



CRC seeks to expand Ricelands Conservation Program

In 2011, the CRC successfully utilized \$2.7 million in Natural Resources Conservation Service (NRCS) funding to launch a new pilot conservation program ideally suited for California ricelands. The CRC, in collaboration with several of its conservation partners, used these funds to demonstrate how conservation funding can be invested in ricelands to further enhance the value of rice fields as wildlife habitat. This subregional pilot program was offered to about 100,000 acres of rice and resulted in approximately 70 contracts. All of the funding will go directly to growers participating in the program over a three-year period.

The CRC is working with the NCRS and other conservation partners to pursue expansion of this pilot program. Options are currently being examined. If expanded, we expect the program would contain a set of core practices that work well with rice cultivation. These practices include:

- Promoting wildlife-friendly straw management practices and



returning boards back into the rice boxes after harvest to hold more rainwater in the fields.

- Enhancing nesting habitat by modifying rice check berms and creating nesting islands.
- Enhancing duration and types of fall and early spring habitat created when intentionally flooding fields in the winter season.
- Installing nesting and roost

structures for certain non-waterbird species such as hawks, eagles and owls.

We recognize our major partners in this effort. First, without the conservation funds made available by the NRCS, this innovative new program could not be possible. PRBO Conservation Science and Audubon California have also been critical partners in the field to help develop and study these new practices. There is also a long list of valued partners who have supported the funding and development of this program, including Ducks Unlimited, The Nature Conservancy, Central Valley Joint Venture, Central Valley Bird Club, California Waterfowl and UC Cooperative Extension.

Please look for future information about this program in upcoming CRC Newsletters and possible direct flyers about new developments.

Radio's Armstrong & Getty promote California Rice

The California rice industry is continuing a three-month advertising campaign on the popular and influential Armstrong & Getty radio show. To date, the results have been extremely favorable.

The goal of the live, 60-second testimonials by show hosts Jack Armstrong and Joe Getty is to inform target audiences such as Legislators and opinion leaders about the many ways California

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2012 Crop Protection Materials Update

As planting season approaches, please take time to review the timing and availability of your crop protection materials.

Please contact your county agricultural commissioners (CACs), and/or Farm Advisors for the specifics of using pesticides in the counties you grow rice. Several counties impose additional permit conditions to non-restricted rice pesticides in response to reports of drift. Always read the label for specific conditions, water holding requirements and pre-harvest intervals (PHI).

Thiobencarb (Bolero/Abolish)

The Bolero UltraMax label reflects the 30-day water hold and approximately a three-pound reduction in the rate. Abolish has a 19-day water holding requirement. Time limits exist for early/emergency release of thiobencarb products, so keep that in mind before choosing to use one of these products. Thiobencarb is going through re-registration at the U.S. EPA level, so the CRC is coordinating comments.

In 2011, the monitoring results were excellent due to adherence to the man-

agement practices. Less thiobencarb was used and there was an abundance of water in the river and drains. However, the CRC continues to receive a high level of scrutiny on thiobencarb.

Propanil

Propanil remains the largest used rice herbicide in California with the CRC and registrants collaborating on water monitoring since 2006. The CRC has requested the termination of propanil monitoring in 2012. A decision and response are pending.

The management plan brochure will be available at www.calrice.org. Propanil stewardship includes the CA DPR Propanil Regulations, compliance with the 7-day water holding requirement, adherence to maintaining aerial and ground spray equipment in good condition with nozzle/spray pattern evaluation prior to spraying.

The CRC is working with the propanil registrants on alternative packaging for the dry formulation. Through the re-registration process, the U.S. EPA is mitigating worker and applicator exposure by proposing water-soluble bags.

Clomazone (Cerano and Bombard)

The CRC will monitor clomazone under the Irrigated Lands Regulatory Program (ILRP). Increased use and reports of white weeds in the drains has brought attention to clomazone. Observance of white weeds could indicate that the 14-day water holding requirement is not met, applications drifted outside the fields, or both scenarios took place. In California, clomazone is a rice specific herbicide, which means the product has no other registered use in this state.

Triclopyr (Grandstand)

Dow AgroSciences received a 24(c) Special Local Need (SLN) Registration for ¼ miles buffer at a rate of 0.50 pint

per acre. The CRC will monitor triclopyr under the ILRP in 2012.

Acetolactate Synthase (ALS) Inhibitors

The herbicides, bensulfuron-methyl (Londax), bispyribac-sodium (Regiment), halosulfuron-methyl (Sanda) penoxsulam (Granite), and orthosulfamuron (Strada) all share a common mode of action, so it is best to use only one ALS inhibitor per year to prevent resistance. The UC Cooperative Extension and UC Davis researchers compiled an herbicide management chart found at: <http://www.plantsciences.ucdavis.edu/uccerice/index.htm>

Cyhalofop-butyl and Bispyribac-sodium

Two non-restricted rice herbicides, cyhalofop-butyl (Clincher) and bispyribac-sodium (Regiment), continue with permit conditions for mandatory ground applications and buffer zones. Those applying Clincher by ground must attend one of the Dow AgroSciences stewardship meetings for certification, or view the video at the local CAC office.

Azoxystrobin (Quadris)

Many of the Quadris applications take place late in the season. Please remember the label requirements include a 14-day water holding requirement and a 28-day pre-harvest interval (PHI).

Carfentrazone-ethyl (Shark)

FMC, the registrant, received approval to lower the use rate from 8 to 7.5 ounces and the water holding requirement from 30 to 23 days. Look to the Section 24(c) SLN labels for direct dry and direct stream applications to rice.

Please check the label before relying on electronic services for product/crop/pest compatibility.



Water quality program progress report

The CRC has approval for the Irrigated Lands Regulatory Program (ILRP) in 2012.

As a surface water program, monitoring will focus on clomazone (Cerano and Bombard) and triclopyr (Grandstand). The CRC has requested termination of propanil monitoring, pending approval by the Central Valley Regional Water Quality Control Board (CVRWQCB) Executive Officer.

We have a strong team comprised of consultants, UC Cooperative Extension, UC Davis and CRC staff to develop a commodity specific waste discharge requirement "Order" known as the Long-term Irrigated Lands Regulatory Program (LT-ILRP). The LT-ILRP will be both a surface and groundwater program with the details currently in development. The CRC's team is writing the program in collaboration with the CVRWQCB staff.

Our approach is to use science and available data for program development. The CRC is one of three coalitions selected to go first through the approval process, possibly by December 2012.

Labeled Water Hold Requirements and Pre-harvest Intervals for Pesticides NOT Included in the Rice Pesticides Program

Please remember that water holding requirements exist for most rice pesticides, and not just Bolero and Abolish (thiobencarb). The following table provides rice pesticide water holding requirements and the pre-harvest intervals (PHI) from product labels. Please read and follow label directions and contact your county agricultural commissioner for label interpretations and permit conditions.

| COMMON TRADE NAME ¹ | ACTIVE INGREDIENT | WATER HOLD TIME | PRE-HARVEST INTERVAL (PHI) |
|------------------------------------|-----------------------------------|--|----------------------------|
| INSECTICIDES: | | | |
| Dimlin® 2L Insect Growth Regulator | Diflubenzuron | 14 - days | 80 - days |
| Mustang® Max Insecticide | (s)-cypermethrin | 7 - days | 14 - days |
| Warrior® Insecticide | lambda cyhalothrin | 7 - days | 21 - days |
| FUNGICIDES: | | | |
| Quadris® Flowable Fungicide | Azoxystrobin | 14 - days | 28 - days |
| Stratego® Fungicide | Propiconazole/ Trifloxystrobin | 7 - days | 35 - days |
| HERBICIDES: | | | |
| Solution Water Soluble® | 2,4-D | 0 - days | 60 - days |
| Londax® Herbicide | Bensulfuron-methyl | 7 - days static | 80 - days |
| Shark® H ₂ O Herbicide | Carfentrazone-ethyl | 5 - days static 30 - days release: less if closed system | 60 - days |
| Cerano® 5 MEG | Clomazone | 14 - days | 120 - days |
| Clincher® CA | Cyhalofop-butyl | 7 - days | 60 - days |
| Granite® SC & GR | Penoxsulam | 0 - days | 60 - days |
| Stam® 80 EDF | Propanil | 7 - days: less if closed system | 60 - days |
| Grandstand® CA Herbicide | Triclopyr TEA | 20 - days: less if closed system | 60 - days |

¹Restrictions apply to all rice pesticides sharing the same active ingredient and are not exclusive to the common trade name.



It's about more than water – it's about an entire ecosystem

The simple message is that water – the crops it irrigates, the habitat it provides and the communities it supports – is so critical that without it the entire Sacramento Valley ecosystem would be lost.

This pressing reality is the focus of the joint efforts of the CRC and the Northern California Water Association (NCWA). Last year, we started by developing an approachable brand for the region that reflected the unique agriculture, communities, landscapes and habitat of the Sacramento Valley. Second we jointly developed a publica-

tion that directly addresses the often misunderstood and even more often misquoted facts about water use efficiency in the region.

This year's work is progressing on a publication that addresses head-on the proposition of exactly what is at stake if our water resources are lost for any reason. NCWA's website has also been re-launched with clear value-based messages and social media components that talk about the value of our most imperiled resource.

Our two organizations will also be specifically targeting key regional media, social media and area opinion leaders to begin this dialogue outside our normal agricultural and water worlds. We believe this issue is of critical importance to the urban public as well as our small rural communities.

Only when a broad discussion of what is at stake as a region at the community, farm and environmental levels will it be possible to value the resource that underpins it all fully.

Farm Bill and Trade Messages delivered in Washington, DC

The California rice industry hit our Nation's Capitol in force the second week of February to press lawmakers and the administration on our two key policy issues – Farm Bill and trade.

Meeting with over 25 lawmakers in two days, our message on the Farm Bill was clear – we need a safety net when prices drop precipitously. We especially need a safety net in the face of the elimination of direct payments. In these discussions, we consistently communicated that California has, and will continue, to work to craft an ACRE program or another revenue insurance program that works at the farm level, while providing support only when prices drop significantly.

We also focused on the importance of trade, especially the Trans Pacific Partnership (TPP). This agreement has

the potential to increase exports to Japan and other Pacific Rim countries for the first time since the Uruguay Round of GATT in the early 1990's. This opportunity cannot be lost as it was in the Korea–United States Free Trade Agreement where rice was specifically excluded from the trade pact.

We hosted a reception for Hill staff and our conservation partners. The more than 100 people who attended left with a far greater appreciation of just how integral rice is to their interests whether they be trade, farm policy, environment or cultural. We also met with the EPA on four critical issues including propanil dry formulation mitigation, the sulfuryl fluoride (ProFume) cancellation process, a drinking water model for California rice and a virtual rice tour for approximately 70 EPA staff. Look for more details in the next CRC newsletter.



The California Rice Delegation included, from left, Tom Butler, Nicole Van Vleck, Brian Barrett, Jim LaGrande, Sean Doherty, Jeremy Zwinger and Greg Johnson.

Sacramento Valley gives nod to agriculture as economic driver

Over the last year, a number of regional planning and economic development efforts have been evaluating what will drive the Northern California region's future economic growth. Stung by downturns in construction, loss of public sector jobs and a tech boom 150 miles to the west, questions of where the jobs are now and where will they be in the future are important.

After careful thought and a significant amount of analysis, five areas were identified as sectors where the region could compete – green tech, communications, biotech, health insurance and agriculture. Not only was agriculture identified as a future basis for economic growth, the analysis clearly indicated

that it is critical for the large number of jobs it creates now.

The biggest impact, however, is not the analysis done by these economic planning efforts. It comes from the public discussion, for the first time as a region, about just how vital agriculture is to the small towns in the Sacramento Valley as it is to the metropolitan areas.

These discussions are also moving beyond the analysis stage into action – how local governments can be more friendly to agriculture, reduce regulation and support growth. And, how can efforts be joined to press for these same reforms at state and local levels.

Rice is positioned perfectly for this discussion. We are seen as vital to the

region for our jobs, foreign exports and for the unparalleled wildlife habitat our working lands provide.

Most importantly, we have been in on the ground floor of this discussion working with the Sacramento Area Council of Governments on their Rural Urban Connection strategy, which looks at maintaining and enhancing our rural communities in the Sacramento Valley. We are also active with Valley Vision, a non-profit board that is launching the Next Economy analysis of the region's future economic drivers.

Finally, people outside of rice country are talking about us and for more than our historic impact on air quality.

Social Media outreach continues to expand

The presence of California family rice farmers and mills continues to grow, thanks to consistent delivery through social media sites.

The old communication method of sending out a news release has largely been replaced by posting information via the calrice.org website, our Facebook and Twitter pages and YouTube Channel. Led by a group of industry bloggers that has grown to 22 participants, valuable messages involving California rice are being delivered to key audiences multiple times a week.

Since industry members began posting blogs in January 2010, we have now surpassed 300 blog posts in total. Also helpful are guest blogs, with those outside of rice offering a positive perspective on the industry. Many friends and followers of the CRC Social Media sites are Legislators, decision makers and the media, and they frequently comment about the information they are receiving.

A key indicator of the overall growth in California rice messages comes through our main information source, the



Debra DeWit provides a video blog aided by her father, Mike, and the CRC's Jim Morris.

calrice.org website. Activity continues at a record pace, with the number of hits increasing more than 80 percent during the last fiscal year. Activity for the first four months of the new fiscal year is running 40 percent ahead of last year's pace.

We continue to seek new industry and guest bloggers. Please send your suggestions to CRC Communications Manager Jim Morris at 916-205-5395 or jmorris@calrice.org.



One of two California Rice promotions on the Armstrong & Getty website.

Armstrong & Getty

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rice is valuable to this state. Topics of the environment, economy, cuisine and promoting the Sacramento Valley Region have been presented, with frequent ties to new materials on the calrice.org website.

After the first month of ads ran in January, the calrice.org website set new records for hits, blog readers and unique visitors, easily surpassing the past records. The 429,000 hits for the month broke the old record from last June by nearly 20 percent. The more than 6,100 unique visitors surpassed the prior standard that was set during the spring of 2008, when worldwide media accounts stirred concerns of a global rice shortage.

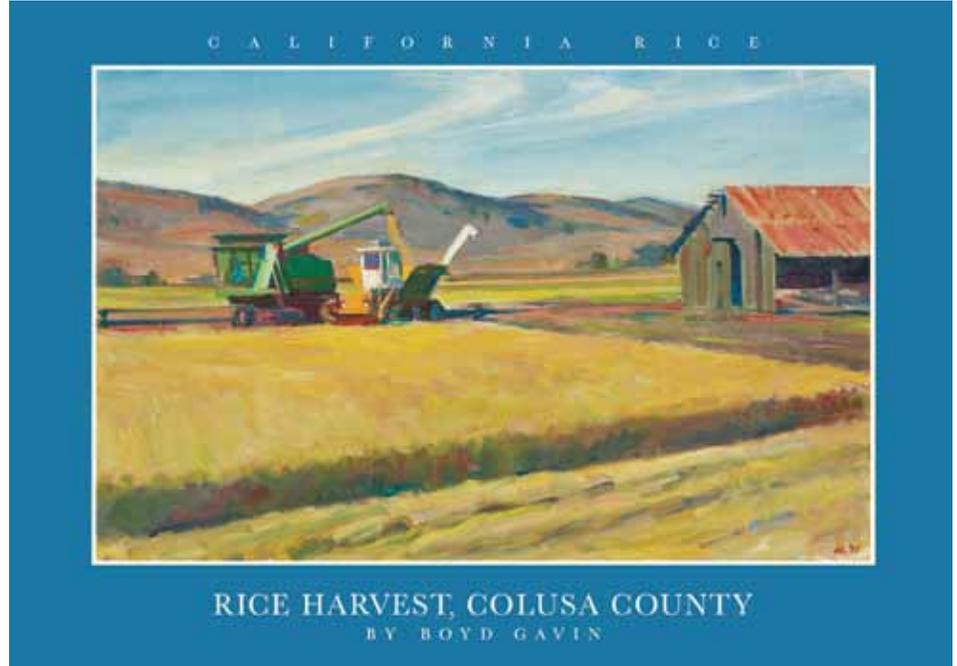
The CRC has continual dialogue with the show hosts and KSTE radio, to ensure that new topics are covered that reflect the many benefits of California rice.

Two art projects capture magnificent California Rice Country

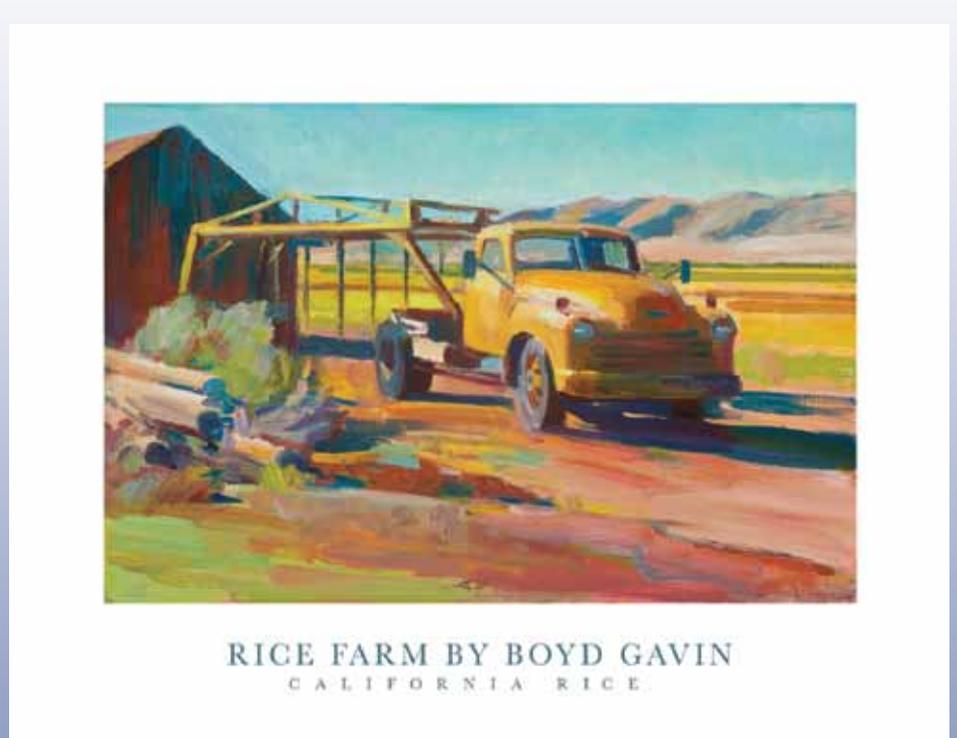
Working with prominent local artists has proven an extremely valuable method of outreach, as part of the California Rice Commission's ongoing efforts to reach Legislators, opinion leaders, reporters and other target audiences. This year's featured artist is Boyd Gavin of Sacramento, who has continued to gain recognition ever since he had a solo debut at the Crocker Art Museum more than thirty years ago. After several scouting trips to rice country, Gavin decided on a harvest scene at the farm of Jim and Jonalee LaGrande. Entitled *Rice Harvest, Colusa County*, this painting is captured on the label of this year's CRC rice boxes that will be delivered to hundreds of key contacts.

A second painting, entitled *Rice Farm*, depicts a 1948 Chevrolet Pickup Truck that remains a valuable part of the LaGrande Farm. The CRC negotiated the rights to a signed and numbered limited edition giclee print of this stirring scene, to be included in this year's rice box.

Gavin said his journeys to Sacramento Valley rice country left him extremely impressed. "It really is a very beautiful and authentic part of the state," he commented. "It was a bit of a revelation to see all of that open space just outside of Sacramento. I'm very excited to see an area where every place you go is a subject waiting to be painted."



Boyd Gavin's painting depicting the Sacramento Valley rice harvest is this year's CRC rice box label.



A vintage pickup truck and the coast range are subject of Gavin's limited-edition art print commissioned by the CRC.

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Rice farmer bloggers promoted on the Internet



In an ongoing effort to expand the California rice blogs, the CRC has begun advertising with the online network at the Sacramento Bee. The promotions will continue through March.

The ads featuring four rice farming families are being shown on the Bee's Capitol Alert section, to help target Legislators and their staff to our efforts. In addition, the rice promotions are seen on the Sacramento Connect network of bloggers run by the Bee. This network is more than 150 strong, including links to blogs on calrice.org. The CRC blog is consistently the most popular page on our website.

2012 Rice Leadership features two Californians

California continues to have a strong presence in the Rice Leadership Development Program. The seven-member 2012 class announced at the USA Rice Outlook Conference in Austin, Texas includes Californians Brice Lauppe and Brian Barrett.

This program provides participants tours and programs during a two-year period to help strengthen their leadership skills.

