



Armstrong & Getty see California Rice firsthand

A field trip to rice country during planting season provided a major boost in the growing partnership between California rice and the Armstrong & Getty radio show.

Awareness of California rice has increased significantly since the live, 60-second commercials began on the program in January. The next step in this partnership involved getting Jack Armstrong and Joe Getty on a farm tour.

The two visited with several industry members during a tour and lunch at Montna Farms. They were in the field when an airplane zoomed by at close range, dropping seeds. They put on hip waders to get an up close look at a newly planted field, viewing the shallow water depth and the important role heavy clay soil plays in Sacramento Valley rice farming. The trip left a strong impression on these longtime radio hosts.

“It’s amazing to see the technology being put into work these days,” Joe Getty remarked. “The fields so precisely graded and all of the efforts to conserve water. It’s fantastic. We’ve seen these fields

from airplanes flying over, but being in the middle of them really gives you an appreciation for number one how big they are and how much work is done.”

The next morning Jack Armstrong stated on the show “We had a flippin’ good time and learned a lot about the rice industry. We actually put on hip high boots and walked out into the middle of rice fields and had an airplane flying like 10 feet over our heads.



Very exciting!”

The California rice testimonials provide a tremendous outreach to Armstrong & Getty listeners about several topics, including the important contributions this industry makes to our economy, environment, culture and cuisine. Water use efficiency in rice fields and the high tech nature of the industry have also been emphasized.

Big Changes in the Farm Bill

While there is significant speculation about when the farm bill will be passed, there is little doubt it will be a far different program than in the past. In fact, it will be far closer to the 1996 Freedom to Farm Act than anything we have seen in the intervening 16 years.

Direct Payments Gone

While no surprise to anyone even partially interested in the farm bill, it bears emphasis that direct payments in any farm bill scenario are gone. Unlike Freedom to Farm, there will be no transition payments.

Two Options for Growers

In place of direct payments, rice growers will very likely have the option to choose between two safety net options. First will be a revenue insurance option that will trigger when revenue drops

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Major showcase for California Rice Art

Thousands of people visiting the State Capitol in March had an opportunity to see five of the commissioned art pieces done to promote California rice.

The display in front of the Governor's office is a major corridor for Legislators, dignitaries and the public as they walk the halls of the Capitol building.

The CRC will continue to seek further opportunities to display industry-themed art at the Capitol. Some of our spectacular images of rice fields and wildlife are scheduled to be on display in front of the Governor's office the week of August 27.



Visitors from North Carolina view the art display honoring California rice.

Farm Bill

Continued from cover

below a threshold. Currently, that is 89 percent of the five-year average revenue on your farm (calculated by actual planted acres x actual yield x county average price). This provides a floor of about \$1,300 per acre or \$16 per hundredweight, using the current Senate farm bill proposal.

The second option for growers will be a target price. Industry efforts are to set that target price as close as possible to \$13. While not as attractive to California growers, southern rice producers prefer this option.

In either case, these programs are specifically designed to only trigger a payment when prices decline and will not offer an annual payment.

Big Shifts in Dollars

Another reality is that total dollars in the farm bill have shifted significantly between crops. When the Senate and House agreed to move away from base acres and program yields to actual planted acres and actual yields, total spending shifted away from rice and

wheat. The big "winners" were soybeans and corn whose actual planted acres have been increasing greatly in recent years due to national renewable fuel standards and market conditions.

California Strategy

The strategy for California for the last two years has focused on two key elements: a revenue insurance program that provides the greatest possible protection for our farms and enhancing green payments. In both areas, we have had significant success.

We were successful in significantly improving revenue insurance by requesting that growers have the option of loss triggered at a county level or the farm level. The result was a 15 percent increase in the payment factor for growers choosing the county level trigger.

Second, we have successfully launched the Waterbird Habitat Enhancement Program (WHEP) that provides workable levels of incentives to growers for habitat programs implemented on their farms. This prototype program has been very well received at NRCS and

we are extremely optimistic that it will be funded through consolidated habitat programs dollars included in the next farm bill.

Next Steps

The farm bill debate has many more hurdles to clear. The entire Senate has yet to take action on the bill and the House Ag Committee is debating its version. As the bills move forward, we continue to work to fix excessive payment limit rules inserted in the Senate Committee bill as well as definitions of actively engaged that are problematic. In addition, the CRC is working on a California specific GRIP (Group Risk Income Protection) policy that will allow growers to buy up coverage to higher revenue levels.

Our objective remains solidly fixed on providing the best safety net to California growers given the fundamental shifts in farm policy that will be reflected in the next farm bill.

For a side-by-side analysis of the current revenue insurance program called ARC (Ag Risk Coverage) please go to: calrice.org/programcomparison.

California Rice Delegation visits the U.S. EPA

The CRC attends the USA Rice Federation's Government Affairs Conference every year in Washington, DC. In addition to legislative visits, we schedule meetings with key regulatory agencies. This year included four meetings with the U.S. EPA on the topics of a virtual tour, propanil closed systems, sulfuryl fluoride (ProFume®) cancellation and rice water modeling.

In a proactive measure, we brought the tour to the U.S. EPA, providing a session on Rice Culture 101. The presentation was hugely attended and the U.S. EPA staff had numerous questions pertaining to rice production and pesticide use.

In lieu of propanil specific exposure data, the Agency proposes closed systems for the dry formulation. The CRC provided feedback on the infeasibility of proposed requirements to package product in water-soluble bags. Propanil registrants are providing regular progress reports to the U.S. EPA on alternative packaging to meet rice industry needs.



The California Rice Delegation in front of the U.S. EPA Headquarters in Washington, D.C.

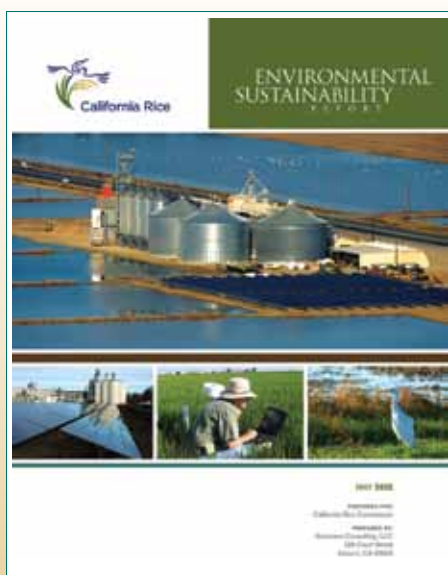
Members from other rice producing states participated in a meeting to discuss the ProFume® cancellation. We met with Deputy Administrator Bob Perciasepe, Acting Administrator, Office of Chemical Safety and Pollution Prevention Jim Jones and Director, Office of Pesticide Programs Steven Bradbury to discuss outstanding issues with the cancellation. The U.S. EPA recently opened a second comment period to request additional information with a due date of July 30, 2012.

The U.S. EPA is developing a

California rice water model to facilitate pesticide registration activities. During a meeting with water modelers, we were given a preview of the model and able to provide additional information for accuracy and refinement.

Our full schedule of meetings over two days provided the U.S. EPA vital information about the California rice industry. Work continues as a result of these meetings that took place mid-February. The CRC is most appreciative of the positive working relationship we have with the U.S. EPA and the involvement of our members.

CRC unveils its Environmental Sustainability Report



After several years of research and documentation, CRC has released its latest report that tracks the environmental stewardship history of the California rice industry over the past three decades. The original catalyst for this project was the emergence of the “sustainability” movement that had certain California rice customers contacting some of our marketers asking to see our sustainability program. The California Rice Environmental Sustainability Report, was born out of this desire to comprehensively document our environmental achievements in one publication. While the sustainability movement seems to

have cooled down a bit with the current economy, we believe this document will help marketers when sustainability inquiries resurface in the future.

We welcome you to read through this impressive accounting of all that the California rice industry has achieved over the past 30 years in several distinct resource areas including land use, soil loss, water use, water quality, air quality, energy use, climate impact and biodiversity. The California rice story is an impressive accounting of its stewardship of each of these resource areas.

If you are interested in receiving a printed copy of this report please give us a call at (916) 387-2264 or download from our website at:

<http://www.calrice.org/pdf/2012/Sustainability+Report.pdf>

Legislative Day enlightens lawmakers about California Rice

Meetings with Legislators, the Capitol Roller Sushi Competition and the debut of a new painting honoring California Rice were among the highlights of the eleventh Annual CRC Legislative Day and Circle of Life Reception.

The day began with some two-dozen industry members and the CRC meeting with Legislators and Administration officials to discuss important issues including water, regulations and trade.

The more than 100 attendees to the Circle of Life Reception were treated to Hawaiian-themed dishes starring California rice. The Natural Resources Conservation Service was honored with the Circle of Life Award for their work with farmers on programs aiding wildlife in ricelands.

Capping off the reception was the Capitol Roller Competition, which featured enjoyable yet intense competition between California Resources Secretary John Laird, Assembly Members Bill Berryhill and Richard Pan, as well as USDA Natural Resources Conservation Service Assistant Chief James Gore. Assembly Member Berryhill emerged as the winner and proudly gained possession of the coveted framed Samurai sword. "I'm excited," Berryhill remarked. "Anything to promote the rice industry, the quality of our rice and what it does for wildlife. I'm all in!"

Crucial to the success of the competition included Kru Restaurant's Chef/Owner Billy Ngo, who contributed expert coaching on making a California Roll. KCRA Channel 3 News Anchor Edie Lambert served as emcee, providing personal commentary about the importance of rice and engaging the sushi rollers.

Those attending the reception were also the first to view Rice Harvest,



Capitol Roller Participants Assembly Member Pan, Gore with the USDA- NRCS, Assembly Member Berryhill and Resources Secretary Laird. Second from the right is Billy Ngo of Kru Restaurant.



CRC CEO Tim Johnson presents the Circle of Life Award to State Conservationist Ed Burton and James Gore.

Colusa County, a spectacular painting from acclaimed artist Boyd Gavin of Sacramento. Gavin's image was featured on this year's rice box, which the CRC has provided to members of the State Legislature every year since 2000.

Media coverage of the reception included a story and photos on page A-3 of the Sacramento Bee, KFBK Radio and more than a dozen televi-

sion news stories, including KABC in Los Angeles, KGO in San Francisco and KCRA Channel 3.

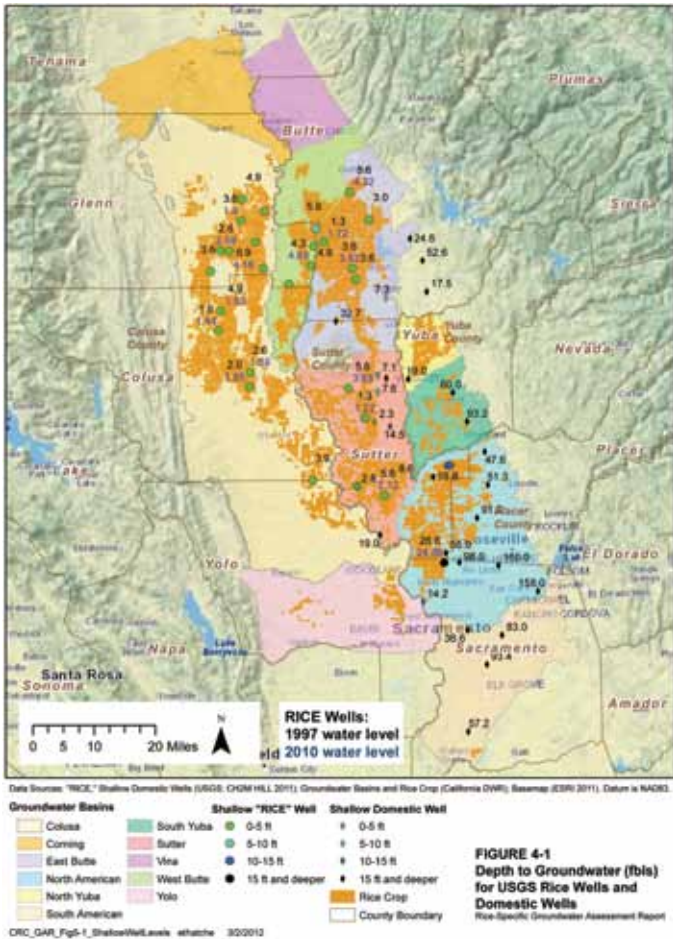
KCRA did an additional feature story on the economic value of California rice that provided even greater reach. In total, the 17 news clips attracted nearly 800,000 viewers and carried an estimated publicity value of more than \$120,000, based on Nielsen data.

Rice water quality program development continues

The CRC continues to work on development of a rice specific waste discharge requirement (WDR) permit. Our approach is to use available data for a scientifically defensible program in lieu of endless monitoring as the WDR develops. The CRC is one of three coalitions selected to go first through the approval process by December 2012. However, the date may move into the first quarter of 2013.

Our scientific approach requires more work upfront, which will save on monitoring costs in the eventual program. We have a strong team comprised of consultants, the University of California Cooperative Extension, UC Davis and CRC staff to develop a commodity specific WDR. The CRC team wrote a groundwater assessment report gathering rice specific data from all available sources in the Sacramento River Basin. Our report includes all known data from well monitoring, soil conditions, pesticide monitoring, groundwater basins and nutrient uptake.

We are working with the Regional Water Board staff for concurrence during program development. The CRC is best positioned to move forward with the most comprehensive WDR order in the region for ultimate benefit of the rice industry.



California Rice Receives Environmental Award

The CRC and Environmental Defense Fund were co-honored at an elegant event hosted by Winrock International and the American Carbon Registry. The Innovation Award recognizes the two organizations' collaborative efforts to develop necessary data, technical tools and new approaches leading to the creation of protocols that can pave the way for rice growers to generate greenhouse gas offsets.

The award was presented to CRC by John Kadyszewski, Director of the American Carbon Registry, at the Hotel Monaco in San Francisco in April. John and his team put on a top-notch event and we appreciate the recognition for our work on this important issue.

We appreciate the efforts of our partners at the Environmental Defense Fund and our key technical consultants, Applied GeoSolutions and Terra Global Capital, for several years of new trailblazing towards a future of carbon offsets in rice. We are excited about pilot-testing our new program on several farms over the next couple of years.



The CRC's Paul Buttner accepts the Innovation Award from the American Carbon Registry's John Kadyszewski.

Website update helps California Rice information flow

A major new overhaul has just been completed for the California Rice Commission website.

After months of planning and design, the new calrice.org website debuted in late May. Besides the updated artistry, the new website provides a dashboard feel, which allows for more frequent posts of information.

The modifications were needed due to the steady stream of new information being produced, ranging from the 22 rice industry members providing blogs to YouTube videos, photos, new publications, recipes and the Twitter feed.

The calrice.org website is one of the most important outreach tools for California rice information. The website has continually set records for its worldwide reach. During the first eight months of the 2011/12 Fiscal Year, website hits

and unique visitors each rose nearly 50 percent and hits to the farmer blogs rose nearly threefold from year earlier

figures. The website is on pace to surpass four million hits for the first time in history.



My Rice Story provides personal rice testimonials

With a history almost as old as civilization and its role as a global food source, there are as many stories about rice as there are people who enjoy it.

My Rice Story is the CRC's newest social media program and can be viewed at www.calrice.org/myricestory.

Launched immediately after the Circle of Life Reception in March, it features video testimonials about the value of rice from a wide range of people, including KCRA Channel 3 News Anchor Edie Lambert (right), Assembly Member Richard Pan, California Resources Secretary John Laird and Mikuni Sushi Chef Taro Arai.

We will look to expand My Rice Story in the future, to include an even more diverse collection of testimonials and to broaden its reach.



Big turnout for Capitol Ag Day

Thousands gathered at the State Capitol for the annual Ag Day at the Capitol celebration in March, providing an opportunity to educate Legislators and urban residents about California rice.

The CRC booth once again included rice, recipes, information about the many benefits of California rice and 2,000 Rice Krispies Treats, which were handed out in short order to the appreciative attendees.

During the event, we made contact with several of the Legislators in attendance and interviewed them for social media outreach.



Regional Ag-Ed Program Seeks Support for Rice Field Day

This following article is by the Winters-based Center for Land-Based Learning.

Last winter students from four North State high schools participated in a hands-on field day learning about the region's agriculture. Students from East Nicolaus High School, Colusa High School, Marysville High School and Camptonville Academy toured rice operations at Colusa Industrial Properties, a part of the yearlong FARMS Leadership Program.

Ed Hulburt hosted the tour at Colusa Industrial Properties last November. Students were able to stand in rice fields and learn about how it grows; where the kernel is found, how it is harvested, dried and gets to their tables. Many students were surprised to learn how expensive the harvesters were and



CRC Board Elections have begun

The CRC election cycle has begun for the 2012/13 Board elections.

On June 15 each producer of record will be notified, by mail, of the number of member and alternate positions available in their district. Growers will have the opportunity to nominate an eligible rice producer and submit a candidate statement.

The last date for qualified producers to submit written notice of his or her intent to seek election is July 16.

On July 29, the Commission will mail producer ballots to all producers of rice in California. The end of the balloting period is August 20.

Please note, if you do not receive information for nominating board members shortly after June 15, please contact the CRC office immediately, so we can ensure that a ballot is mailed to you.

the level of specialization in agricultural equipment. This is the second year we have been hosted by Ed and the students learn so much with each visit. Walking the fields, Ed gives many important facts about rice production and takes almost as many questions from the students.

The Center for Land-Based Learning partners with farmers, schools, agricultural professionals and agriculture agencies throughout California to bring high school youth onto farms, ranches, agricultural businesses, colleges and universities. Students connect with where their food comes from and learn about careers and post-secondary education opportunities in agriculture. The Northstate FARMS Program serves Yuba, Sutter, and Colusa counties. Each participating school brings six to eight students on once-a-month

field days from October through April. Most students selected don't come from a farming background, and FARMS helps expose as many students as possible to the wonderful opportunities agriculture has to offer.

The Center for Land-Based Learning is seeking support for the Northstate FARMS Leadership Program from the industries we promote, including the rice industry. Many of our partners support our program financially to cover the cost of planning, field day food, student transportation and substitute teachers. Some partners also like to provide scholarships for the \$50 per student participation fee. If you or your company would like to support this program, please contact Carrie Peterson (530) 633-9692 or carriean-drobbin@yahoo.com, or visit www.landbasedlearned.org to learn more.

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CRC continues support for Wildlife Art Festival

For many years now the CRC has enjoyed a great partnership with the Pacific Flyway Decoy Association (www.PacificFlyway.org). Each year, we underwrite certain carving competitions at this long-standing annual wildlife event here in Sacramento. This year's 42 Annual "Classic" Wildlife Art Festival will be held on July 14-15 at the Double Tree Hotel, 2001 Point West Way in Sacramento.

The CRC will host two bird-carving competitions. One is a shorebird that relies heavily upon the flooded habitat provided by California rice fields—the Greater Yellowlegs. This is a beautiful bird standing about 13-15 inches tall with, of course, yellow legs. Our second hosted bird-carving competition will be for one of the most elegant ducks using California rice fields—the Northern Pintail.

We highly encourage you to take a trip to Sacramento to see firsthand this year's winning California riceland water-birds and many other spectacular pieces of wildlife art at the event celebrating the wildlife of the Pacific Flyway.



42nd Annual Wildlife Art Festival

July 14th and 15th, 2012

9:00 a.m. - 4:00 p.m.

9:30 a.m. - 4:00 p.m.

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