

RICE HARVEST MONTH

Think Rice - Eat More Rice

EDITORIALLY SPEAKING

Making Things Happen

It is a familiar saying among sales managers that "nothing happens until somebody sells something." Sales managers point this out to their salesmen to underline the obvious fact that the whole point of producing a product is to sell it to someone.

Over twenty years ago, leaders in the rice industry came to realize that the American public and the world needed to become more aware of U.S. rice. The fact was that there was a lot more rice being produced than was being eaten. The only thing that was likely to happen if this situation persisted was extinction.

These leaders took to heart the fact that the American people were eating an average of only five pounds of rice per person each year. It was time to do something. What they did was to organize the Rice Council for Market Development to promote and advertise rice with the objective of increasing consumption of rice in the United States and abroad.

Things did begin to happen. Since the Rice Council was organized and went to work, per capita consumption of rice in the U.S. has increased to about 8 pounds. And rice exports from America now go to more than 100 countries throughout the world. Both the consumption of rice in America and U.S. rice industry exports continue to increase every year.

That's the way to make things happen.

Rice Council Award-Winning Publications

Two of the Rice Council's over 40 different publications were awarded first place in Houston's 1980 National Agri-Marketing Association Ad-

vertising and Public Relations Awards Program.

The Rice Council's "Rice Promotion and Advertising" newsletter was awarded the blue ribbon in the category of "Association Publications to its Membership." Each year, the Rice Council produces and distributes to the entire U.S. rice industry a 16-page, full-color newsletter describ-

ing the many activities and programs of the Rice Council both nationally and internationally.

The Rice Council's recipe booklet "International Favorites" was awarded first place in the category "Grower-Funded Communications to Consumers." The Rice Council's recipe booklet includes recipes gathered from all over the world by the Rice Council including the countries of Pakistan, Switzer-

land, Turkey, Saudi Arabia, France and Russia. The Rice Council maintains over 40 different publications and distributes over 1,250,000 copies throughout the United States each year. Publications include recipe booklets, educational leaflets and information about rice for the foodservice industry.

American Rice, Inc. Leads Way In Rice Marketing

When leaders in the Texas rice industry got together back in 1970 to form American Rice, Inc., a rice marketing cooperative, their aim was to get a better price for their crop so that they would not have to rely on a government price support program.

Since its inception with the 1971 rice crop, ARI has done just that.

ARI has proven to be eminently successful from the beginning, points out Dr. William E. Black, economist in marketing and policy with the Texas Agricultural Extension Service, Texas A&M University, System. It is a totally committed, integrated and pooled marketing system. While it started out with an initial investment of \$2.75 per acre, today's equity value stands at \$50.00 per acre.

In most years, the cooperative has paid its members about a dollar per hundred weight above what non-members received for their rice on an average. This means about \$50-per-acre and is outstanding rate of return considering the initial investment.

Membership is Popular In recent years ARI has operated as a closed cooperative, opening up to new members only at certain times of the year. This was dictated by the high interest in the cooperative and its limited capacity, explains Black. In other words, volume was fitted to plant capacity—15 million hundred weights in recent years. More growers want to join ARI, and recently the

cooperative opened up the membership to an additional 10,000 acres in Texas and Louisiana.

Black was involved in conducting educational meetings prior to the 1971 crop season to explain the concept of this marketing cooperative and authored a publication, "A Plan for Marketing Rice in Texas," of which 4,000 copies were distributed in a year-and-a-half.

Prior to the 1971 harvest, more than 105,000 acres of rice were committed to ARI, although some farmers split their acreage, points out Black. ARI's first-year price was so much above what farmers received on an individual basis that they committed their total acreage to the cooperative.

In its fourth year of operation, ARI purchased Blue Ribbon Cooperative because of its success in custom milling and marketing milled rice. Black served as a consultant in this acquisition process and was also involved in at least three other studies of the rice industry.

One of these concerned the feasibility of rice producers establishing an exporting facility for rice along the Gulf Coast. Another study of selected rice mills in Louisiana was conducted with the view that they might be procured by the American Rice Growers Cooperative Association. A third study focused on consolidating six cooperatives that then made up the American Rice Growers Cooperative Association family.

Range Grass Management Is Essential, Says SCS

[By Soil Conservation Service]

Proper management of range grass plants is essential if these plants are to remain healthy, vigorous and thrive. Understanding how these grasses grow is also essential in order to prevent manage these plants.

The leaves and green stems are the factories of grass plants. In fact, 95 per cent of the total plant food is made in the leaves of the plant. The process of food making is called photosynthesis which converts solar energy from the sun into simple sugars in the plant.

When the leaves of the plants are grazed too short, the ability of the leaves to make food is greatly reduced. This results in loss of roots and a reduction of plant vigor, thus making the plant weakened.

If grazing of the grass plant persists, the end result will be death of the plant simply because it cannot make any food to keep itself alive.

As a rule of thumb, the amount of percentage of a grass plant which can safely be grazed is about 50 per cent. Using this rule of thumb, and depending on the growing season, i.e. rainfall, climate and other factors, the plant will have enough leaf surface remaining to adequately produce forage, and to keep itself healthy.

The roots of the plant are used as storage batteries, so to speak, so that the food reserves can be used to put out new growth the following

spring.

Another factor to consider in grass management is that about one-half of the roots of a plant die off each year and need to be replaced.

The best way to achieve proper grazing of grass on range is to stock the livestock numbers according to the available forage produced. Periodic periods of rest from grazing are needed to allow new plants to start and develop. This will help to maintain a healthy, vigorous plant community.

Since we are now in a severe drought situation, balancing livestock numbers with available forage is of utmost importance. There may be the need to reduce livestock numbers since native and improved grasses are going dormant due to the hot, dry weather conditions. These grass plants need to be protected, not overgrazed, during this time.

For assistance in determining range conditions, grass plant identifications, livestock stocking rates, and suggested systems of grazing, contact the personnel of the Soil Conservation Service in Columbus at 732-2773 or write to P. O. Box 776 in Columbus.

In the early days of steam ships, the problem was to carry enough coal for long trips and still have room for passengers and cargo.

ALCOHOL FUELS MEETING

WHERE: Garwood, Texas
LOCATION: Lions Club Hall

TIME: Thurs., Aug. 7, 8:00 P.M. and
Thurs., Aug. 14, 8:00 P.M.

Find out how you may have the opportunity of receiving \$1.50 - \$2.00 more per hundredweight for your milo or corn, through an Alcohol-Processing Plant, making Alcohol for Gasohol.

Bring your friends to this Central Texas meeting, and plan now to be a part of the Central Texas GPC.



Central Texas
Grain Products Cooperative

P. O. Box 278 Hutto, Texas 78634

(512) 846-4781

Rice In The Microwave

Considering the continued growth of the use of microwave ovens in many homes throughout America, the Rice Council has developed a new publication,

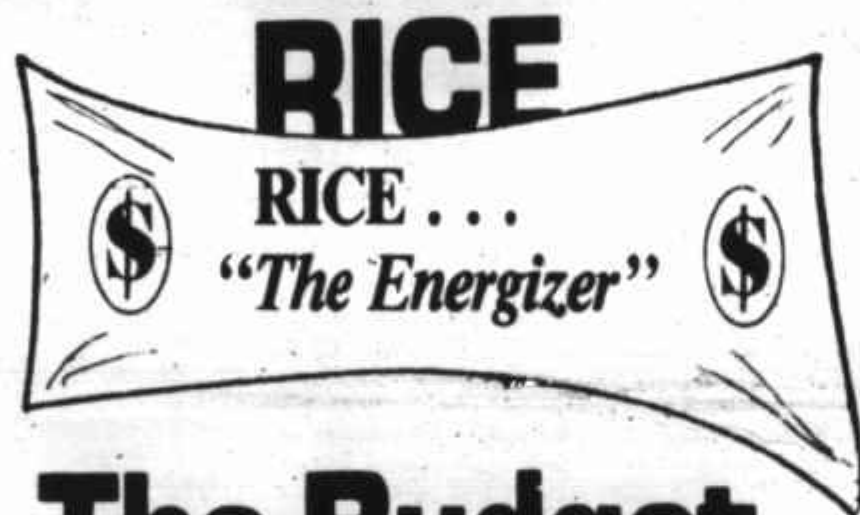
"Microwave Rice is Nice." Microwaving rice requires approximately the same amount of time as cooking rice conventionally. The advantages are the saving of valuable energy and clean-up time.

The publication gives both microwave and conventional cooking methods for several beef, chicken, pork and fish

main dishes as well as several side dishes and a special "Pina Colada Rice Pudding" dessert.

Also included in the publication are tips for cooking rice and general microwave oven use.

Free copies of this publication can be received by writing: Rice Council of America, P. O. Box 22892, Houston, Texas 77027.



The Budget STRETCHER

America's rice industry is marking another successful year. This industry, which plays an important role in maintaining a sound economy in the rice producing area, deserves recognition. Working together as a team, all segments of the enterprise—from producer to mill—market a uniform, high quality product. A by-product of the industry's advance is business progress in the rice belt.

SUPPORT YOUR RICE INDUSTRY

Save RICE 'round the clock

This message sponsored by

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HAVE A RICE DAY

"What Is A Farmer"

This description of a "Farmer" was published in *Anderson Agri-Chem of Eagle Lake's "Extend-a-Grain."*

What is a Farmer? He is an overall executive with his home his office; a scientist using fertilizer attachments; a purchasing agent in an old straw hat; a personnel director with grease under his fingernails; a dietitian with a passion for alfalfa, animals, and antibiotics; a production expert with a surplus; and a manager battling a price-cost squeeze. He manages more capital than most of the businessmen in town. He likes sunshine, good food, state fairs, dinner at noon, auctions, his neighbors, his shirt collar unbuttoned, and above all, a good rain in June.

He is not much for droughts, ditches, daylight-savings time, three-ways, experts, weeds, the eight hour day, grasshoppers, or helping with housework. "Farmers are found in fields, plowing up, seeding down, rotating from, planting, fertilizing with, spraying for, and harvesting. Wives help them, little boys follow them, the Agriculture Department confuses them, city relatives visit them, salesmen detain them and wait for them, weather can delay them, but it takes heaven to stop them."

"Might as well put up with him - he is your friend, your competitor, your customer, your source of food, fiber, and self-reliant young citizens to help replenish your cities. He is your countryman-denim-dressed, business-wise, last growing statement of stature."

America Hears About Value of Rice

Tune in your favorite radio or TV station these days, and you're likely to see or hear about rice.

Because of the nature of the Rice Council - representing the entire U.S. rice industry - the Council's home economists are able to obtain

radio and TV airtime to educate people about rice. In 1979, Director of Consumer Communications Ann Thacker and Home Economist Denise Phelan traveled over 36,000 miles to over 50 different cities throughout the United States promoting rice.

In that same period of time, the two rice promoters made a total of 100 television appearances and 51 radio interviews in over 20 states. These broadcasts included noon time talk shows, early

morning farm shows, evening news broadcasts, and many other types of programs. In addition to the work with broadcasters, they contacted 100 newspaper food editors personally, and provided them with information about rice - photographs, kitchen-tested recipes and story and background material.

EL Rice Assn. Handled \$23.8 Million Rice In '79

Despite 10% Drop
In Yields, Income Up
By \$2.6 Million

The Eagle Lake office of the American Rice Growers Cooperative Association handled a total of \$23,841,580 in rice sales during the 1979 season, a \$2,675,955 increase despite the fact that yields were off around 10 percent. Donald Obenhaus, manager of the Eagle Lake office, reported these statistics at the annual meeting of the association members last June. The increase in sales amounted to \$61 per acre for the total acreage planted in the Eagle Lake area.

He noted that the association had 43,290 acres in production in 1979; an increase of 860 acres. Average yield for the first crop was 39.38 Cwt. or 24.5 barrels and the first crop rice sold for an average of \$11.26 per Cwt.

The second crop last year averaged 10.75 Cwt. or 6.65 barrels and sold for an average of \$11.29 Cwt.

Obenhaus also noted that total production by Eagle Lake association members amounted to 2,174,285 Cwt. or 1,342,151 barrels.

THE GARWOOD office of the American Rice Growers Cooperative Association held its annual meeting in July and manager Parke Christensen reported that the Garwood office handled 933,824 Cwt. of rice. (Garwood Rice Sales Co. handled rice sales also in the Garwood area and these figures are not included in Christensen's report.)

He noted that the average dry barrel production per acre was 34.04 Cwt. He stated in his report that approximately 2400 acres of rice were added to 1980

production in the Garwood area.

Harvest Progressing Quickly

The 1980 harvest is well underway and rice producers report that yields are down over ten percent and quality of the rice is also down. The long extended hot dry spell during the growing season has contributed to chalk and broken grains and reduced quality and also heavy grass infestations have also contributed to the lower quality. Many farmers are finding blank or partially blank heads in their fields and yields are running well below last year's yield which - was down itself by some ten percent.

Rice producers estimate that with the spiraling costs of production, costs of producing a hundred-weight (Cwt) of rice will run nearly \$13.00, up greatly from last year's costs.

Top bid offered at the first sale held on Wednesday of last week was \$11.25 per Cwt. and other bids ranged all the way down to \$10.46 Cwt.

Little of the rice is expected to be sold at those prices, especially in light of the lower quality and reduced yields which will make it even tougher for the rice producer to swallow the "bitter pill" of the lower bid offerings at this early stage of the season.

Outlook For Hog Prices

Pork prices should recover by late December or early 1981 if hog producers carry out intended plans to reduce farrowing and breeding hog numbers and also increase slaughter numbers, says an economist in livestock marketing with the Texas Agricultural Extension Service, Texas A&M University System.

Texas farm exports were valued at \$2,047.4 billion. Illinois was first with \$2,896.7 billion and Iowa second with \$2,840.8 billion.

Brown cash shipments in the export of wheat and rice caused a \$47.5 million decline in cash receipts. Wheat declined from \$252.5 million in 1978 to \$155.2 million. Rice dropped from \$206.7 million to \$168.6 million.

Bentsen Urges Speed-up on SBA Disaster Aid

Senator Lloyd Bentsen has urged the Small Business Administration (SBA) to move quickly to grant disaster aid for Texas counties that have been devastated by the drought.

"I am deeply concerned about the matter and request that the disaster declaration be handled as expeditiously as possible by your agency," Bentsen said in a letter to SBA Administrator Vernon Weaver.

Bentsen, who last week toured the drought-racked area of northeast Texas, noted a "clear need" for SBA emergency loans for Texas farmers and ranchers suffering enormous agricultural losses because of the drought.

Senator Bentsen pointed out that, while Texas so far has requested disaster aid for 49 devastated counties, he expects a total of 84 counties to seek help in the near future, making the overall request include much of the state.

Texas No. 3 In Exporting Ag. Products

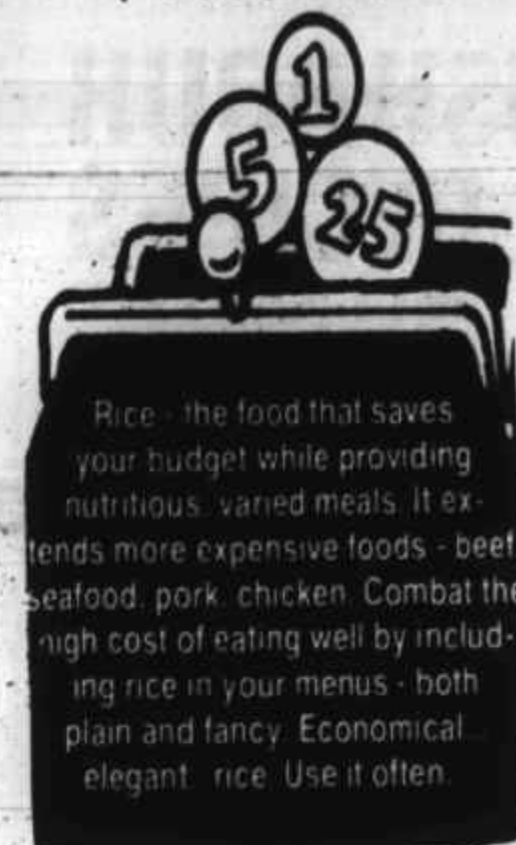
AUSTIN—Agricultural exports from Texas during 1979 gave the state a number three ranking as the provider of food and fiber products to other nations, according to Agriculture Commissioner Reagan V. Brown.

Texas ranked first in the export of cotton, land and fallow, and cottonseed oil and was among the top 10 exporters in 10 other commodities.

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Shape Up With RICE!



Rice, the food that saves your budget while providing nutritious, varied meals. It extends more expensive foods - beef, seafood, pork, chicken. Combat the high cost of eating well by including rice in your menus - both plain and fancy. Economical, elegant, rice. Use it often.

American Rice Growers Co-op Assn.
Donald Obenhaus, Manager
EAGLE LAKE

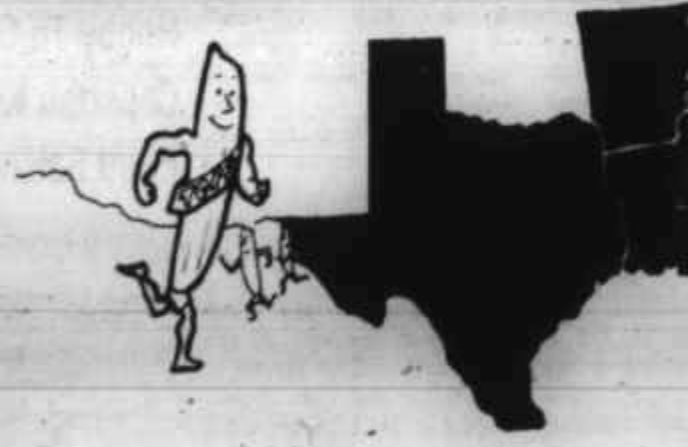
Ricecraft

Look no further than your kitchen shelf for a new craft idea. Rice can be used for more than just good eating - it can be the basic for mosaics, flower arrangements, games, toys and many things children would like to make.

In addition to describing different things you can make with rice, the publication gives a recipe of how to tint rice in colors so it can be used for different projects.

For a free copy of this publication, write: The Rice Council, P. O. Box 22892, Houston, Texas 77027.

SHORE TO SHORE BORDER TO BORDER



Americans are demanding high quality rice grown in the southern producing belt. Support your rice industry which not only increases consumption of its product in the United States but creates markets around the world.

Help Promote American Rice...

The following business places do!

J. F. Miller Ford, Inc. FORD - MERCURY A TRUCK FOR EVERY NEED 406 E. Main • Eagle Lake Phone 234-2556	Lakeside Irrigation Co., Inc. Eagle Lake
Johnny's Sport Shop & Phillips 66 Station Where the Sportsman and the Farmer Meet! 234-2956 Eagle Lake-101 Booth Dr. JOHNNY MEITZEN, OWNER	Kaltex Supply Co. Boris Kallina, Manager Automotive, Truck and Farm Equipment Repairs and Service NAPA Parts, Tools & Accessories AUTO & TRUCK LEASING Phone 758-3676 Hwy. 71 • Nada
Lake Motors, Inc. Chevrolet - Oldsmobile - Cadillac 323 S. McCarty • Eagle Lake Phone 234-2513 Expert Service By Certified Mechanics	Eagle Lake Iron Works In-Shop or Field Service Welding FARM EQUIPMENT REPAIR Andy Phillips, Owner 306 W. Main - Eagle Lake - 234-5463

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Polynesian Chicken Salad



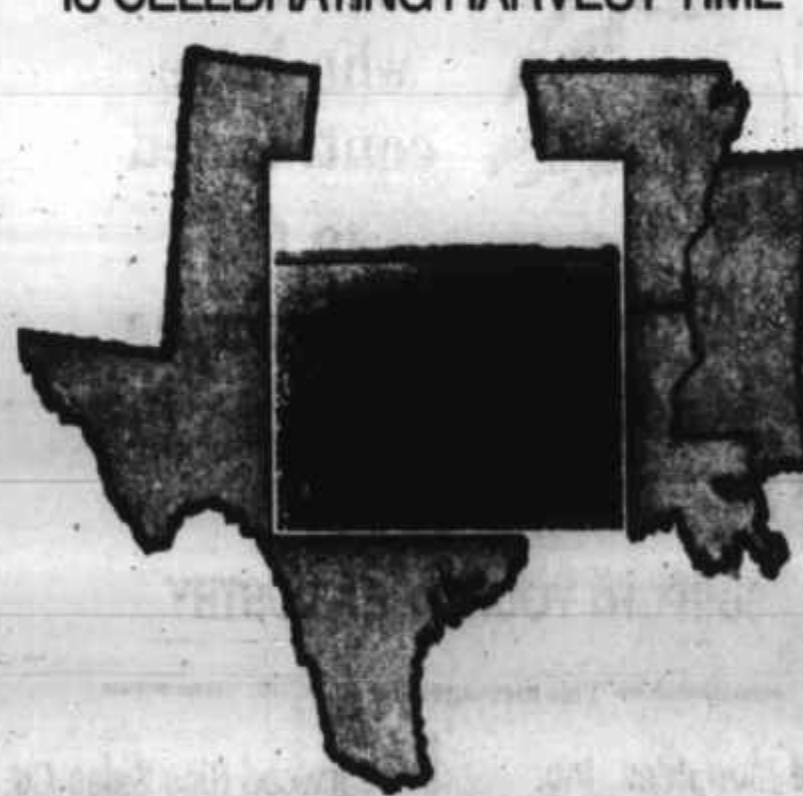
POLYNESIAN CHICKEN SALAD

- 2 1/2 to 3 cups cold boned cooked chicken, cut in thin strips
- 1/4 cup sliced green onions with tops
- 1/4 cup diagonally sliced celery
- 3 cups cool cooked brown or white rice
- 2 tablespoons diced pimiento
- 1 can (13 1/4 ounces) pineapple tidbits, drained
- 1 can (16 ounces) fancy mixed Chinese vegetables
- 1/4 teaspoon garlic powder
- 1/4 teaspoon ground black pepper
- 1/4 teaspoon ground ginger
- 1/4 teaspoon dry mustard
- 2 tablespoons soy sauce
- 1 cup mayonnaise
- Salad greens
- 1 cup (5 ounces) chow mein noodles

Combine chicken, onions, celery, rice, pimiento, pineapple and drained tidbits. Blend together mayonnaise, soy sauce and mayonnaise. Stir into chicken mixture and toss lightly. Spoon onto beds of salad greens and surround with chow mein noodles. Serve with additional soy sauce, if desired. Makes 6 to 8 servings.

W. M. Thomas Jr. Insurance Agency
411 Mills St. - Eagle Lake, Texas
HEALTH FIRE LIFE AUTO CASUALTY BONDS
Phone 713-234-2619

THE NATION'S RICE BELT IS CELEBRATING HARVEST TIME



Delicious, nutritious American rice is in demand in more than 100 countries. We salute the American rice industry which is producing this bounty and building greater markets - both in the United States and overseas. We're proud to be of service to this industry which is so important to the state - and nation.

Eat Nutritious Rice Every Day!!
Wintermann Warehouse
Eagle Lake