

California Wild Rice Advisory Board



IFPA Washington Conference and Capitol Hill Visits

In June, CWRAB Staff attended the International Fresh Produce Association (IFPA) Washington Conference in Washington D.C.. U.S. Secretary of Agriculture Tom Vilsack opened the conference emphasizing the importance of the fresh produce industry and reaffirmed the partnership between Industry and the United States Department of Agriculture (USDA). CWRAB Staff also coordinated meetings with Members of Congress to discuss important issues and opportunities across Wild Rice.

2023-2024 Final Research Report Now Available

Dr. Brim-DeForest's Wild Rice Herbicide Plot Testing project is complete. The final report can be found on the password protected Research page on the CWRAB website. The password is CWRAB. Following this project's completion, CWRAB Staff have continued conversations with Corteva, UPL, and IR-4 to address the next steps in product registration for use on wild rice.

2024 Acreage Reports

Thank you to everyone for sending in your 2024 Wild Rice Acreage Reports! The 2024-2025 Assessment Rate has been set at \$10 per harvested acre. Invoices will be sent out in October 2024. Half of the invoice amount is due by November 15, 2024, while the remaining half is due by February 15, 2025. If you are not going to harvest all of your planted acreage, this fact must be verified by a board member or alternate board member of the CWRAB from the district in which you grow wild rice. If a field is ninety percent (90%) harvested, it is to be considered completely harvested.

WIC Whole Grain Classification includes Wild Rice

[Here](#) is the link to the full rule

In April 2024, USDA released its final changes to the WIC program and among other things, they greatly expanded options for WIC-eligible whole grains.

USA Rice advocated and supported the expansion of whole grain options back in 2022 when the proposed rule was posted and now it has been codified to include wild rice as a WIC-eligible whole grain option!

CA Wild Rice Expanding Into New International Markets

Under the Regional Agricultural Promotion Program (RAPP), the USDA has awarded the CWRAB \$250,000 in funding to promote CA wild rice in Southeast Asia and the Middle East. CWRAB staff will have the ability to promote CA wild rice in a series of activities aimed at educating consumers as a whole, retailers, and importers. As activities commence, CWRAB staff will update the industry. For any questions on how to participate in these programs, please reach out to CWRAB staff.

Planned Domestic Marketing Activities in 2024-2025

In the upcoming year, the CWRAB will engage with a Registered Dietitian (RD) on social media to develop content that educates consumers on California wild rice production, easy ways to incorporate wild rice into meals, and cooking tips and techniques to encourage consumption. Be on the look out for content throughout the year. Make sure to follow CWRAB on Instagram and Facebook if you don't already!

Federal State Marketing Improvement Program Grant Submitted on Behalf of CWRAB

CWRAB Staff successfully submitted a grant application to the Federal State Marketing Improvement Program (FSMIP). If awarded, CWRAB staff would engage in a multi-year digital marketing campaign with a Registered Dietitian to increase consumer awareness of the nutritional benefits, preparation techniques, and availability of California wild rice. In 2024-2025, the CWRAB will launch a pilot program that can scale up to successfully achieve the grant deliverables described in our application.

CA Wild Rice Pudding

12 cups water
1/2 cup California Wild Rice
1/2 cup short-grain brown rice
1/2 cup maple syrup
4 cups pistachio milk
1 tablespoon cornstarch
1/2 teaspoon coarse kosher salt
1/2 vanilla bean seeds scraped from pod or 1/2 tablespoon vanilla bean paste or extract

To serve
fresh raspberries
toasted almonds

**For the full
instructions, visit the
[Cal Grown Website](#)**

