

# HAVE A RICE DAY

## Rice Market Outlook For 1979 Is Promising

Economist Sees Low Rice Carryover; Acreage, Yields Expected To Be Down

A promising rice market situation was forecast by Texas A&M Economist Art Gerlow at the Texas A&M University Beaumont Agricultural Research and Extension Center, Western Division, Field Tour and Program held here on June 28th. Gerlow told over 400 farmers and agribusinessmen attending the event that anticipated carryover of rice will be down this year, slightly less rice will be planted in the 1979 year and yields in Texas are expected to be down slightly due to the late planting of the crop because of wet and cold weather conditions this spring.

Gerlow told the gathering, at the conclusion of his presentation, that the \$10.00 per hundredweight contract which is held by many farmers on portions of their 1979 crop, "is a

determine market outlook are based on the long-proven rule of supply and demand. Under the supply factors, he noted that U.S. acreage will be down slightly this year, according to April 1st planting intentions.

He passed out handouts showing that the April 1st planting intentions reports from the Crop Reporting Board of the U.S. Department of Agriculture, show that long grain plantings will be down slightly this year from 2,009,000 acres to 2,006,000 million acres with slight reductions in Texas, Arkansas and Mississippi but up slightly in Louisiana and Missouri. Medium grain plantings are predicted to drop from 837.6 thousand acres to 742.7 thousand acres; and short grain down from 238,400 to 196,300. Overall, Texas is expected to plant 540,000 acres 1979, last year, Arkansas 1,160,000 (1,180,000), California 530,000 (500,000), Louisiana

### Discuss Rice Market Situation



Levey J. Hajdik, Colorado County Extension Agent and master of ceremonies for the program at the Western Division Field Day program held here recently, second from left, discusses items on the program and the outlook for 1979 rice with, at the left Joe Anderson of Chasterville, in rice production and rice drying; second from right, Dr. Art Gerlow, Texas A&M economist who presented a report on the market outlook for 1979; and at right, Dr. Jim Stansel, Scientist in charge of the Rice Experiment and Research station in Eagle Lake and in the Western Division.

530,000 (500,000), Mississippi 210,000 (220,000) and Missouri 34,000 (30,000) or overall in the U.S. 2,944,000 as compared to 3,060,000 in 1978.

These figures are subject to change, noted the economist, as they did last year. Early planting intentions were considerably below the total planted rice resulting in a flooded market and reduced prices during most of the season.

According to figures provided by the USDA, predictions are that prices on an average in the U.S. will be from \$7.50 to \$8.00 per Cwt. this year if good weather prevails and there is a good crop; but the predicted prices jump to \$9.25 to \$9.75 cwt. in the event yields are down and the crop is well below average. Gerlow added that producers can add a \$1 per cwt. to those figures because of the good quality rice raised here.

**Yields To Be Down**

Rice scientists are predicting that the 1979 yields in Texas will be down this year because of the late planting of rice, because of the wet, cold spring planting season. Gerlow said, "we know from past experience and research that best yields are obtained in rice planted prior to April 5th and good yields from rice planted in the period from April 10th to 15th." He went on to point out that in Texas in the period from April 6-8, 79% of the crop was planted in 1978 during that period while only 14 percent is planted this year in the north zone which in-

cludes Harris, Waller, Wharton, Austin and Colorado counties. In the north zone for the period April 13-15, Gerlow commented that 93% of the rice had been planted by those dates in 1978 while only 46% had been planted in 1979; and by the period April 27-30, all rice had been planted in the north zone in 1978 but this year only 81% had been planted by those dates.

**Favorable Factors**

Under favorable factors, Gerlow noted that the U.S. is the only country at this time with stocks of rice which are available. "At this time all purchases have to come from the U.S." A disease problem in Indonesia is expected to reduce production there and is expected to come back into the export (from U.S.) situation. PL 480 shipments of 2 to 3 freighters per week are moving well; there is a possibility that the USDA has overestimated the carryover and some say it could be as low as 20 million cwt. noted Gerlow. "This may result in a tight supply situation when you begin cutting the 1979 crop and could accelerate prices," he added.

Also, favorable is the fact that Korea is in the market of from 40,000 tons from the U.S. 90-100,000 tons overall. Italy is increasing its milling facilities and is taking U.S. rice and milling it and then importing the milled rice for higher prices; and finally, rice exports to the Middle East are moving well but there may be no rush for early crop buying.

### Increase in Cash Receipts May Boost Texas into No. 1

AUSTIN—Texas is presently the No. 3 farm producer in the nation based on cash receipts, but increases recorded during the first few months of this year will boost the state's chances to achieve the top position, according to Agriculture Commissioner Reagan V. Brown.

"It's no secret that Texas wants the No. 1 spot, and we're pushing harder than ever to get it," Brown said. "Compared to last year, increases in farm cash receipts in Texas have outstripped California, the No. 1 state, and exceeded Iowa, which holds the second position."

"My goal as Commissioner has been to help make Texas agriculture No. 1—not only in

production but in profits," he commented. "Farming and ranching must remain profitable if our producers are to continue to supply consumers with abundant food and fiber at reasonable prices."

According to the Texas Crop and Livestock Reporting Service, cash receipts from farm marketings for the first four months of this year were up 28 percent in Texas over the same period in 1978. This is six percent higher than the 22-percent increase recorded for Iowa, and 18 percent above California's. A 134,000-head increase in marketings of fat cattle in Texas was one of the major

(Continued on page 13)

# Rice Harvest MONTH

## County Agent's NOTEBOOK

By LEROY HAJDIK  
County Extension Agent  
Colorado County



### Minimize Hay Losses In Big Packages

Because of continuing labor shortages and increasing supply and equipment costs, farmers and ranchers are seeking new hay harvesting and handling methods.

Big package systems (large roll bales and loose hay stacks) adequately reduce labor and lower costs on many farms.

However, traditional storage and feeding methods aren't suitable with big hay packages. Since their size requires outside storage, they must be stored in a well-drained area. Also, they must be dense, because low density packages absorb more water and spoil quickly.

Many producers stack hay on a hillside with the belief that this is a well-drained site. This is a mistake because drainage from above runs, under the stacks, causing excessive hay spoil-

age.

Another mistake is to stack bales under trees, which prevents rapid drying after a rainfall.

Stack bales two feet from each other so sides won't touch when settling occurs. If bales touch, spoilage is excessive.

In determining hay supplies, allow two round bales per cow to compensate for additional consumption realized when large packages are fed free choice. Feed large packages in a rack to prevent trampling losses.

Studies have shown that animals waste 2.6 percent dry matter when hay is hand-fed. When large packages are fed daily with free access on a sod, up to 15 percent is lost. Panels can cut wastage to 5.5 percent. About 38 percent is wasted when feeding a week's supply without racks.

A lot of good quality hay is being made this year, and it should be stored and fed properly to reduce losses and increase operating efficiency.

The year's first blasts of hot summer temperatures came in early July. High temperatures also engulfed many of the using areas of the nation, the stocker-feeder regions. This weather stimulated the demand for crossbred calves, calves carrying some Brahman blood, because they made up the heat.

Late in July South, Central and East Texas light weight steer calves lost some of their fire.

Fed slaughter cattle had some problems in July. Choice Texas plains steers started the month at a firm \$71 but drifted to an uneasy \$64 near the close of the month.

The July 1 cattle on feed numbers in the 23 major feeding states reported a 6 percent decrease as compared to last year. Market watchers say the report for the long run looked positive because of declining placements and in lighter weight cattle being placed on feed.

However, the fed outlook for the next months may be touchy. The report indicated heavier fed steers, weighing 900 pounds and up, increasing. It will be a challenge for the fed cattle industry to not allow these heavy weights to get overly fat. These heavy cattle act as a depressant on the market because they are slow to finish.

The yearly cattle inventory report offered no early shattering surprises. As of July 1 cattle numbers were down from last year by 3 percent. Beef cows were down 2 percent with the calf crop 1 percent less than last year and the lowest calf crop since 1963.

The July hog market fluctuated daily. The market was interesting to watch because it made you wonder what would be the price of hogs tomorrow.

The July demand for stocker-feeder calves was in limbo. Calves hung between the spring and the fall demand. But the winter grazing demand will get cranked up soon and they will add a new force into the market. With fewer cattle, the fall market looks promising.

### Promotes Rice In Lebanon



Si Grider, Director of International Relations for the Rice Council for Market Development, discusses publicity materials with Ms. Jusseline Abu Hamad, home economist in Beirut, Lebanon during a recent trip Grider made to that city and other Middle East countries.

The Rice Council conducts a promotional program for U.S. grown rice in that area and Grider is responsible for the supervision of that program. During recent years, countries in the Middle East have become major customers for the U.S. rice industry.

### Grider Stays Busy As Rice Promoter

Si Grider has been with the U.S. rice industry twenty-six years, and he believes in the Rice Council. "I think the Rice Council is doing its job to support the rice growers and millers of this country. If I didn't feel that way, I'd quit."

Grider has degrees from Oklahoma State University and Texas A&M in Agricultural Education and Agronomy. In between his two college stints, he served for five years in World War II as a bomber pilot and a flight instructor.

After graduating from A&M Grider taught vocational agriculture for three years and then devoted another three to his work as District Supervisor of Vocational Agriculture in Northeast Texas. In this capacity, he worked with 85 public school teachers in ten counties to establish programs in agricultural education.

In 1962, Si began working for the forerunner of the Rice Council, where he has worked ever since and now serves as the Council's Director of International Relations. This position has kept him very busy. "About a third of my time is spent traveling throughout the rice-growing states and to the countries of the Middle East," Grider explains. "The rest of my time is divided between working with foreign representatives who visit our Houston office and helping the Rice Council's Executive Vice President, Bill Goldsmith, with his many activities."

Grider opened the Rice Council's Zurich office, which handles the European marketing programs for the Council. He also serves as liaison to the Foreign Agricultural Service in Washington, D.C.

Grider and his family live on a small farm near Wharton, Texas.

"I believe it is important for people to understand where the food they eat come from and how it is grown,"

### Rice Braille Booklets Are Popular

The Rice Council of America has received thousands of requests for its special Braille and large type editions of Easy N Thrifty Recipes. For two years since they were made available last year, Letters from all over the country—and even from other parts of the world—arrive every day from blind and visually-impaired people, their families and friends. Each request is an eloquent statement of the appreciation this project has received.

Easy N Thrifty Recipes for Two in regular type, large type or Braille is available free of charge through the Rice Council, P. O. Box 28902, Houston Texas 77027.

Round steak and beef rib roast may cost the same per pound, but the round steak will provide two to three ounces more cooked lean meat per pound bought, says Gwendolyn Clyatt, a consumer marketing information specialist with the Texas Agricultural Extension Service, The Texas A&M University System.

### ASCS Announces, Corn, Grain Sorghum Determinations

The Secretary of Agriculture proposes to make the following determinations with respect to the 1980 crops of corn and grain sorghum, announces the County ASCS office.

of Production Adjustment Division, ASCS, USDA,



### Homemakers' Reflections

By Donella Pontel  
County Extension Agent

### Proper Home Medicine Storage

Preventing medicine from deteriorating too rapidly is a key consideration in home medicine storage.

Over-the-counter (OTC) medicines—usually are safe and effective for approximately two years—if storage conditions are favorable.

But if stored improperly, the medicine may lose quality faster.

Few OTC drugs have expiration dates printed for the "consumers" information, so it is wise to print the purchase date clearly to keep track of their age.

Humidity—and moisture—speed deterioration of many drugs, especially tablets and powders. Vitamins are often sold in dark plastic containers to protect them from light.

In general, drugs need protection from intense light, heat and moisture. Some may need refrigeration.

The bathroom—a popular place to store medicines—is often steamy and warm.

The kitchen presents a better atmosphere, if the drugs are stored away from the stove—not above the refrigerator—and the kitchen is well-ventilated.

Cabinets with a special section used only for drugs should be clearly marked and set apart from regular food storage.

Wherever drugs are kept, a prime consideration is that they are out of reach of young children.

Some signs of deterioration may help consumers know when medicines shouldn't be used anymore.

—Aspirin: a vinegar-like odor or the tablet may be puffy or have a change in color.

—Liquid or syrup medicine: cloudy residue collected on the bottom, and after shaking, the liquid immediately separates again.

—Creams or ointments: Dry and caked means they are no longer effective. Discard a drug with any sign of deterioration, rather than take a chance using it. The user does not know the effect that may result from chemical changes which have taken place.

To dispose of the medicine, flush it down the toilet, or dissolve it in water and wash it down the sink.

Also, rinse the container before throwing away.



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## HIGH FOOD COSTS

### BUDGET PROBLEMS?

Rice can stretch food dollars. Combine it with more expensive foods to extend dishes for more servings. Be efficient. Without loss of nutrition, rice relieves the strain on grocery budgets, provides variety. Fight inflation. Serve rice and save!

**Eat More Rice.**

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to the American rice industry!

Rice Harvest Month is the time for special recognition of a business which contributes greatly to the economy of our state. Support the efforts of this industry—dedicated to the promotion of a high quality product throughout the nation and around the world. Eat more rice...

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