POCKET GUIDE



Educational Service of USA Rice

Welcome to the 2018 USA Rice Outlook Conference!

s your chairman, I'd like to welcome you to beautiful San Diego in my home state of California, and to what I know will be another successful USA Rice Outlook Conference. Thank you for taking time out of your schedule – away from family, farm, and office – to join us here.



Charley Mathews

We have a wonderful program scheduled with exciting speakers, educational sessions, a jam-packed exhibit hall, and interesting networking opportunities. And, be sure to check out the Ride With Rice pickup truck at the USA Rice booth in the exhibit hall! It traveled more than 4,000 miles to get here, distributing samples of U.S.-grown rice and Aroma rice cookers, and sharing the U.S. rice story along the way. And it could be yours...if you buy a raffle ticket!

The goal of this, the largest annual conference in North America dedicated to rice, is to bring farmers and representatives from all segments of the industry from every corner of the country together to advance industry education, communication, understanding, and cooperation.

I'm confident we've done that once again, so I encourage you to make your time here memorable. Take advantage of our stunning location right here on the bay and make the most of USA Rice Outlook 2018!

Charley Mathews Jr.
Chairman, USA Rice

Events for the USA Rice Outlook Conference will take place at the Marriott Marquis San Diego. The general sessions, breakout sessions, exhibit hall, innovation stage, and registration will be in the Pacific Ballroom located on the 1st floor. The Annual Awards Luncheon will be in the San Diego Ballroom located on the 2nd floor.

Registration Hours | Pacific Ballroom Foyer

Tuesday, December 4	11:00 a.m. – 5:00 p.m.
Wednesday, December 5	7:30 a.m. – 6:00 p.m.
Thursday, December 6	7:00 a.m. – 6:00 p.m.
Friday December 7	7:00 a m = 10:00 a m

Exhibit Hall Hours | Pacific Ballroom, Salons 18 - 22

vednesday, December 5	~	6:00 p.m. – 7:00 p.m.
Thursday, December 6	*	7:30 a.m. – 7:00 p.m.
riday, December 7	*	7:30 a.m. – 11:00 a.m.

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CONFERENCE AGENDA

WEDNESDAY, DECEMBER 5

6:00 - 7:00 p.m.

Grand Opening Reception

EXHIBIT HALL

THURSDAY, DECEMBER 6

7:30 – 9:30 a.m. Continental

EXHIBIT HALL

8:00 – 9:15 a.m.

Exhibitor Spotlights
INNOVATION STAGE | EXHIBIT HALL

9:30 a.m. – Noon General Session I

PACIFIC BALLROOM | SALONS 15 - 17

 Keynote: Dr. Morgaine Gaye, Food Futurologist



Noon – 1:30 p.m. Annual Rice Awards Luncheon

SAN DIEGO BALLROOM (2nd FLOOR)

AGENDA COLOR KEY

CONFERENCE MAIN EVENTS – Details on pages 6 – 9

INNOVATION STAGE | EXHIBIT HALL - Details on pages 12 - 13

SUSTAINABILITY THEATER | SALON 24 - Details on pages 14 - 15

FARM & FOOD FORUM | SALON 25 - Details on pages 16 - 17

BUSINESS HALL | SALON 26 - Details on pages 18 - 19

THURSDAY, DECEMBER 6

2:00 - 2:45 p.m.

Grain Bin Entrapment: What Not to Do

FARM & FOOD FORUM | SALON 25 Sponsored by Valley View Agri-Systems

2:00 - 2:45 p.m.

Futures Market 101: An Introduction

BUSINESS HALL | SALON 26

2:00 - 3:00 p.m.

Water Pressures

SUSTAINABILITY THEATER | SALON 24
Sponsored by Delta Plastics

2:00 - 3:30 p.m.

State Outlook & Research Reports (CA, TX, AR)

INNOVATION STAGE | EXHIBIT HALL

3:00 - 3:45 p.m.

Application Technology and Drift Mitigation

FARM & FOOD FORUM | SALON 25

3:00 - 3:45 p.m.

Futures Market 201: The Money Business

BUSINESS HALL | SALON 26

3:00 - 3:45 p.m.

Row Rice: The Future or a Fad?

SUSTAINABILITY THEATER | SALON 24
Sponsored by Delta Plastics









CONFERENCE AGENDA

THURSDAY, DECEMBER 6

3:45 – 4:00 p.m. Break in Exhibit Hal

4:00 - 4:45 p.m.

Macroeconomic Outlook for U.S. Agriculture

FARM & FOOD FORUM | SALON 25 Sponsored by GSI

4:00 – 4:45 p.m.
Protecting Your
Investments: Fire,
Water, Theft, and
Food Defense for
Rice Facilities

BUSINESS HALL | SALON 26 Sponsored by Zenith Insurance Company

4:00 – 5:00 p.m. Conservation Tales

SUSTAINABILITY THEATER | SALON 24

4:00 - 5:30 p.m. State Outlook & Research Reports (LA, MS, MO)

INNOVATION STAGE | EXHIBIT HALL

5:00 - 6:00 p.m.

The Future of Retail

FARM & FOOD FORUM | SALON 25 Sponsored by Riviana Foods Inc.

5:00 – 5:45 p.m.
Understanding
Workers'
Compensation
Insurance, from
Opaque Pricing
Practices to Current
Trends in Workers'
Compensation Fraud

BUSINESS HALL | SALON 26 Sponsored by Zenith Insurance Company

6:00 - 7:00 p.m.

Annual Conference Reception

EXHIBIT HALL

FRIDAY, DECEMBER 7

7:30 – 9:00 a.m. Continental Breakfast

7:30 – 10:30 a.m. State Outlook & Research Reports (All States)

INNOVATION STAGE | EXHIBIT HALL

9:00 – 10:00 a.m. Perspectives on Sustainability

SUSTAINABILITY THEATER | SALON 24
Sponsored by Riceland Foods, Inc.

9:00 – 10:00 a.m. Estate Planning for Your Farm

FARM & FOOD FORUM | SALON 25

9:30 – 10:30 a.m. Insights into the Central American Market

BUSINESS HALL | SALON 26

10:30 a.m. - Noon General Session II

PACIFIC BALLROOM | SALONS 15 - 17

Keynote: Daniel Stone, Author and Journalist



1:00 – 3:00 p.m. General Session III

PACIFIC BALLROOM | SALONS 15 - 17

- Nathan W. Childs, USDA/ERS
- Jim Wiesemeyer, Washington Policy Analyst

3:00 p.m.

Conference Adjourns

AGENDA COLOR KEY

CONFERENCE MAIN EVENTS - Details on pages 6 - 9

INNOVATION STAGE | EXHIBIT HALL – Details on pages 12 – 13

SUSTAINABILITY THEATER | SALON 24 – Details on pages 14 – 15

FARM & FOOD FORUM | SALON 25 – Details on pages 16 – 17

BUSINESS HALL | SALON 26 - Details on pages 18 - 19



CONFERENCE MAIN EVENTS

THURSDAY, DECEMBER 6

9:30 a.m. - Noon

General Session I

PACIFIC BALLROOM | SALONS 15 - 17

- Opening Remarks Charley Mathews Jr., USA Rice Chairman
- Presenting the Colors U.S. Naval Base Point Loma Color Guard
- Trade In The Trump Era: What Has Happened And Where Do We Go From Here?
- U.S. Rice Sustainability Report
- Spotlight Presentation Cody Corbell, Indigo AG
- Keynote: The Future Of Food: More than Just Dinner

Trade in The Trump Era: What Has Happened and Where Do We Go From Here?

Bill Tomson, Senior Trade Editor, Agri-Pulse Communications, Inc.

Tomson is on the front lines making sense of the Trump

Trade Agenda every day, his analysis is as good as anyone's.

U.S. Rice Sustainability Report

Steve Linscombe, The Rice Foundation

Linscombe will share highlights from the recently completed report that was funded in part by USDA/NRCS.

Keynote: The Future of Food: More Than Just Dinner

Dr. Morgaine Gaye, Food Futurologist

The world of food is complex and everchanging. Gaye helps industries identify opportunities and threats before they happen...brace yourself because things are about to be very different!



Noon - 1:30 p.m.

Annual Rice Awards Luncheon

SAN DIEGO BALLROOM | 2nd FLOOR

2018 Rice Awards

- Farmer of the Year
- Rice Industry
- Lifetime Achievement

Rice Awards sponsored by:







Additional Awards:

- The USA Rice Sustainability Award
- National Rice Month Scholarship Grand Prize
- Rice Leadership Development Program's New Class







CONFERENCE MAIN EVENTS

FRIDAY, DECEMBER 7

10:30 a.m. – Noon

General Session II

PACIFIC BALLROOM | SALONS 15 - 17

Conservation Program Search

Josh Hankins, USA Rice

USA Rice's new platform will help you find conservation programs that can provide assistance specific to your farming operation.

Keynote



Daniel Stone, Author and Journalist

The journalist and author will share the story of American food spy David Fairchild who shaped what we grow and eat today.



1:00 - 3:00 p.m.

General Session III

PACIFIC BALLROOM | SALONS 15 - 17

1:00 - 2:00 p.m.

USDA Forecasts of Rice Prices and Exports in 2018 and Beyond

Nathan W. Childs, Senior Economist, U.S. Department of Agriculture, Economic Research Service

Childs will explain economic factors driving rice production, use, trade, and price, as well as USDA's long-term agricultural baseline projections for the U.S. in 2019/20.



2:00 - 3:00 p.m.

Post-Election Washington Analysis and Outlook

Jim Wiesemeyer, Washington Policy Analyst, Farm Journal and Pro Farmer

Wiesemeyer will share his insights on the new Congress and what it means to agrelated issues, including farm bill, energy and trade.



Program Schedule – Block View Thursday & Friday

		Innovation Stage Exhibit Hall	Sustainability Theater Salon 24	Farm & Food Forum Salon 25	Business Hall Salon 26		
	7:30 – 9:30	7:30 – 9:30 a.m. Continental Breakfast & Exhibitor Spotlights					
	9:30 – 12:00	9:30 a.m. – Noon General Session I PACIFIC BALLROOM SALONS 15 – 17					
	12:00 – 1:30	Noon − 1:30 p.m. Annual Awards Luncheon SAN DIEGO BALLROOM 2 ND FLOOR					
DECE	2:00 – 3:45	2:00 – 3:30 p.m. State Outlook & Research Reports	2:00 – 3:00 p.m. Water Pressures	2:00 – 2:45 p.m. Grain Bin Safety: What Not to Do	2:00 – 2:45 p.m. Futures Market 101		
		research reports (CA, TX, AR)	3:00 – 3:45 p.m. Row Rice: The Future or a Fad?	3:00 – 3:45 p.m. Application Technology and Drift Mitigation	3:00 – 3:45 p.m. Futures Market 201		
	3:45 – 4:00	3:45 – 4:00 p.m. Break in Exhibit Hall					
	4:00 – 5:45	4:00 – 5:30 p.m. State Outlook & Research Reports	4:00 – 5:00 p.m. Conservation Tales	4:00 – 4:45 p.m. Macroeconomic Outlook for U.S. Agriculture	4:00 – 4:45 p.m. Protecting Your Investments		
		(LA, MS, MO)		5:00 – 6:00 p.m. The Future of Retail	5:00 – 5:45 p.m. Understanding Workers Compensation		
	6:00 – 7:00	6:00 – 7:00 p.m. Annual Conference Reception in Exhibit Hall					
		7:30 - 10:30 a.m. Continental Breakfast &					
	7:30 – 10:30	State Outlook & Research Reports (All States)	9:00 – 10:00 a.m. Perspectives on Sustainability	9:00 – 10:00 a.m. Estate Planning for your Farm	9:30 – 10:30 a.m. Insights into the Central American Market		
	10:30 – 12:00	10:30 a.m. – Noon General Session II PACIFIC BALLROOM SALONS 15 – 17					
	12:00 – 1:00						
FRID	1:00 – 3:00	1:00 – 3:00 p.m. General Session III PACIFIC BALLROOM SALONS 15 – 17					





INNOVATION STAGE

Exhibit Hall

THURSDAY, DECEMBER 6

8:00 - 9:15 a.m.

Exhibitor Spotlights

2:00 - 3:30 p.m.

State Outlook & Research Reports (CA, TX, AR)

4:00 - 5:30 p.m.

State Outlook & Research Reports (LA, MS, MO)

FRIDAY, DECEMBER 7

7:30 – 10:30 a.m.

State Outlook & Research Reports (All States)

State Reports are presented twice.

California Reports

Thursday: 2:00 – 2:30 p.m. Friday: 7:30 – 8:00 a.m.

OUTLOOK REPORT

Bruce Linquist

University of California, Davis

RESEARCH REPORT

Kent McKenzieCalifornia Cooperative Rice Research
Foundation. Inc.

Texas Reports

Thursday: 2:30 - 3:00 p.m. Friday: 8:00 - 8:30 a.m.

OUTLOOK REPORT

Joe Outlaw

Texas A&M University

RESEARCH REPORT

L. T. "Ted" Wilson
Texas A&M University

Arkansas Reports

Thursday: 3:00 - 3:30 p.m. Friday: 8:30 - 9:00 a.m.

OUTLOOK REPORT

Bobby Coats

University of Arkansas

RESEARCH REPORT

Bob Scott

University of Arkansas

Louisiana Reports

Thursday: 4:00 – 4:30 p.m. Friday: 9:00 – 9:30 a.m.

OUTLOOK REPORT

Dustin Harrell

Louisiana State University

RESEARCH REPORT

Don Groth

Louisiana State University AgCenter

Mississippi Reports

Thursday: 4:30 - 5:00 p.m. Friday: 9:30 - 10:00 a.m.

OUTLOOK & RESEARCH

REPORT

Bobby R. Golden

Mississippi State University

Missouri Reports

Thursday: 5:00 - 5:30 p.m. Friday: 10:00 - 10:30 a.m.

OUTLOOK & RESEARCH

REPORT

Speaker TBD





SUSTAINABILITY THEATER

Salon 24

THURSDAY, DECEMBER 6

2:00 - 3:00 p.m.

Water Pressures

Dr. Michelle Reba, Research Hydrologist, USDA/ARS, Arkansas

Kevin O'Brien, Partner at Downey Brand

Linda Raun, Texas Rice Farmer

Rice needs water to grow, yet we find ourselves with less and less available water. Hear from experts across the rice growing regions on what's being done now and what we need to focus on for the future.

Sponsored by:



3:00 - 3:45 p.m.

Row Rice: The Future or a Fad?

Many growers swear by row rice production and say it helps them with water use without sacrificing yield. Is this a fad or the future?

Sponsored by:



4:00 - 5:00 p.m.

Conservation Tales

Success is the result of preparation, hard work, and learning from failure. Farmers will share personal stories of how things went differently than planned while implementing conservation practices and how they turned those experiences into success.

FRIDAY, DECEMBER 7

9:00 - 10:00 a.m.

Perspectives on Sustainability

Spencer Cooper, Senior Manager of Field Outreach and Education, Almond Board of California

Jim Stone, Intermountain Joint Venture Management Board Vice Chair, Rolling Stone Ranch, Montana

Dave Smith, Coordinator, Intermountain Joint Venture

Step out of the rice echo chamber and hear from different commodity groups about what has worked well and what hasn't in their efforts to increase working lands conservation and positive public perception.

Sponsored by:









FARM & FOOD FORUM

Salon 25

THURSDAY, DECEMBER 6

2:00 - 2:45 p.m.

Grain Bin Entrapment: What Not to Do

Dr. Brent Cox, Global Emergency Management Solutions, LLC

This session explores options and low- to no-cost steps to prevent bin entrapments. Participants will analyze the steps taken to successfully rescue trapped victims and discuss the do's and don'ts that should be adhered to while awaiting rescue teams.

Sponsored by:



3:00 - 3:45 p.m.

Application Technology and Drift Mitigation

Dennis R. Gardisser, Ph.D., P.E., President, WRK of Arkansas, LLC

This session will cover the best management practices for application efficiency and efficacy. Emphasis will be on drift mitigation techniques to include: weather interactions, application planning, droplet size predictions and potential travel distances, and timing.

4:00 - 4:45 p.m.

Macroeconomic Outlook for U.S. Agriculture

David Oppedahl, Senior Business Economist, Federal Reserve Bank of Chicago

The strength of the U.S. economy can be measured many ways – from job growth and home prices to mortgage delinquency rates. Oppedahl will review

macro-level indicators of U.S. economic health, and the potential implications on the demand for U.S.-produced agricultural commodities and farm income.

Sponsored by:



5:00 - 6:00 p.m.

The Future of Retail

Paul Galvani, Vice President, Marketing, Riviana Foods Inc.

Few things are changing as rapidly as the way we make our purchases and the retail landscape today looks almost nothing like it did even just a few years ago. Galvani will share his insights into where things are headed and why, and how future generations will shop.

Sponsored by:



FRIDAY, DECEMBER 7

9:00 - 10:00 a.m.

Estate Planning for Your Farm

Tim Kelleher, President, Rice Lawyers, Inc. a partner of SacValleyLaw LLP

You love farming but you aren't going to do it forever. At some point you are going to turn your empire over to children, nieces and nephews, or siblings. Even if these life decisions are decades off for you - it's not too early to start planning farm succession.





USA RICE'S **BUSINESS** HALL

Salon 26

THURSDAY, DECEMBER 6

2:00 - 2:45 p.m.

Futures Market 101: An Introduction

Jason Wheeler, White Commercial CFO Services Jeff Reardon, White Commercial CFO Services

Have you thought about getting involved in the futures market but aren't sure if it's for you? Wheeler and Reardon will explain how the futures market can be used by rice farmers to create a diversified portfolio in this introductory session.

3:00 - 3:45 p.m.

Futures Market 201: The Money Business

Jason Wheeler, White Commercial CFO Services
Jeff Reardon, White Commercial CFO Services

This interactive session takes a deeper look at financing Rice Futures and a Four-Step plan to financing Rice Futures Commodities accounting to make understanding a futures statement simple.

4:00 - 4:45 p.m.

Protecting Your Investments: Fire, Water, Theft, and Food Defense for Rice Facilities

Alfredo Aguirre, Risk Management Consultant, Zenith Insurance Company You've put a lot into your business – inventory, physical facilities, and equipment, to say nothing of blood, sweat, and tears. Aguirre will discuss the best ways to secure it all.

Sponsored by:



5:00 - 5:45 p.m.

Understanding Workers' Compensation Insurance, from Opaque Pricing Practices to Current Trends in Workers' Compensation Fraud

Donald C. Marshall, Vice President/National Director Anti-Fraud Programs, Zenith Insurance Company

Paul Ramont, Executive Vice President, Zenith Insurance Company

Done right, Workers' Compensation programs help
everyone – you, your businesses, workers, and investors.

This session explores the ins and outs of workers
compensation, including how to watch out for fraud.

Sponsored by:



FRIDAY, DECEMBER 7

9:30 - 10:30 a.m.

Insights into the Central American Market

Eduardo Rojas, President of ANINSA and Treasurer, FECARROZ
Central America is the United States' third large

Central America is the United States' third largest export market and the second largest paddy market. U.S. rice quality has been an issue with this market for the past several years but progress is being made. The Central American Rice Federation (FECARROZ) will provide insights as to what the Central American consumer wants and how the U.S. can continue to be a steady and profitable supplier in this market.



Trade Show Map and Hours

Exhibit Hall | Pacific Ballroom, Salons 18 – 22

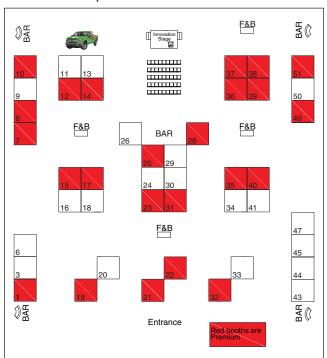


EXHIBIT HOURS

Wednesday, December 5	6:00 p.m. – 7:00 p.m.
Thursday, December 6	7:30 a.m. – 7:00 p.m.
Friday, December 7	7:30 a.m. – 11:00 a.m.

2018 USA RICE OUTLOOK CONFERENCE EXHIBITORS

Company Name	xhibit Booth Number
Arkion Life Science	44
Aroma Housewares	10
BASF	28
BWFS/SYMACH	45
Case IH Agriculture	33
Central Life Sciences	23
Columbia/Okura LLC	31
Corteva Agriscience™ Agriculture Division of Dov	
Creed Rice - RiceOnline.com	3
Delta Plastics	39
Electro-Sensors, Inc.	18
Farm Press	21
FMC Corporation	25
Food Protection Services	37
Gowan USA, LLC	17
Horizon Ag LLC	26
ICL Specialty Fertilizers	50
Indigo Ag	
John Deere Company	
KCI/MEGA	8
Ocean Agro LLC	
PGIM Agricultural Finance	
Premier/ArrowCorp	43
ProvisionGard Technology LLC	
Ray-Mont Logistics	32
Rice Belt Warehouse, Inc	20
Rice Stewardship	41
UPI	51
RiceTec, Inc./ADAMA	34 & 35
Soucy International Inc	
Sukup Manufacturing Co	
Syngenta	
The Russell Marine Group	
University of Arkansas Rice Research and Extension	
USA Rice	
USDA/GIPSA	
USDA/NASS Pacific Region	47
Valent U.S.A. LLC	
Winrock International	
Zuidberg North America	29

THANK YOU CONFERENCE SPONSORS

The generous support of the 2018 USA Rice Outlook Conference sponsors helps make this event a success.

PLATINUM











RMG
THE RUSSELL MARINE GROUP

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GOLD





























SILVER











BRONZE















PATRON















Conference Emcees

Don Molino Louisiana Agri-News Network

> A.J. Sabine Louisiana Farm Bureau

Save the Dates:

2019 USA RICE OUTLOOK CONFERENCE



December 8-10, 2019 Little Rock, Arkansas

Statehouse Convention Center

USA Rice Federation

Caroline Benoit Belle Chasse, LA

2018

National Rice Month Scholarship
Grand Prize Winner



Agriculture Division of DowDuPont™

National Rice Month Scholarship Program

SCHEDULE-AT-A-GLANCE

Tuesday, December 4, 2018

11:00 a.m. – 5:00 p.m. Registration

Wednesday, December 5, 2018

7:30 a.m. - 6:00 p.m. Registration

6:00 – 7:00 p.m. Grand Opening Reception

7:30 – 11:00 p.m. USA Rice PAC Event | SeaWorld (Ticketed event)

Thursday, December 6, 2018

7:00 a.m. - 6:00 p.m. Registration

7:30 – 9:30 a.m. Continental Breakfast in Exhibit Hall

8:00 – 9:15 a.m. Exhibitor Spotlights on the Innovation Stage

9:30 a.m. - Noon General Session I

Noon – 1:30 p.m. USA Rice Outlook Annual Rice Awards Luncheon

CONCURRENT BREAKOUT SESSIONS:

2:00 – 2:45 p.m. Grain Bin Entrapment: What Not to Do

Futures Market 101: An Introduction

2:00 - 3:00 p.m. Water Pressures

2:00 – 3:30 p.m. State Outlook & Research Reports (CA, TX, AR)

3:00 – 3:45 p.m. Application Technology and Drift Mitigation

Futures Market 201: The Money Business Row Rice: The Future or a Fad?

3:45 – 4:00 p.m. Break in Exhibit Hall

4:00 – 4:45 p.m. Macroeconomic Outlook for U.S. Agriculture

Protecting Your Investments

4:00 – 5:00 p.m. Conservation Tales

4:00 – 5:30 p.m. State Outlook & Research Reports (LA, MS, MO)

5:00 – 5:45 p.m. Understanding Workers Compensation Insurance

5:00 – 6:00 p.m. The Future of Retail

6:00 – 7:00 p.m. Annual Conference Reception

Friday, December 7, 2018

7:30 – 10:00 a.m. Registration

7:30 – 9:00 a.m. Continental Breakfast in Exhibit Hall

CONCURRENT BREAKOUT SESSIONS:

7:30 – 10:30 a.m. State Outlook & Research Reports (All States)

9:00 – 10:00 a.m. Perspectives on Sustainability

Estate Planning for Your Farm 9:30 – 10:30 a.m. Insights into the Central American Market

11:00 a.m. Fxhibit Hall Closes

10:30 a.m. – Noon 1:00 – 3:00 p.m. 3:00 p.m. General Session II General Session III Conference Adjourns