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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 2018 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 2018.

As you develop your county rice promotion program, you are encouraged to plan for September to be the focus of your efforts. 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 2018 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 181,816,800 bushels (8,268,960,000 pounds) of rice on 1.104 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, 2018
5. Rice promotion activities throughout the year.
6. September: National Rice Month
7. Miss Arkansas Rice Contest: Saturday, September 22, 2018. 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.

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 September 22, 2018. County contests may be patterned after the state contest, or winners may be selected by any manner acceptable to the county steering committee. 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 submitted to Brandy Carroll by April 30, 2018. 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, 2018, 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, 2018.

2018 MISS ARKANSAS RICE CONTEST

The purpose of the Miss Arkansas Rice Contest is to educate young women and the general public on the importance of the rice industry to Arkansas and to promote rice as a healthy, versatile food. The contest is sponsored by Arkansas Farm Bureau Federation, the Arkansas Rice Council, and the USA Rice Council, (charter member of USA Rice Federation).

STATE CONTEST PROCEDURES

Each contestant will create a rice recipe to be used during her county promotion campaign, and 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. In addition to the recipe, each contestant will complete the following:

1. an outline of promotional activities to be submitted prior to the contest for scoring
2. a 3-5 minute prepared speech about rice
3. an interview with the judges about her dish, promotional activities, and rice industry knowledge.

Scoring is detailed on the scoresheet included in this booklet.

Awards -Each county winner will receive \$100 from the Arkansas Rice Council. In addition, Arkansas Farm Bureau and the Arkansas Rice Council will provide cash awards to the top three contestants as follows:

- Miss Arkansas Rice - Cash award of \$900.00
- 1st Runner-up - Cash award of \$500.00
- 2nd Runner-up - Cash award of \$300.00

TIMELINE

January-April 2018	Select Miss County Rice
April 30, 2018	Entry Form for Miss Arkansas Rice Due
September 14, 2018	Outline of Promotional Activities Due
September 22, 2018	Miss Arkansas Rice Contest
	Hilton Garden Inn, 10914 Kanis Road, Little Rock, AR

CONTEST CONTACTS

Arkansas Farm Bureau
Brandy Rennie Carroll
P.O. Box 31
Little Rock, AR 72203
501-228-1268
Brandy.carroll@arfb.com

Arkansas Rice Council
Lauren Ward
P.O. Box 23915
Little Rock, AR 72221
501-375-1100
lauren@campbellward.com

Contestant Selection

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.

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. Each county can use their own selection process, and are welcome to use the scoresheet for the state contest included in this booklet. The County Chairman will be responsible for completing and mailing the entry form of the county winner by certified mail to Brandy Carroll, P.O. Box 31, Little Rock, AR 72203.

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 2018-2019 school year, any young woman 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.

Rules

Each contestant should conduct a rice promotion campaign in the county she represents. As a general rule, you should not cross county lines unless invited to participate in an activity with all contestants. If a county does not have a Miss County Rice candidate, you may be permitted to promote rice there, but it's best to stay in the county you represent.

Promotion Ideas

Successful Miss Rice contestants use a wide variety of promotion tools available to them. Speaking at local civic clubs, schools, nursing homes, etc... and providing samples of your dish and recipe cards is a great way to get started. Take full advantage of social media, and any traditional media in your county. Newspapers and radio stations are a great way to reach the public. Organizing rice tastings, getting the county judge proclaim September Rice Month in your county with the proclamation included in this book, or holding a Rice Run 5K are all ways to increase awareness of the rice industry in your county.

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

Name: _____

- 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 stated 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 _____
General appearance of product and garnishes
Attractiveness and suitability of product display

- IV. INTERVIEW-
20 points, possible score _____
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 _____
3-5 minutes in length, clear, creative, easy to follow

OFFICIAL ENTRY BLANK
MISS ARKANSAS RICE CONTEST

(Send by Certified Mail to Brandy Carroll, P.O. Box 31, Little Rock, AR 72203)

Name _____ Cell No. _____

Address _____

City _____ Zip Code _____ E-mail _____

School _____ Age _____ County _____

Parent's Name _____ Home Tel. No. _____

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

Why I want to promote AR rice (50 words or less) _____

I acknowledge that I am aware the state contest will be held September 22, 2018, in Little Rock, 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)

MISS ARKANSAS RICE (MISS FLUFFY) STATE WINNERS - 1961 – 2017

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
2017	Shelby Bosnick	Moro	Lee

We Support Arkansas Farmers and Ranchers

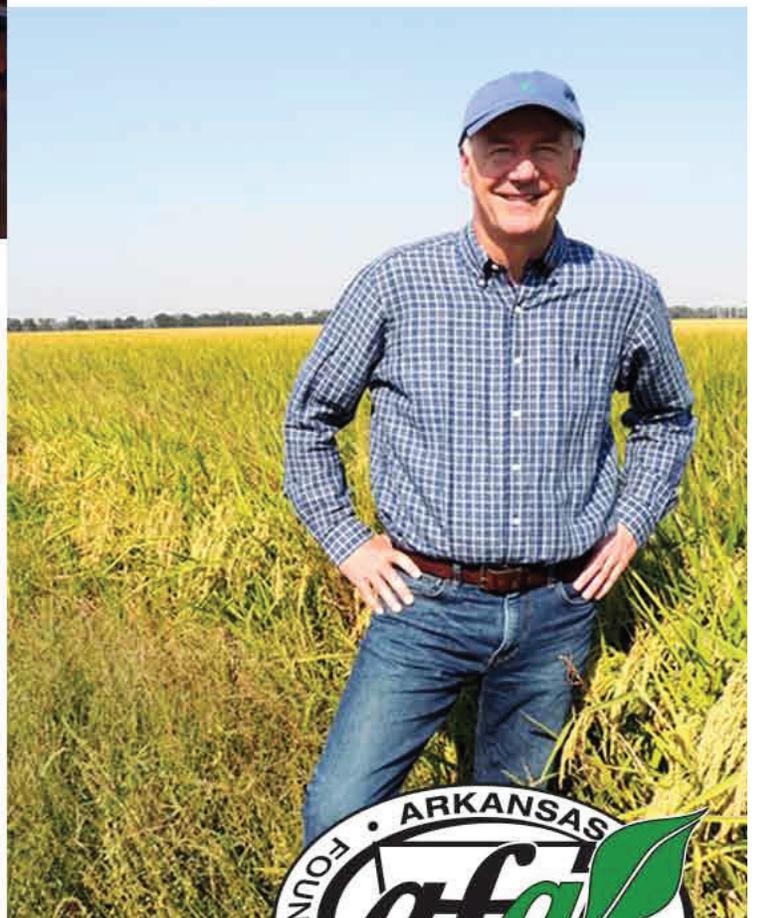


They provide safe, affordable food for our families.

- Lacy Glover
Former Miss Arkansas

They provide one in six Arkansas jobs, 25% of our economy, 75% of wildlife habitat and spend millions each year protecting our state's environment.

- Governor Asa Hutchinson



Agriculture is growing Arkansas
growingarkansas.org