



UNITING OUR INDUSTRY FOR SUCCESS



USA RICE MERCHANTS' ASSOCIATION

Representing Rough and Seed Rice
Merchandisers and Associates

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Founded in 2005, the USA Rice Merchants' Association advocates for those engaged in the storage, purchase, and sale of rough and seed rice. Merchants' Association members are an important component of the U.S. rice industry, providing a market outlet for thousands of farmers in all six rice-producing states.

PARTICIPATION IN USA RICE FEDERATION

The USA Rice Merchants' Association is one of four member organizations of the USA Rice Federation (USA Rice), the global advocate for all segments of the U.S. rice industry. Coming together under the umbrella of USA Rice, merchants, farmers, millers, and other allied partners have a strong, united voice as well as a forum for effective policy and program development to support the growth and profitability of the entire U.S. rice industry.

Each day, USA Rice is working for you at home and around the world. As a Merchants' Association member, you have an active role in the decision-making process as well as representation when and where it counts.



“As a Merchant member, I see tremendous value in joining forces with other industry sectors to shape the future of our industry. Having a unified voice under USA Rice makes us stronger – from fighting unfair trade barriers to opening new markets – this is the team to be on.”

Randy McNeil | Poinsett Rice & Grain
Merchant Member

PROMOTION & MARKET ACCESS

USA Rice promotes all types and forms of U.S.-grown rice domestically and in dozens of markets around the world through marketing activities and an effective trade policy group.

▶ Supporting U.S. Rough Rice Sales

USA Rice devotes considerable time and resources to maintain and expand market access for rough rice; nearly 34 percent of USA Rice's international promotion funds are spent in markets that are predominately rough rice markets.

▶ Trade Policy

USA Rice's trade policy efforts aim to reduce and eliminate unfair trade barriers to U.S. rice. Efforts also focus on maintaining and opening new markets for all types and forms of U.S. rice through trade agreements and other negotiations.

▶ International Promotion

Each year, USA Rice conducts more than 2,700 promotional activities in 25 countries, creating demand for U.S. rice abroad. Through a competitive application process, USA Rice receives more than \$4 million annually from the U.S. Department of Agriculture (USDA) to conduct marketing activities overseas to promote sales of U.S. rice.

▶ Domestic Promotion

USA Rice conducts programs and promotions to encourage the use of U.S.-grown rice in the domestic market, and also prepares the annual *U.S. Rice Domestic Usage Report*. Outreach efforts focus on the foodservice, retail, nutrition, and consumer audiences.



“USA Rice spent significant time working to eliminate the restrictions on rough rice going into Colombia including reducing the mandatory minimum grain moisture content. In 2017, these efforts were successful and since then over 80 percent of U.S. rice exports to Colombia have been in the form of rough rice.”

Park Eldridge | Lehman Elevator, Inc.
Merchant Member

NETWORKING & BUSINESS DEVELOPMENT

As a member, you have access to a vast network of industry experts and customers. Attending USA Rice events and volunteering for committee service are just a few of the ways to get involved and network throughout the year.

► Representation & Leadership

Members are eligible to serve on USA Rice committees, providing direct input in development of industry strategy, policy priorities, and market development and promotion programs. The USA Rice Merchants' Association elects its own Board of Directors and is represented on the USA Rice Board of Directors and Executive Committee. The Merchants' Board may appoint committees and subcommittees within the association as issues and interests warrant.

► Member-Only Access

Members participate in unique USA Rice-led promotion and trade activities, including trade missions, tradeshows, industry and consumer campaigns, and activities that promote U.S. rice brands overseas.

► Rice Supplier & Industry Services Directories

Members are included in USA Rice's online directories where domestic and international customers and other members can easily search and find information about your organization and services.

► USA Rice Outlook Conference

There is no better place to learn, share ideas, network, and connect with customers than the USA Rice Outlook Conference, the largest rice conference in the United States! The conference features exciting speakers, outstanding educational programming, and a trade show bringing the newest and most promising innovations to attendees.

► Special Member Pricing

Members have access to discounted event registration and exhibitor pricing as well as discounted rates for digital and print advertising.



“Whether internationally or in the domestic market, the outreach of USA Rice allows us to connect well beyond our singular efforts.”

Vicki Manzoli | TRC Trading Corporation
Merchant Member





ADVOCACY & GOVERNMENT RELATIONS

With an exceptional reputation throughout government, USA Rice is able to develop and influence legislative, regulatory, and trade policies that are favorable to the growth and profitability of the U.S. rice industry.

► Voice of the Rice Industry

Based in Washington, D.C., USA Rice works closely with legislators, regulators, and other key decision-makers in the government to advance industry goals and interests. Whether working to craft a new farm bill or leading the fight for common sense regulation, USA Rice speaks for the entire rice industry.

► Government Affairs Conference

The annual USA Rice Government Affairs Conference allows members to meet face-to-face with Members of Congress and Administration officials to tell them how legislation, regulations, and other policies impact their business and the industry.

“By being united, USA Rice is able to make our voice heard with key players in Washington, D.C., ensuring that the livelihood of all sectors in the rice industry are protected. We’ve seen this with Iraq’s recent purchases of U.S. rice and the creation of a memorandum of understanding between our two governments, making Iraq a top buyer of U.S. rice.”

Scott Franklin | Holly Ridge Rice and Grain Terminal
Merchant Member





CONSERVATION & SUSTAINABILITY

Utilizing unique public and private partnerships, USA Rice has helped enhance the industry's conservation efforts to create an unparalleled sustainability story that reflects on all our members and partners, and resonates with customers and policymakers.

► U.S. Rice Industry Sustainability Report & Webinars

Published in 2018, this comprehensive report details the rice industry's commitment to sustainability over the past 35 years. It's a useful tool in helping customers understand the innovative applications and advancements farmers employ to conserve natural resources.

A four-part webinar series focusing on key sustainability metrics from the *U.S. Rice Industry Sustainability Report* is available to the public for free. Certified crop advisors and professional agronomists can earn CEUs through the American Society of Agronomy.

► U.S. Rice Sustainability Marketing Tool

Members have access to this turn-key promotional flyer, for use with international and domestic customers, illustrating the sustainability advantages of sourcing U.S.-grown rice over other origins.

► Rice Stewardship Partnership

In 2013, USA Rice and Ducks Unlimited forged a model of collaboration to improve working ricelands, water, and waterfowl – the Rice Stewardship Partnership. The Partnership secured more than \$80 million in conservation funds for rice farmers and positively impacted an additional 700,000 U.S. rice acres with funding from the Natural Resource Conservation Service (NRCS) and private partners.

“Having access to, and helping drive the outstanding sustainability credentials of the U.S. rice industry has tremendous significance as we communicate our own values to our customers.”

Marley Oldham | Kennedy Rice Dryers, LLC
Merchant Member

MEMBERSHIP

QUALIFICATIONS & DUES

When you join the USA Rice Merchants' Association, you are not only demonstrating support for the entire U.S. rice industry but also contributing to the knowledge base, community, and ability of the organization to meet the growing challenges in today's marketplace.

▶ Merchant Membership

A proprietor, partnership, or corporation actively engaged in the storage, purchase, sale and/or hedging of rough and/or seed rice and which takes title to the rice.

Annual Merchant Member Dues:

- \$9,000 – entities that handle more than 6 million hundredweight of rough rice annually
- \$6,000 – entities that handle between 3 to 6 million hundredweight of rough rice annually
- \$3,000 – entities that handle less than 3 million hundredweight of rough rice annually

Monthly Rough Rice Dues (mandatory):

In addition to annual membership dues, it is required that **all exporters of record** pay an assessment on rough rice exported, at the same rate USA Rice Millers' Association mill members pay on rough rice milled.

- \$0.0055 per hundredweight on all rough rice exported (\$5.50 per 1,000 hundredweight).

▶ Associate Membership

A proprietor, partnership, or corporation which does not qualify as a Merchant Member because its activities are not sufficiently or actively related to the storage and marketing of rough rice, but still has a significant interest in issues that impact the rice merchant industry.

Annual Associate Member Dues:

- \$1,500



JOIN THE USA RICE COMMUNITY

If rice is a part of your business, you should be a part of USA Rice. Become a USA Rice Merchants' Association member today for a stronger, united industry and to improve your bottom line.

► Apply for Membership

To submit an application for membership, visit usarice.com/join

► Contact Us

We're here to help. Please contact us with any questions: membership@usarice.com, 703-236-2300

ABOUT USA RICE

In 1994, the U.S. rice industry united to form the USA Rice Federation (USA Rice), the umbrella organization that represents the entire rice industry. Join the USA Rice community through membership in one of the organizations below, or as a USA Rice Enterprise Partner.

USA Rice Council

Founded in 1958, the USA Rice Council brings together rice farmers and millers to support and oversee the industry's domestic and international promotion and market development programs. Its membership consists of dues-paying mills and rice state promotion organizations that elect to send promotion funds to the USA Rice Council.

USA Rice Millers' Association (RMA)

Formed in 1899, RMA focuses efforts on promoting sound legislative, regulatory, and trade policy for the rice milling industry. RMA offers membership to U.S. rice millers and U.S. and foreign-based companies that support the rice milling industry.

USA Rice Enterprise Partner

Entities who both support U.S. rice farming and depend on a healthy and vibrant rice industry for at least some of their business can join USA Rice directly as an Enterprise Partner.

USA Rice Farmers

A representative body composed entirely of rice farmers from all six major rice-producing states that serves as a forum for policy development on the issues that affect rice farmers. All U.S. rice farmers are members through participation in and dues contributed by their state rice organizations.

USA Rice Merchants' Association

Founded in 2005, the USA Rice Merchants' Association advocates for those engaged in the storage, purchase, and sale of rough and seed rice.

The Rice Foundation

The Rice Foundation is an independent 501(c)(3) organization, which funds research projects for the U.S. rice industry, and supports leadership and education programs, including the Rice Leadership Development Program.



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