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ARKANSAS RICE PROMOTION PROGRAM



FOREWARD

The Arkansas Farm Bureau Federation, in cooperation with the Rice Council, has conducted a local rice promotion program for many years. The program is designed to stimulate local rice use and to increase the awareness in the community as to the importance of rice.

Rice is very important to Arkansas' economy. In an effort to bring about a better appreciation of our rice industry locally, we invite you to participate in the 2017 statewide Rice Promotion Program. If we expect people to use more rice, we should provide some impetus through local promotion programs.

This guidebook was prepared to pull together ideas and materials in a convenient form. It contains information and facts that can be used in speaking to local civic clubs, schools, etc.

We urge you to examine the guidebook carefully and then help to initiate a viable rice promotion program in your county.

PLEASE NOTE

National Rice Month is celebrated in September by declaration of Congress and is planned for September again in 2017.

As you develop your county rice promotion program, you are encouraged to plan for September to be the focus of your efforts. A planning kit for this purpose can be obtained from the USA Rice Council by calling 1-800-888-RICE (7423).

Several promotion activities are highlighted in this booklet, but your county promotion program should incorporate new ideas generated by your county planning committee.

Best wishes for a successful 2017 rice promotion program and always feel free to contact Arkansas Farm Bureau for any assistance we can provide.

ARKANSAS AND THE RICE INDUSTRY

Arkansas has been the leading rice-producing state since 1973, accounting for nearly 50% of U.S. rice production annually -- primarily long and medium grain varieties. In 2017, Arkansas farmers produced 239,254,400 bushels of rice on 1.521 million acres. Rice is the state's second highest-valued commodity, and our top agricultural export.

Rice production is concentrated in the eastern half of the state, stretching from the Louisiana to the Missouri borders. Arkansas rice is known for its versatility, and can be used in a wide variety of cuisines. It is enjoyed in the U.S. and throughout the world.

In the 1800s, growers in the prairie lands of Arkansas were in need of a dependable, profitable crop, and rice became a contender almost by accident, when W. H. Fuller ventured southwest to Louisiana in August of 1896 on a hunting trip. It was there he first saw rice growing, which ultimately led to the development of a leading agricultural industry for the state. Fuller, along with his brother-in-law John Morris and John's wife Emma, are generally credited with founding the Arkansas rice industry. By 1910, rice production, research and milling were established in the state. Today the Museum of the Arkansas Grand Prairie in Stuttgart showcases the history of this major center for U.S. rice production.

There are more than 2,500 rice farms in the state, and 96% of them are family owned. The rice industry contributes more than \$4 billion to Arkansas' economy annually, and accounts for more than 25,000 jobs.

CALENDAR OF EVENTS

1. Appointment of county rice promotion steering committees by county Farm Bureau boards: February - April
2. County steering committee develops plans: March- August
3. Entry deadline for Miss Arkansas Rice contestants: **April 30, 2017**
4. Order necessary supplies from Arkansas Farm Bureau Federation at (501)-228-1268 or USA Rice Council at (703)-236-2300.
5. Rice promotion activities throughout the year.
6. Observance of Rice Month: "September is Rice Month"
7. Miss Arkansas Rice Contest: **Saturday, August 26, 2017**. It is important to obtain a commitment from your county Miss Rice early to ensure her participation in the state contest. Full contest details are found in the back of this book.

COUNTY PROCEDURE

1. The county Farm Bureau should make the decision early in the year to promote rice.
2. The county president and county rice division chairman should appoint a steering committee and designate a chairman and co-chairman. The committee should include rice farmers (members of county Farm Bureau Rice Division and others), county Farm Bureau Women's Committee members, a rice mill or dryer representative, an Extension Family and Consumer Sciences agent, a county agent, a county Extension Home Economist, a school lunch supervisor or manager, and press and radio representatives.
3. The county steering committee should hold a meeting as early as possible in the year.

At this meeting the committee should:

- Review information contained in the handbook;
- Elect the secretary;
- Select the publicity chairman;
- Select projects and activities;
- Appoint necessary committees for each project;
- Consider a budget;
- Set the date and place for county kickoff meeting; and
- Order supplies.

COUNTY KICKOFF MEETING

(All persons serving on a committee should be in attendance)

SUGGESTED AGENDA

1. Purpose of meeting - chairman
2. Explain rice situation and need for promotion. (Local person can use the material in this manual as the basis for discussion. Localize importance of rice in county.)
3. Present suggested projects developed by steering committee - chairman
4. Break group into committees and develop plans for each major project.
5. Have all committees report plans to entire group.
6. Have publicity chairman explain plans for obtaining publicity.
7. Have each committee determine the expense to be encountered by their committee.
8. Determine if it is necessary for the entire group to have another meeting for a progress report on projects planned.

PROJECTS AND ACTIVITIES

1. MISS ARKANSAS RICE CONTEST

Every county is encouraged to participate in this activity and have a local contest winner to represent their county in the state contest on **August 26**. County contests may be patterned after the state contest, or winners may be selected by any manner acceptable to the county steering committee. A flyer is It is important to obtain a commitment from your county winner to attend the state contest if at all possible. Details of the contest can be found in the back of this book. Entries for the state contest must be in to the Rice Council office by April 30, 2017. **ENTRIES MUST BE SENT BY REGISTERED OR CERTIFIED MAIL.**

2. RICE TASTING FESTIVAL

Several different approaches may be utilized in this project. Rice dishes may be presented with recipes and ideas for a complete menu, or the festival may be presented as an opportunity for tasting many different types of recipes. The net result of either approach is the increased use of rice in home cooked meals. Copies of all recipes used might be printed and sold for a nominal fee.

3. 5-K RICE RUN

With an increased awareness for physical fitness among the general public, a 5-K race is an excellent activity to increase awareness of the health benefits of including rice in the diet. This activity can include your county Farm Bureau, county Extension Service and local ag-related businesses as sponsors.

4. OTHER

- Farm Bureau Rice Month Proclamation by county judge and/or mayor - "September is Rice Month".
- Special Rice Month supplement of ads and publicity features in local newspapers.
- Special radio or television programs and spots.
- Civic Club programs and group meetings (Plans should be made for someone within the county to speak on rice before each Civic Club meeting during Rice Month.)
- Cooking workshops for school lunch managers, restaurant operators and home cooks.
- Distribution of promotional material to businesses.
- Displays in store windows on rice and its usefulness.
- Fair exhibits telling the story of rice.
- Demonstrations given to Extension homemaker clubs, 4-H Clubs, Family and Consumer Sciences classes and others.
- Rice recipe contests - youth, adults and senior citizens.
- Rice flower arrangement contests.
- Point-of-Purchase promotion.

These are just a few things that can be done to promote rice. Let your imagination be your guide and do something completely new!

PROCLAMATION

TO ALL TO WHOM THESE PRESENTS SHALL COME--GREETINGS:

WHEREAS, The rice industry is one of the most important industries in the state of Arkansas and is a great factor in our agricultural and economic development; and

WHEREAS, Rice is not only a plentiful product, but is one of our most valuable foods; and

WHEREAS, The Congress of the United States of America has declared the month of September as National Rice Month; and

WHEREAS, The purpose of designating this period is to familiarize ourselves with the healthful benefits to be gained through the consumption of rice, and the many contributions made by the rice growers and rice industry to our economic progress;

NOW, THEREFORE, I, _____ (names of County Judge or Mayor) _____, do hereby proclaim the month of September, 2017, as

"RICE MONTH"

in _____ (name of county or town) _____, and urge all our citizens to increase their consumption of this product and all restaurants to use rice on their menus during this important time.

IN WITNESS THEREOF, I have hereunto set my hand in this office this _____ day of August, 2017.

Miss Arkansas Rice Contest



Sponsored By
ARKANSAS RICE COUNCIL
and
ARKANSAS FARM BUREAU

2017 Miss Arkansas Rice Contest

The Miss Arkansas Rice Contest is sponsored by the Arkansas Rice Council and the USA Rice Council, (charter member of USA Rice Federation), in cooperation with the following agencies and organizations:

Arkansas Farm Bureau Federation

Cooperative Extension Service

2017

MISS ARKANSAS RICE CONTEST

Mr. Jeff Rutledge	President, Arkansas Rice Council
Mr. Joe Christian	Chairman, Rice Division Arkansas Farm Bureau Federation
Mr. Chuck Wilson	Director, Arkansas Field Services USA Rice Federation
Ms. Brandy Carroll	Coordinator, Rice Division Arkansas Farm Bureau Federation
Dr. Ann Sortor	Associate Director - 4-H and Youth Associate Director – Family and Consumer Sciences Cooperative Extension Service

MISS ARKANSAS RICE (MISS FLUFFY) STATE WINNERS - 1961 – 2014

1961	Elizabeth Collins	Harrisburg	Poinsett
1962	Nancy Ruth Garot	De Witt	Arkansas
1963	Vernell Lumpkin	Jonesboro	Craighead
1964	Angela Berryman	Stuttgart	Arkansas
1965	Carolyn Carpenter	Weiner	Poinsett
1966	Rebecca Buhrmester	Jonesboro	Craighead
1967	Barbara Hyatt	Jonesboro	Craighead
1968	Kathleen Webb	Crossett	Ashley
1969	Pam Hatfield	Hazen	Prairie
1970	Pam Lisko	Des Arc	Prairie
1971	Yo Kestnar	Stuttgart	Arkansas
1972	Charla Pollard	Stuttgart	Arkansas
1973	Patti Andrews	Cherry Valley	Cross
1974	Gina Glover	Lonoke	Lonoke
1975	Barbara Schwarz	Weiner	Poinsett
1976	Mary Burton	Swifton	Jackson
1977	Le'Ann Halbert	Palestine	St. Francis
1978	Haley Hammons	Forrest City	St. Francis
1979	Jamie Hamilton	Swifton	Jackson
1980	Magdalena Kurz	Lonoke	Lonoke
1981	Kelly Campbell	Swifton	Jackson
1982	Luann Harvey	Swifton	Jackson
1983	Cristy Connel	Hazen	Prairie
1984	Sonya Honeycutt	Cash	Craighead
1985	Pamela Jayroe	Palestine	St. Francis
1986	Rosemary Tennile	Jonesboro	Craighead
1987	Sherry Loyd	Wynne	Cross
1988	Tara Jackson	De Witt	Arkansas
1989	Tiffany Runyan	Swifton	Jackson
1990	Kimberly Hunt	Wynne	Cross
1991	Natalie Boyd	Cash	Craighead
1992	Nancy Mason	Brinkley	Monroe
1993	Haley Reed	Marianna	Lee
1994	Kerri Broadaway	Jonesboro	Craighead
1995	Amy Newkirk	Stuttgart	Prairie
1996	Allison Kemmer	Brinkley	Monroe
1997	Renee Vanderford	Marianna	Lee
1998	Bethany Runyan	Swifton	Jackson
1999	Hallie Dodson	Forrest City	St. Francis
2000	Amelia Falwell	Newport	Jackson
2001	Erin Brawner	Wynne	Cross
2002	Allison Waldrip	Moro	Lee
2003	Ashtyn Wilkison	Brinkley	Monroe
2004	Marci Manley	Aubrey	Lee
2005	Jillian Harper	Gentry	Benton
2006	Jill Carroll	Brinkley	Monroe
2007	Scarlett Drake	Forrest City	St. Francis
2008	Jillian Russell	Brookland	Craighead
2009	Lydia Holmes	Forrest City	St. Francis
2010	Emma Jumper	Paragould	Greene
2011	Brittney Johnson	Cherry Valley	Cross
2012	Meredith Williams	Searcy	White
2013	Jenna Martin	Hickory Ridge	Cross
2014	Madison Coleman	Brinkley	Monroe
2015	Lynnsey Bowling	McCrary	Woodruff
2016	Madison Gibson	Jonesboro	Craighead

PURPOSE

The purpose of the Miss Arkansas Rice Contest is to promote interest in rice cookery and rice promotion among the youth in Arkansas and to focus attention of the general public of Arkansas on the importance of the rice industry to the economy of the state. The purpose of awards in the contest is to recognize superior achievement in rice cookery, rice promotion and basic knowledge about the rice industry.

STATE CONTEST

Awards in the Miss Arkansas Rice Contest

State Winner - Cash award of \$900.00

(Miss Arkansas Rice will be asked to represent the industry at various district, state and industry functions.)

1st Runner-up - Cash award of \$500.00

(1st runner-up will be asked to represent the industry at functions that Miss Arkansas Rice cannot schedule.)

2nd Runner-up - Cash award of \$300.00

Finalists - Each county winner who participates in the State Contest will receive a cash award of \$100.00 from the Arkansas Rice Council. The Arkansas Rice Council and the Arkansas Farm Bureau will provide cash awards for the state winner, first runner-up and second runner-up.

Entering State Contest

The official entry blank (on back page), two 5" x 7" glossy, black and white photographs of the county winner and three typed copies of recipe on white 8-1/2" x 11" paper, is to be **sent certified mail** to Arkansas Rice Council, P.O. Box 786, Stuttgart, Arkansas 72160 **by April 30, 2017**.

Presentation of Awards

Awards will be presented in conjunction with the State Contest to be held **August 26, 2017** at the Brinkley Convention Center, 1501 Weatherby Drive, Brinkley, Arkansas.

STATE CONTEST PROCEDURES

Selection of Finalists

A panel of judges will select the top 15 county contestants on the basis of recipes and an activity outline. The 15 finalists will be notified no later than July 15, if they are to compete in the State Contest. The Contest will be held August 26, 2017 beginning at 9:30 a.m.

JUDGING CRITERIA FOR STATE CONTEST

Each contestant will bring her rice dish to the State Contest for judging. The dishes will not be prepared at the contest site and must be prepared prior to when the contest begins. **Note:** If dishes are prepared the night before, they must be refrigerated overnight and all dishes must be brought to the contest in an iced container. Microwave ovens will be available on site to heat the dishes for judging.

A panel of judges will score each contestant on the official state scorecard, shown on page 7. The following criteria and points will be used:

Recipe and Preparation of Dish (20 points)

Interview and Self Reliance (20 points)

Each contestant will be interviewed by the judges on her knowledge of rice nutrition and preparation as well as general knowledge on the rice industry in Arkansas and the United States.

Oral Presentation (20 points)

Each contestant will make an oral presentation of 3 to 5 minutes summarizing her promotional activities from the time she was selected county winner. **No audio/visual aids permitted.**

Outline Summary of Promotional Activities (40 points)

County winners will be judged at the state contest for promotional activities carried out from the date of the county contest to the deadline for submitting promotion outlines.

Where You Can Do Promotion Work

Each contestant may conduct promotional activities in surrounding counties, provided those counties do not have another Miss Arkansas Rice contestant. It is also acceptable to send promotional materials to other states if you desire, however most of your promotional activities should be conducted in your local county.

A simple typed outline of promotional activities on 8-1/2" x 11" paper and bound in a plastic folder shall be **sent certified mail** to the Arkansas Rice Council, P.O. Box 786, Stuttgart, Arkansas, 72160, to arrive no later than **August 7, 2017**. (See outline example, page 9.)

SELECTION OF COUNTY CONTESTANT

Responsibilities

Each county is eligible to select a representative to the State Contest through the county's Rice Promotion Committee in cooperation with the sponsoring organization and agencies. If there is more than one entry, the county Committee may use the following guide to select their representative. The County Chairman will be responsible for all phases of the county contest and should cooperate with the County Farm Bureau, County Extension office and other organizations in those counties that conduct intensive rice promotion programs. The County Chairman will be responsible for completing and mailing the entry form of the county winner by **certified mail**.

A County runner-up may be selected and certified in the event the county winner does not wish to participate in the state contest. However, a county will be permitted only one entry in the state contest.

Eligibility

During the 2016-2017 school year, any young lady enrolled in school who is 16 years old, or turns 16 years old during the school year, to any person no more than 19 years old, is eligible. No previous county winner is eligible to succeed themselves the following year. **Each county representative must reside in that county or her family must farm in the county she is representing.**

Awards

No county awards will be provided by the state sponsor. The primary purpose of the county contest is to select the winner to participate in the state contest.

County Contest Selection

The county committee can determine their own procedures to select their representative to the state contest. County winners may be selected at a county contest using the enclosed entry scorecard on page 6.

If there are less than six entries in the county contest, the county chairman may arrange for a panel of judges to select the finalist who will then be eligible to compete in the state contest.

If a county contest is held, each contestant will bring the following information: Name, address, school attended, whether the contestant is a 4-H Club member or enrolled in home economics, plus three typewritten copies of the recipe to be prepared, and a 50-word-or-less summary entitled "Why I Like My Rice Recipe."

Deadline

All county contests should be conducted between **January 15 and April 1, 2017** to give all contestants time to conduct promotional activities after being named county winner. Immediately upon completion of the county contest, the county chairman will be responsible for certifying the county winner for participation in the state contest.

Judges' Scorecard:

MISS ARKANSAS RICE CONTEST
(Scorecard for County Contest)

Contestant No. _____

Contestant's Score

I. PALATABILITY - 20 points, possible score _____

- Fluffiness of rice
- Tenderness
- Flavor of combined food
- Seasoning

II. RECIPE - 15 points, possible score _____

- Accuracy (of measurements, etc.)
- Clarity (recipe state clearly)
- Completeness (of steps used in preparation and serving)
- Economy of time and ease of preparation
- Amount of rice used
- Availability of other ingredients

III. APPEARANCE OF PRODUCT - 15 points, possible score _____

- Rice
- General appearance of product and garnishes
- Attractiveness and suitability of product display

IV. KNOWLEDGE AND SELF RELIANCE OF CONTESTANT - 30 points, possible score _____

- Attractive appearance
- Ability to meet people
- Ability to prepare food without advice other than on use of equipment
- Knowledge of the rice industry, nutrition and preparation

V. ORAL PRESENTATION - 20 points, possible score _____

Each contestant will make an oral presentation of 3 to 5 minutes summarizing preparation of her dish and/or the importance of rice in her county. **No audio/visual aids permitted.**

Judges' Scorecard:

MISS ARKANSAS RICE CONTEST
(Scorecard for State Contest - 100 Points Possible)

Contestant No. _____

Contestant's Score

- I. PALATABILITY - 10 points, possible score _____
 - Fluffiness of rice
 - Tenderness
 - Flavor of combined food
 - Seasoning
- II. RECIPE - 5 points, possible score _____
 - Accuracy (of measurements, etc.)
 - Clarity (recipe state clearly)
 - Completeness (of steps used in preparation and serving)
 - Economy of time and ease of preparation
 - Amount of rice used
 - Availability of other ingredients
 - Creativity, innovation, originality
- III. APPEARANCE OF PRODUCT - 5 points, possible score _____
 - Rice
 - General appearance of product and garnishes
 - Attractiveness and suitability of product display
- IV. INTERVIEW AND SELF RELIANCE OF CONTESTANT - 20 points, possible score _____
 - Attractive appearance
 - Ability to meet people
 - Knowledge of rice industry, nutrition and preparation
- V. PROMOTION ACTIVITIES - 40 points, possible score _____
 - This includes only promotional activities carried out by contestant during the period of the contest from selection as county winner to the deadline for submitting promotional outline.
- VI. ORAL PRESENTATION - 20 points, possible score _____

Each contestant will make an oral presentation of 3 to 5 minutes summarizing her promotional activities from the time she was selected county winner. **No audio/visual aids permitted.**

SUGGESTIONS FOR RICE PROMOTION ACTIVITIES

On page 9 begins the outline of "Promotional Activities" conducted last year by Madison Gibson, the 2016-2017 Miss Arkansas Rice winner. This is shown as an example of promotional activities that can be conducted.

Miss Arkansas Rice Education Day

A date in June or July will be set for a Miss Arkansas Rice Education Day where all the county contestants will be invited to come to Stuttgart for a fun day to learn about rice, as well as to get important information about the state contest that will be held in August. **It is very important that each county contestant attend this event.**

Arkansas Rice Expo

All contestants will be invited to attend the Arkansas Rice Expo and serve her dish to others in attendance. The Expo is tentatively scheduled for August, 2017.

PROMOTIONAL ACTIVITIES
OF
MADISON GIBSON

MISS ARKANSAS RICE 2016-2017

Date	Event/Location	Participation	Personal Contact	Indirect Contact	Online/TV
2/8/16	FB Women's Committee Meeting	Chosen as Miss Craighead County Rice	10		300
2/20/16	Meet the Canidate Luncheon	Served rice dish.	300		50
4/21/16	Arkansas Information Day at University Heights	Spoke with elementary kids. Gave recipe cards and rice bags.	350		120
4/28/16	Craighead County Tax Collectors Office	Rice recipe cards.		40	
5/3/16	Crop Production Services	Rice recipe cards.		30	
5/3/16	East Elementary School in Caraway	Rice recipe cards.		30	
5/3/16	Black Oak Post Office	Rice recipe cards.		30	
5/3/16	Shimmer Boutique	Rice recipe cards.	5	30	
5/5/16	Brookland High School	Rice recipe cards.	5	30	
5/5/16	Brookland Jr. High School	Rice recipe cards.	5	30	
5/12/16	Arkansas Cattleman's Meeting	Spoke about rice promotion. Gave recipe cards.	30	10	1,700
5/23/16	Rice Presentation at Brookland Preschool	Spoke with kids about the importance of rice while creating a hands-on project.	30		450
5/23/16	FB Women's Committee Dairy Contest	Made dairy/rice dish.	5		

Date	Event/Location	Participation	Personal Contact	Indirect Contact	Online/TV
5/24/16	Facebook Post	Arkansas Rice facts.			60
5/30/16	Facebook Post	Rice recipe.			240
6/17/16	MASH Program Banquet	Provide rice cookies for participants.		30	520
6/21/16	WLC Arrival	Facebook post.			375
6/23/16	Meeting with Rick Crawford about Arkansas Agriculture.	Facebook post.	10		1,100
6/24/16	WLC Living to Serve Plan	Spoke with group about rice advocacy in my community.	30		
6/30/16	Craighead County FB 4th of July Luncheon	Provided rice cookies and gave recipe cards.	200	30	1,800
7/3/16	BBC Cookout	Provided rice cookies.	50		
7/4/16	Facebook Post	Happy Independence Day to Arkansas Farmers.			375
7/6/16	FSA Office	Provided rice dish for employees.	20	30	950
7/7/16	Hawks Outfitters	Gave recipe cards and rice cookies.	5	30	
7/7/16	Sukup Manufacturing	Gave recipe cards and rice cookies.	5	30	
7/7/16	Bancorp South	Gave recipe cards and rice cookies.	5	30	
7/7/16	Bear State Bank	Gave recipe cards and rice cookies.	5	30	
7/7/16	Ace Hardware	Gave recipe cards and rice cookies.	5	30	

Date	Event/Location	Participation	Personal Contact	Indirect Contact	Online/TV
7/7/16	First Security Bank	Gave recipe cards and rice cookies.	5	50	
7/7/16	Camps Medical Pharmacy	Gave recipe cards and rice cookies.	5	30	
7/7/16	Hilltop Eyecare	Gave recipe cards and rice cookies.	5	30	
7/7/16	St. Bernard's First Care	Gave recipe cards and rice cookies.	5	30	
7/7/16	Iberia Bank	Gave recipe cards and rice cookies.	5	30	
7/7/16	First National Bank	Gave recipe cards and rice cookies.	5	30	
7/7/16	Focus Bank	Gave recipe cards and rice cookies.	5	30	
7/7/16	Hilltop Veterinary	Gave recipe cards and rice cookies.	5	30	
7/7/16	Lifeway Christian Store	Gave recipe cards and rice cookies.	5	30	
7/8/16	Farm Credit Midsouth	Gave recipe cards and rice cookies.	5	50	
7/9/16	FB Policy Development Meeting	Spoke about rice promotion. Provided rice desserts.	50		860
8/3/16	Facebook Post	Information about Rice Expo in Stuttgart.			840
8/4/16	Facebook Post	Rice recipe.			400
8/4/16	Foster's Monument	Rice recipe cards.	5		50
8/7/16	Peco	Rice recipe cards.	5	150	

8/7/16	Corning Floral	Rice recipe cards.	5	50	
8/7/16	Facebook Post	Rice recipe.			100
8/7/16	Brookland Baptist Food Pantry	Rice recipe cards and rice bags.		30	

Upcoming Activities

Date	Event/Location	Participation	Personal Contact (Expected)	Indirect Contact (Expected)	Online/TV (Expected)
8/10/16	Arkansas Rice Expo in Stuttgart	Serve rice dish.	500		
8/8/16	Rice Month Annual Teacher's Luncheon at Brookland High School	Provide rice dish. Speak on rice health benefits and importance to state's economy.	60		1,000
8/19-24/16	NEA District Fair	Booth about Farm Bureau and Arkansas Rice. Give out recipe cards and rice bags.	2,000	15,000	
9-16	Rice Month Rice Tasting at Regions Bank	Provide rice dish. Speak about Arkansas Rice Production.	100		1,000
9-16	KAIT8 Interview for Rice Month	Interview with Diana Davis about rice promotion.	50		75,000
12-16	Jonesboro Christmas Parade		500		1,000

OFFICIAL ENTRY BLANK
MISS ARKANSAS RICE CONTEST
(Send By Certified Mail)

Name _____ Cell No. _____

Address _____

City _____ Zip Code _____ E-mail _____

School _____ Age _____ County _____

Parent's Name _____ Home Tel. No. _____

Type of Recipe (main dish, salad, side dish or dessert, etc.) _____

Please attach three (3) copies of recipe, typewritten, on plain white paper (8-1/2" x 11") with your name, address, county and phone number at the top.

Why I like my recipe (50 words or less) _____

Method of serving this dish _____

Preparation time required _____

I acknowledge that I am aware the state contest will be held August 26, 2017, in Brinkley, Arkansas and will make every effort to participate.

Signature of Contestant

I certify this contestant as the Miss Arkansas Rice Contest Winner from

_____ County.

Signed: _____

(County Chairman)
(Send by Certified Mail)

The Rice Industry in Arkansas

Arkansas is the #1 producer of rice in the United States.



In 1904,
WILLIAM FULLER
became one of the
first farmers to grow rice
successfully on his farm
in Arkansas.

By 1910,
rice production,
research and milling
were established in the state.

Each year, Arkansas farmers
plant approximately
1.3 MILLION ACRES OF RICE
and harvest over
200 MILLION BUSHELS
on 2752 farms.

Arkansas farmers
PRODUCE OVER
9 BILLION POUNDS
of rice each year!

The annual
Arkansas rice crop
contributes an
estimated
\$1.55 BILLION
to the state's economy.

ARKANSAS RICE FIELDS
provide winter habitat for
many migratory and
wintering waterfowl.



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