

RICE HARVEST MONTH

Think Rice-Eat More Rice

Rice Council Speaks For Farmers, Millers

Formed over twenty years ago, the Rice Council represents both rice farmers and rice millers of the Southern rice-growing area.

Each rice-growing state has its own state Rice Council which meets each year to elect a Board of Directors. The state directors elect representatives to the Rice Council of America's Board of Directors. There are five producer representatives from Arkansas, Louisiana and Texas and three from Mississippi. The rice mills in each state elect a total of six mill representatives to the board. The Rice Council Board itself elects a Director-at-large giving the Board 25 members. Officers are elected at the Annual Board Meeting held each year in early fall and comprise the Executive Committee.

The Advertising and Public Relations Committee of the Rice Council meets several times during each year with the Council's advertising agency and representatives of its public relations firm. The committee consists of members of the Board and representatives of rice mills involved in the domestic market. They look at new ideas and programs and then recommend an overall advertising/public relations package to the board.

The Rice Council Board sets the policies and approves the budget and expenditures for all advertising and promotion programs conducted both domestically and abroad. The Rice Council staff, based in Houston, then carries out these programs all across the United States and overseas.



P. O. Box 22802
Houston, Texas 77027

Microwaving Rice Saves Clean-Up Time

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 22802, 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...

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United States Rice -- A Prospective On Progress

There is a popular saying throughout rural America, "If you eat, you're involved in agriculture."

Also involved in American agriculture has been the rapid, accelerated scientific advancement which has become so commonplace today it is often taken for granted.

The U. S. rice industry has also followed this trend in technological advancement and progress. In the last forty years, the U. S. rice industry has changed more than in its almost 300 year history.

The U. S. rice industry began in the Carolinas in the late 1600's and moved westward in the 1800's and developed into one of the most highly mechanized farming enterprises in the world during the years following World War II.

Before the 1940's, rice production was mostly a matter of horses, mules, muscles and manpower. However, in the middle 1940's tractors, equipment and modern combines began playing their part in revolutionizing the industry.

Industry Mechanized
The end of World War II also marked the beginning of one phase of rice production which is unique in all of American agriculture. Surplus World War II training planes were modified in the mid-1940's which initiated the procedure of planting rice by airplane. To this day, rice is the only crop in the United States which is often planted by air. Airplanes are also providing rapid means of providing fertilizer and needed chemicals to insure the U. S. rice farmer good yields and the excellent quality crop he has become internationally famous for producing.

As production increased as a result of this technological expansion, the development of better drying, handling and milling practices, also followed.

By the early 1960's, more had been learned about plant foods and their uses to improve quality and quantity of the product. While scientific skills in growing rice progressed, the industry learned how to better control competing weeds and grasses in the fields and higher yielding rice varieties were also perfected by researchers.

Research stations throughout the rice-growing areas of the United States also developed earlier maturing varieties, which meant the crop could be harvested ahead of the fall hurricane weather, and also developed more disease and insect resistant varieties.

All of this progress in last forty years has created a high-quality, clean, uniform product for the consumer.

For the rice producer, it has meant greater yields of a more marketable grain. In the early 1900's, rice farmers in the southern states considered themselves lucky if they harvested 1,000 pounds per acre. Now the United States rice industry produces an average of over 4,500 pounds per acre.

Most Economical Food
While the farmer's cost for fuel, machinery, water, etc. have soared, he has continued to provide the consumer with one of the most economical carbohydrates on a cost per serving basis. Rice is one of the low carbohydrate foods actually increasing in per capita consumption today.

Each day more and more U. S. rice producers, researchers and marketers are finding new and better ways to improve on current methods of production. The use of lasers, computers and sophisticated communications equipment have all been adapted to use in rice farming and milling. The U. S. rice industry continues to strive for higher yields, better quality and cheaper methods of producing world-famous, high-quality U. S. rice.

Rice Ideal For '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 basis for mosaics, flower arrangements, games, toys and many things children would like to make.

With this in mind, the Rice Council has developed and released a new publication, "Ricecraft."

Rice can add new dimensions to making candles, coasters, jewelry - the only limitations are those of imagination.

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

For a free copy of this publication, write: The Rice Council, P. O. Box 22802, Houston, Texas 77027.

Rice Is Entrenched In Country's History

Even though its ancient beginnings were in the Far East, rice is deeply entrenched in this country's history.

Rice was being produced in the U. S. almost a hundred years before the Declaration of Independence and played an important role in colonial life and in the formation of the nation's eating habits.

With the exception of corn dishes, the basis of most American recipes came from the Old World. Rice traditions were brought from the Orient, the West Indies and many other parts of the world as people migrated to America in search of hope and wealth.

The early Americans had an ample supply of meat in the New World with its game-filled forests and well-stocked rivers, lakes and oceans. For example, it is recorded that lobsters five and six feet long lived in New York Bay, disappearing only when incessant cannibalism during the American Revolution frightened them away.

How the food was prepared, however, is another matter. Most early Americans lived in rural areas and prepared their plain dishes. Seasonings were scarce, as were adequate kitchens. But good food did emerge and

rice came into its own when people began to enjoy eating for a source of pleasure in addition to simple nourishment.

Serve In White House
Early American leaders entertained guests in the cities - often in the White House - and contributed to rice's increasing popularity. Even though George Washington enjoyed rice waffles, it was probably Thomas Jefferson, author of the Declaration of Independence and renowned gourmet, who served rice more often and in more ways than other early American Presidents. His table was lavish and no one ever visited Monticello and went away hungry. An avid gardener and traveler, Jefferson was aware of what his country had to offer and was interested in planting new and unusual edibles in the virgin soil. Jefferson's assignment to France in 1784 as the American Minister Plenipotentiary to the court of St. Louis XVI opened his eyes to the satisfactions of fine cooking and gracious living. He copied recipes and tried secrets from French cooks.

While traveling in Italy, he risked his life to obtain some grains of Lombardy rice and carry them out of the country

in his pockets. So jealous were the Italians of this particular rice variety that they had made stealing its seeds a crime punishable by death. Jefferson's idea was to introduce upland rice to the Carolinas, which he eventually did with success.

Also interested in potential American crops as well as America's first native-born naturalist, William Bartram, explored the country to gather seed and once made a four-year trip through the Carolinas, Georgia, Florida and westward along the Gulf Coast to Mississippi. His journal reflects that he was "fond of trout, stewed in the juice of oranges which, with boiled rice, afforded a wholesome and delicious supper."

Southern cooks perfected their own methods of seasoning and passed on the secrets which made for an unbroken continuity of good eating. This was especially true in the rice country of the Carolinas, a narrow belt of land near the coast where the tides could be used to flood and drain the fields. Here, men like William Allen, who cultivated 1,500 acres of rice and 500 acres of corn, lived like feudal barons. Another rice planter, John Berkeley Grimball, kept a diary and recorded one meal served to aristocratic friends which included "turtle soup, ham,

(Continued on page 15)

Rice Harvest Month

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...

Congratulations & Best Wishes For Another Successful Year!!

The First National Bank

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Rice Use Started In Colonial Days

(Continued from page 14)
boiled mutton, scalloped oysters, roast turkey, haunch of venison and mountains of rice." Favorite recipes from this area were boiled rice, Charleston red rice, South Carolina dry rice and various pilafs.

Baked In Iron Pot
During this period, servants in the South were often required to know how to "properly" bake rice in an iron pot. As one colonial diary says, "it must come out solid, retaining its golden crust around its top and sides." It

is also reported that the hard, golden crust was considered a delicacy by many.

Until the early years of the 19th Century, most cooking in America was done over an open fire or in primitive types of enclosed brick ovens, heated with coals which had to be raked out before cooking could proceed. Although kitchen equipment had begun to be developed to make the cook's task easier, complicated dishes could only be prepared in large kitchens with adequate staffs where it was possible to give undivided attention to each separate state of preparation. The first American cookbook was cast in Pennsylvania in 1765, but it was not until 1860 that the iron range came into general use in middle-class American homes.

Cooking rice in early

America was complicated not only by the type of equipment available, but by the primitively "milled" grain and varieties unlike those of today. Compare an early recipe for rice cooking with our quick, easy methods of preparation today:

"Pick over rice carefully, wash it in warm water, rubbing it between hands, rinsing it in several waters. Let it remain in cold water until ready to be cooked. Heat a pan of water, slightly salted. When it is boiling hard, pour off the cold water from the rice and sprinkle it in the boiling water by degrees so as to keep the particles separated. Boil it steadily for 20 minutes, take from fire and drain liquid. Place saucpan with lid partly off in back part of stove to allow the rice to dry. The moisture will pass off and each grain of rice will be separated."

Needs No Rising
Today's high quality, clean, fluffy rice needs no washing, rinsing or a particular technique to assure separate grains. Regular-milled rice simply requires two cups of water to one cup of rice, one

IMPORTANT TOOLS OF THE RICE INDUSTRY

Growing high quality rice isn't enough. The rice industry continues to tell the world about its product... putting it on grocery shelves... convincing the consumer to place it on the pantry shelf and ultimately on the table for daily meals. Because of its nutrition, economy, convenience, versatility and taste, more consumers are serving more rice at more meals. Every spoonful of rice served contributes to the progress of one of America's most progressive agricultural businesses. Serve rice often! Support the industry that helps support the rice belt of the nation.

SUPPORT YOUR RICE INDUSTRY

American Rice Growers Co-op Assn. Garwood

James Parks Christensen, Manager

Farmers Expecting Low Yields Should Notify ASCS Office

Colorado County farmers who think they will be eligible to receive low yield payments on their wheat and feed grain crops should contact the County ASCS as soon as possible, says Daniel C. Streckfus, County ASCS executive director.

The ASCS disaster payment program covers crops affected by natural disasters such as strong winds, hail, heavy rains, or drought. To be eligible for disaster benefits, however, farmers must have filed an accurate acreage report and the county ASCS committee must determine that the production loss was caused by the natural disaster.

Payments are authorized for a farmer whose crop yield is less than 60 percent of the established yield for wheat and feed grains. For rice and upland cotton, the disaster payment is based on production losses below 75 percent. Payments are based on crop production losses below these percentages.

File Within 15 Days
Farmers who store all or a part of their harvested crop on the farm must have this production measured by ASCS before it is put to another use or commingled with production from another farm. Farmers who sell their crops should identify sales

slips, by farm, for proven yields or proven production, and turn in their slips when harvest is over.

If the crop is so poor that it will not be carried to harvest for grain or lint, ASCS must approve the crop before its destruction or substitute use.

Disaster claims must be filed within 15 days after harvest.

For further information contact the Colorado County ASCS office at 816 Wallace Street, Columbus, Texas or call 713-732-2130.

New State ASC Committee Is Named

Secretary of Agriculture John Block has appointed William R. Jacoby, of Menard, as chairman of the Texas Agricultural Stabilization and Conservation Committee. Named as committee members were Vernon (Hap) Bratcher, of Lamesa, Zack B. Fisher, of Memphis, Alfonso V. Margio of Rio Grande City and Worth L. Patten III, of De Kalb. The committee administers federal farm programs in Texas.



2 Rice Council Publications Win Awards

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

Rice - Its Unusual Uses

Because of its very form, rice probably has been used in more unusual and varied ways than any other grain.

Throwing rice at weddings began in ancient times as a fertility prayer and was only the beginning of using rice for something other than eating.

Manikind has found superstitions, medicinal and abrasive uses of rice. At one time it was thought that rice grains placed on an Arab's roof protected those underneath from misfortune.

An ancient Chinese remedy for aching bones, runny noses

and stomach aches called for toasted brown rice and chopped ginger root cooked in whiskey. These ingredients were tied in a handkerchief to rub on aching bones or to inhale the rice essence.

A handful of rice swished inside a violin collects dust from crevices and mothers once were told to shake a few grains in baby bottles to make them shiny.

Rice water has been prescribed for high fevers, and rice cakes fried in camel fat were used for reducing swelling. Rice flour was recommended as a dentifrice, rice stalks for biliousness and hull ash for treatment of wounds.

In high humidity climates, a common practice is to place rice grains in sugar and salt shakers to prevent lumping. In South America, one often encounters a milk shake which has rice flour as the basic thickening.

So, rice has often been

used during man's recorded history for many purposes other than good eating. It makes one wonder what unrecorded purposes rice has served around the world during this time.



Use tinted rice for the basis of a dried flower arrangement. Pour tinted rice in a shallow dish or bowl. "Plant" weeds, dried flowers, unusual twigs or other material in whatever desired. Add small stones, toys or knick-knacks to develop a scene.

TINTING RICE

Mix a teaspoon of food coloring with a cup of cold water. Add 2 cups of uncooked rice. For deeper hues, add a bit more food coloring, and a little less for pastels.

Soak the rice for about 5 minutes until you have the shade desired. Then drain and spread on a cookie sheet or baking pan. Dry in a 250° oven for 15 minutes, stirring occasionally. The rice is then dry and the colors set. Let cool before using. Make a variety of colors at one time to be ready for work on your projects.

A SALUTE TO THE RICE INDUSTRY

And all the men and women in the industry who have contributed to the prospering economy in our area

SUPPORT YOUR RICE INDUSTRY

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Eat More RICE

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PLANT TODAY FOR A BRIGHT TOMORROW!

Saving for the future is easier than you think! If you're like most people, saving money requires more than just having a savings account. You need a savings plan. One way to save money is to pay yourself each month... the same way you pay your mortgage, auto loan or rent.

First set a goal, a reason for saving. Perhaps it's an education fund for your children, a vacation or a more comfortable retirement. Then determine a monthly payment that will fit your budget and achieve your objective. Once you have set your goal and determined your monthly deposit, you're ready to choose your savings plan.

We offer a variety of savings plans. You can choose from a regular savings account for your short-term goals. For long-range needs, we offer numerous time deposit plans. And there are individual retirement accounts.

GULF COAST SAVINGS

"EARN THE MOST AT GULF COAST"

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