



CALIFORNIA WILD RICE ADVISORY BOARD

BOARD OF DIRECTORS

FRIDAY

January 31, 2025

10:00 a.m.

Zoom Meeting

<https://us02web.zoom.us/j/85141100085>

(Zoom) Telephone

1 669-900-6833

Meeting ID: 851 4110 0085

- I. CALL TO ORDER** – Leslie Boyle- Chairwoman
 - A. Roll Call
 - B. Establish Quorum
 - C. Approval of Previous Minutes:
 - i. May 24, 2024 (action item)

- II. AUDIT**
 - A. Approval of 2023-2024 FY Audit (action item)
 - B. Approval of 2024-2025 FY Auditor (action item)

- III. EXPORT PROGRAM**
 - A. ATP
 - B. MAP
 - C. EMP/QSP
 - D. RAPP
 - E. Market Access to China

- IV. DOMESTIC MARKETING**
 - A. USA RICE Domestic Program Update
 - B. Influencer Promotion
 - C. Specialty Crop Reclassification



V. RESEARCH

A. 2024-2025 Research Projects

- i. Land IQ
- ii. Pest Management Strategic Plan
- iii. Product Registrations

B. 2025-2026 Research Priorities (action item)

VI. CROP UPDATE

VII. FINANCIAL UPDATE

VIII. PUBLIC COMMENT

IX. OTHER BUSINESS

A. Next Meeting-May

X. ADJOURNMENT