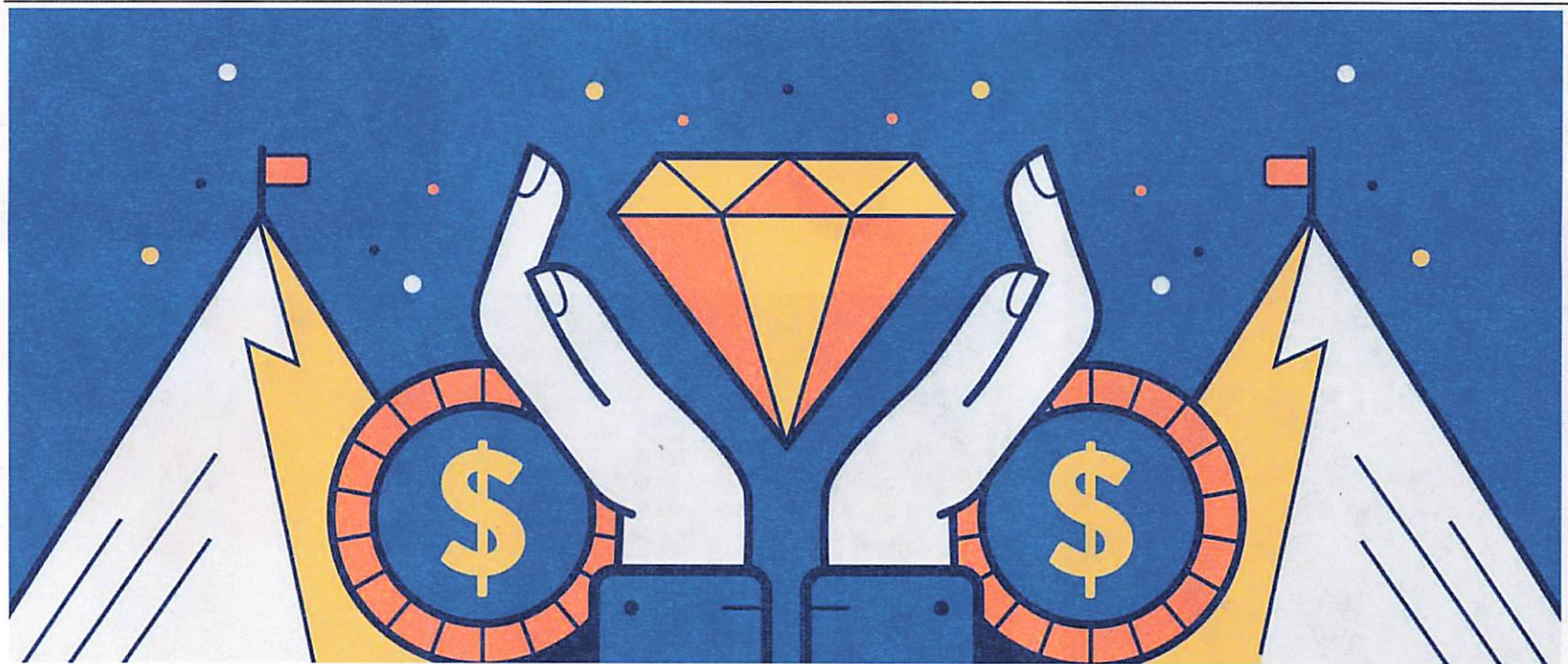
Success

Bank of America 

Life means new beginnings —
and changes



Value Proposition





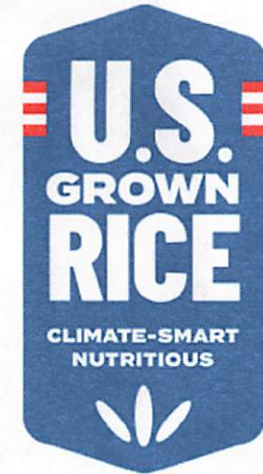
U.S. Grown

Into Action

CURRENT



UNDER CONSIDERATION

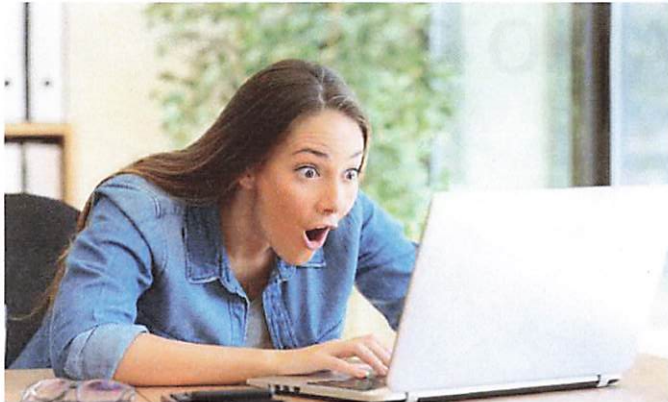


Sustainability



Climate Smart

IT'S SPECIFIC



IT'S COMFORTING



IT'S IMPORTANT



Peace of Mind = Support = Sales

USA Rice Outlook Conference December 8-10, 2024



2023 USA RICE
OUTLOOK
CONFERENCE

DEC. 6-8
INDIAN WELLS, CA

2023 USA RICE
OUTLOOK
CONFERENCE

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DEC. 6-8
INDIAN WELLS, CA

2023 USA RICE
OUTLOOK
CONFERENCE

The Rice Foundation

Dated: December 7, 2023

PAY TO THE
ORDER OF: Kaylee Snell

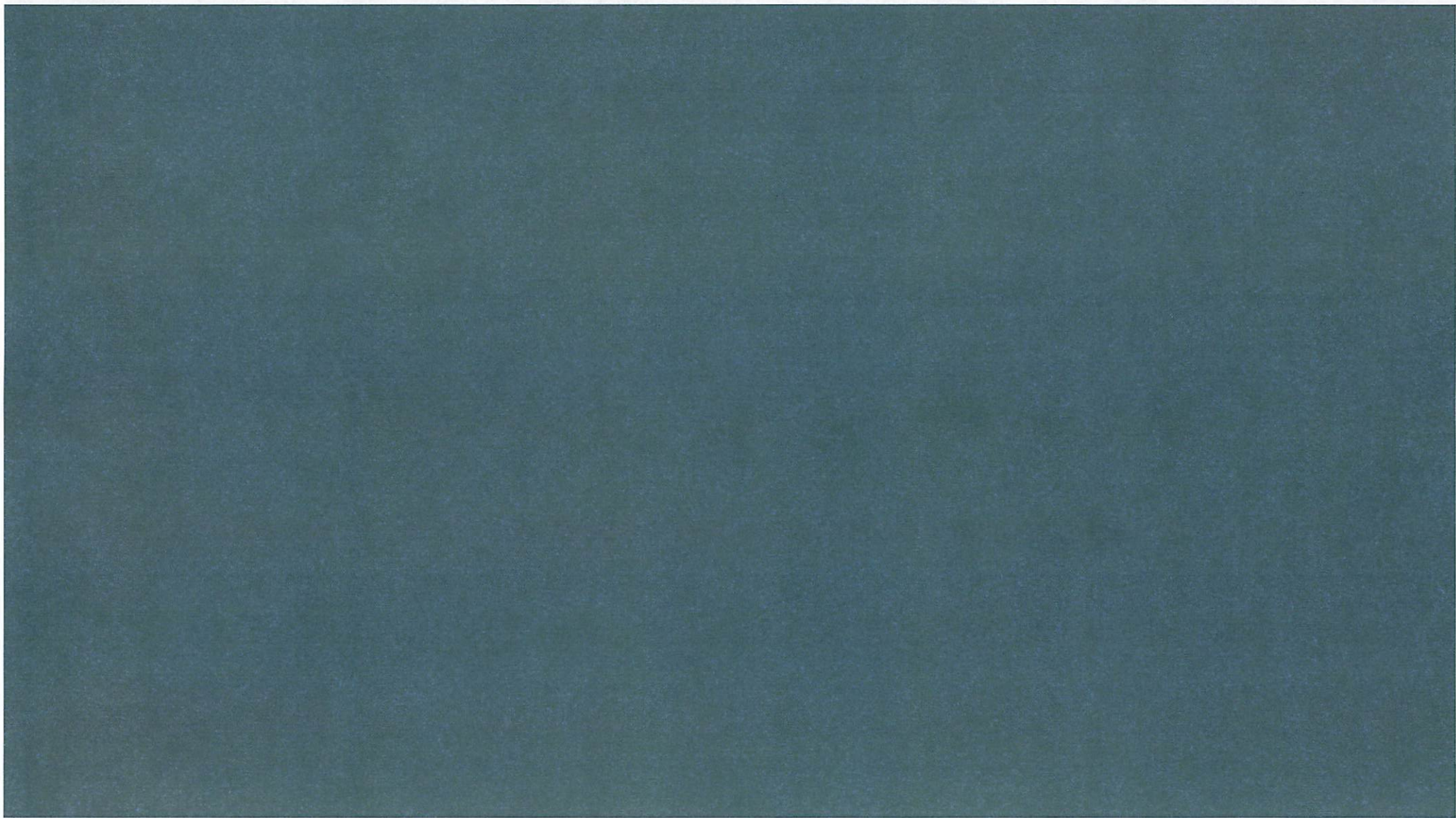
\$5,000.00

In amount of: Five Thousand and 0/100 dollars

For: National Rice Month Scholarship

AMERICAN COMMODITY COMPANY, LLC

2023 National Rice Month Scholarship – Grand Prize Winner
Kaylee Snell of Bentonville, AR





THANK YOU



**CAMPBELL
WARD**

PUBLIC RELATIONS PROPOSAL



Prepared for

Arkansas Rice Research & Promotion Board

January 25, 2024

OVERVIEW

Campbell Ward will continue to coordinate and implement a public relations campaign that will increase awareness and communicate the efforts of the Arkansas Rice Research and Promotion Board (ARRPB). Maintaining consistent social media activities and updating the website as needed will increase communication efforts to producers as to how ARRPB stewards the checkoff funds.

BUDGET BREAKDOWN

COMPONENT	BUDGET	NOTES
SOCIAL MEDIA	\$2,400	Targeted and boosted posts on Facebook and Twitter (\$200/ month)
THIRD PARTY	\$2,400	Graphic design and material development (\$200/ month)
	\$4,800	
CAMPBELL WARD		Strategy and execution of campaign
	\$22,000	February – December 2024 (\$2,000/ month)
	\$26,800	TOTAL

SCOPE & TERMS

Campbell Ward will coordinate with the Arkansas Rice Research and Promotion Board to organize a strategic and comprehensive informational campaign.

Services for will begin on February 1, 2024, and will conclude on December 31, 2024, unless otherwise determined by either party. At the conclusion of this contract, both parties can assess the current climate to determine if the campaign should be extended.

In consideration of these services, ARRPB will pay Campbell Ward a monthly retainer of \$2,000. If the monthly allotment of time (10 hours) is exceeded, ARRPB agrees to pay Campbell Ward a rate of \$200 per hour for each accumulation.

All payments are due on the first of each the month. Individual rates will be tabulated at the end of each month. Either party may terminate this Agreement at any time for any reason without cause, by giving the other party at least thirty (30) days prior written notice of termination

CONFLICTS

Arkansas Research and Promotion Board understands that Campbell Ward may provide public relations services for other persons, corporations, and trade associations. Campbell Ward agrees, however, that it will not knowingly engage in the performance of public relations services, which are in conflict with Campbell Ward's obligations to ARRPB, or in conflict of the goals of ARRPB in connection with this engagement. If requested, Campbell Ward will disclose all clients for whom we perform public relations services.

Should we become aware of any conflicts with regard to our representation of you, we will notify you and discuss options for resolving this matter.

ACCEPTANCE

If this proposal correctly reflects your understanding of the terms and conditions of the agreement, we request that you provide your consent by signing in the space provided below.

We look forward to working with you. On behalf of Campbell Ward, we appreciate your consideration and will be happy to answer any questions you may have.

ARRPB agrees to the foregoing terms:

By: _____

Name: _____

Title: _____

Date: _____

CW agrees to the foregoing terms:

By: _____

Name: _____

Title: _____

Date: _____



January 29, 2024

To: Arkansas Rice Research and Promotion Board

Re: Hybrid Rice Program

Dear Directors,

Thank you for your service on the Arkansas Rice Research and Promotion Board. Your efforts on this board will shape the future success of our farmer-members and the entire Arkansas Rice Industry.

During the most recent Riceland Foods Board of Directors meeting, the board discussed the University of Arkansas Systems Division of Agriculture Research and Extension's hybrid seed variety program development. The board is very supportive of this effort and believes a hybrid variety developed using farmer check-off funds will be extremely valuable to the industry.

Improvements such as a less abrasive outer hull, a better genetic package linking back to historical high-quality conventional varieties, higher milling yields, and competitive field yields are but a few of the improvements the industry will consider as wins for the program.

Riceland Directors acknowledge that the Division is outside the retail seed business but believe the Division is fully capable of bringing a new hybrid variety to the point of foundation seed.

Riceland Directors encourage a future released hybrid variety developed by this program to become available to Arkansas rice farmers.

Thank you again for your service to the Arkansas Rice Industry and for considering Riceland's support for the Hybrid Rice Program.

Sincerely,

A handwritten signature in black ink, appearing to read "K. McGilton".

Kevin McGilton
President & CEO
Riceland Foods, Inc.