

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.

## Domestic Promotion

### USA Rice to Meet with Health Professionals

USA Rice Federation will report the latest developments in rice nutrition to leaders of the Public Health/Community Nutrition Practice Group at the American Dietetic Association's 91<sup>st</sup> Annual Food and Nutrition Conference this weekend. The group is comprised dietetic professionals who work within community health services such as the Women Infants and Children (WIC) program, and in schools, nursing homes, and health care facilities.

The USA Rice presentation will cover the acceptance of brown rice in new WIC food packages, the new U.S. Food and Drug Administration whole-grain brown rice health claim, and rice as a solution for healthy budget-friendly meals. USA Rice will also exhibit at the event, distribute recipes and nutrition materials (including WIC-focused items) and survey attendees about their perception and usage of rice. Rice is well-regarded among dietitians, who are a key target audience for USA Rice domestic promotion programs.



Contact: [Anne Banville](#), (703) 236-1465

## International Promotion

### USA Rice Conducts Promotions in Popular Mexican Tourist Destination

PUERTO VALLARTA — USA Rice Federation visited this important tourist destination last week to promote U.S. rice to the foodservice sector. Throughout the week, USA Rice participated in a number of activities, including exhibiting at the Expotur Vallarta trade show and presenting a U.S. rice seminar and student chef competition at the local technical training school, CECATI. USA Rice also worked with the Family Development Agency of the state of Jalisco to inform consumers about the versatility, affordability, and health benefits of U.S. rice.

Mexico is a key market for USA Rice promotions to both consumers and the foodservice sector. Key messages about U.S. rice are focused on innovative uses to boost consumption in the country, which has the lowest per capita rice consumption rate in Latin America. Successful promotions have helped increase rice usage in Mexico by 20 percent in the last five years.

Puerto Vallarta is a popular destination for both Mexican and international tourists and has a booming foodservice sector which is expected to continue to grow.



*Foodservice professionals and culinary students visit the USA Rice Federation booth at Expotur Vallarta.*

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## AARQ, Association for the Administration of Rice Quotas Inc.

### Notice of Open Tender

Independent bids are invited for rights to ship U.S.-origin milled rice to the European Union under a tariff-rate quota (TRQ) granted by the EU to the United States.

Bids must be submitted on November 20, 2008, for the January 2009 TRQ Tranche, in which the following quantity is available:

	<u>Volume (metric tons)</u>	<u>EU Duty</u>
<b>Semi-Milled or Milled Rice</b> <b>(Harmonized Tariff Schedule item 1006.30)</b>	<b>9,681</b>	<b>zero</b>

TRQ Certificates will be awarded to the highest bidder(s). Any person or entity incorporated or domiciled in the United States is eligible to bid. The minimum bid quantity is 18 metric tons. Performance security (the lesser of \$50,000 or the total value of the bid) must be submitted with each bid. Potential bidders may obtain the required bid forms and bid instructions from: AARQ Administrator, Economic Consulting Services, LLC, 2001 L Street, NW, Suite 1000, Washington, D.C. 20036; Tel: (202) 466-1150; Fax: (202) 785-3330.

*Note: Potential bidders should consult regulations in the Official Journal of the European Union to determine the applicable tariff rate on semi-milled/milled rice. AARQ disclaims any responsibility for advising potential bidders on applicable tariff rates. Potential bidders should also consult EC regulations relating to testing for unauthorized GMOs.*

## CBOT Rice Futures Closing

Chicago Board of Trade: [Closing Price of Rough Rice Futures for Oct. 24](#)

	<b>Nov. 08</b>	<b>Jan. 09</b>	<b>March 09</b>	<b>May 09</b>	<b>July 09</b>	<b>Sept. 09</b>	<b>Nov. 09</b>
<b>Price</b>	\$14.415	\$14.68	\$15.00	\$15.32	\$15.615	\$15.25	\$15.25
<b>Net Change</b>	- 0.29	- 0.305	- 0.30	- 0.30	- 0.305	+ 0.035	+ 0.095

## In The News

[USDA-NRCS Environmental Cost-Share Sign-up Extended to Dec. 5 in California](#)

*Western Farm Press* — (Rice not mentioned)

[Agricultural Brief: Cotton Production Drops by Half](#)

*Merced Sun-Star, CA* — (Oct. 22, rice mentioned)

[Sushi Bullies](#)

*The Wall Street Journal* — (Subscription required, rice mentioned)

[Unified Command of Agencies Continues to Make Great Strides in Aftermath of Hurricane Ike](#)

Environmental Protection Agency

[Organizes Senators to Call on USDA to Let Small Farms Combine for Farm Program Participation](#)

Sen. Grassley (R-IA) — News release

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Fax (703) 236-2301 \* 4301 North Fairfax Dr., Suite 425, Arlington, VA 22203-1616. This report is time-sensitive, based on information available at press time. Content is derived from facts and sources believed to be reliable. Reprinting and/or distribution may be done with permission of the USA Rice Federation Copyright © 2008. Please direct comments or questions to the editor or contact name listed for each story.

[Arroz Con Chili Poblano](#)

*Los Angeles Times*

[Millard Woman Shares Her Culture with Local Cooks](#)

*Appalachian News-Express, KY* — (Rice mentioned)

[ASEAN Backs Rice Action Plan](#)

*The Straits Times*

[Ban on Rice Export Lifted](#)

Mizzima, Burma

[Bank Loan Guarantee to Boost Rice Output](#)

*Inquirer, Philippines*

[Ministry of Trade Asks for Rice Export Tax Exemption](#)

*Vietnam News*

### USA Rice Daily Index of Articles, Oct. 20 - 24

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**State News:** New Web Site Promotes The Work of Arkansas Rice Producers, Oct. 21

**State News:** International Rice Festival Honors Louisiana Producers, Oct. 21

**USDA Reports:** Rice Exports Increase, Sales Decline, Oct. 23

**USDA Reports:** CCC Rough Rice Prices Decreased, Oct. 22

**USDA Reports:** NASS Crop Progress Shows Rice Harvesting Nearly Complete, Oct. 20