

USA Rice Federation is the global advocate for all segments of the U.S. rice industry with a mission to promote and protect the interests of producers, millers, merchants and allied businesses.

International Policy

U.S. WTO Agriculture Offer Rebuffed; Talks Bog Down

GENEVA — Trade ministers from India and Brazil, key developing country leaders in World Trade Organization (WTO) trade negotiations, criticized the U.S. offer to cap overall U.S. trade-distorting farm support at \$15 billion as inadequate and demanded greater concessions.

While not unexpected, the response highlights the continuing lack of progress in matching reductions in trade-distorting domestic farm supports with expanded market access opportunities.

The current WTO talks shifted today from a large, single-negotiating format to a series of small-group meetings to tackle key issues in the agriculture and non-agriculture sectors. The lack of progress to date in the negotiations for agricultural and non-agricultural products, has led some observers to speculate that the talks will continue into a second week.

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Domestic Promotion

USA Rice Recipes Featured on Harristeeter.com

USA Rice Federation partnered with Harris Teeter supermarkets, a leading U.S. grocery chain with 165 stores throughout the southeast, for two online video demonstrations of recipes featuring U.S.-grown rice. Harris Teeter's Chef David shows customers how to prepare [Brown Rice Tabbouleh](#) and [Shrimp and Creamy Spinach Feta Rice](#), low-calorie, nutritious meals that are easy to prepare.

The videos, to be featured indefinitely on Harris Teeter's Web site, will also drive consumers to the USA Rice Web site, www.usarice.com, for more rice recipes.

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Chef David prepares brown rice tabbouleh during a Harris Teeter online video demonstration.

CBOT Rice Futures Closing

Chicago Board of Trade: [Closing Price of Rough Rice Futures for July 23](#)

	Sept. 08	Nov. 08	Jan. 09	March 09	May 09	July 09	Sept. 09
Price	\$16.77	\$17.02	\$17.33	\$17.63	\$17.93	\$18.23	\$18.10
Net Change	- 0.50	- 0.50	- 0.50	- 0.50	- 0.50	- 0.50	- 0.20

International Promotion

USA Rice Sponsors Month-Long Promotion at TOKS

MEXICO CITY — USA Rice Federation is conducting a month-long menu promotion at all TOKS restaurants this month. TOKS, Mexico's fastest-growing casual dining chain, has 71 restaurants throughout the country.

USA Rice staff members worked with the restaurant's head chef to create four special rice-based menu items that are printed on the chain's paper placemats. These rice dishes are being offered in addition to the restaurant's regular daily selection of rice dishes. The promotion also includes banners, posters, and other items touting U.S. rice. Customers can also take home a U.S. rice recipe booklet that includes tips on cooking rice.

USA Rice conducts month-long menu promotions each year with TOKS. As a result of these successful promotions, the chain has added more rice dishes to its menu, the restaurant's senior management notes. Last year, TOKS added an entire rice category to its menu as a result of rice's growing popularity as more than just a side dish.

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TOKS menu placemat

USDA Reports

CCC Rough Rice Prices Unchanged

WASHINGTON — The Department of Agriculture's Commodity Credit Corp. announced the following prevailing world market prices for milled and rough rice, adjusted for U.S. milling yields and location, and the resulting marketing loan gain (MLG) and loan deficiency payment (LDP) rates applicable to the 2007 crop, which became effective today at 7 a.m. Eastern Time. Rough rice prices are unchanged from the previous announcement.

	-----World Price---		MLG/LDP Rate
	Milled Value	Rough	Rough
	(\$/cwt)	(\$/cwt)	(\$/cwt)
Long Grain	25.37	16.48	0.00
Medium Grain	24.48	16.54	0.00
Short Grain	24.45	16.45	0.00
Brokens	17.07	----	----

This week's prevailing world market prices and MLG/LDP rates are based on the following U.S. milling yields and the corresponding loan rates:

	U.S. Milling Yields	Loan Rate
	Whole/Broken	(\$/cwt)
	(lbs/cwt)	
Long Grain	56.53/12.52	6.57
Medium Grain	62.12/7.79	6.37
Short Grain	60.48/9.73	6.35

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The next program announcement is scheduled for July 23.

In The News

[Fried Rice with Cauliflower](#)

Washington Post

[Thai Fried Rice with Soft-Yolk Egg](#)

Washington Post

[China May Succeed in Breeding Higher-yield Super Rice in 2010](#)

Xinhua, China

[Rice Boss Resigns over Lack of Fiji Government Support](#)

Pacific, HI

[UPDATE 1-Thai Rice Price up 2.7% at \\$750 A Ton](#)

Reuters India

[Japan to Boost Rice Production as Alternative to Corn, Wheat](#)

Bloomberg

[Ambassador Schwab's Remarks at The World Trade Organization, Geneva, Switzerland](#)

[Transcript: USTR Schwab Press Conference in Geneva](#)

U.S. Trade Representative