

## REFERENDUM UPDATE

CWRAB staff would like to remind everyone that the Advisory Board is currently up for referendum in 2021. Wild rice producers will determine whether or not this program should be continued. If a majority of the producers voting in the referendum vote in favor of continuation, the program shall be continued. Ballots were mailed by the California Department of Food and Agriculture (CDFA) on February 16, 2021. In addition to the ballot, each producer was given a postage-paid business reply envelope. After 30 days, the referendum process will conclude and certification of results will be announced. Please contact the CWRAB office with any questions.

## DEVELOPMENT OF FOUR NEW WILD RICE RECIPES BY USA RICE

USA Rice has created the following wild rice recipes: Cheesy Chicken Wild Rice Casserole, Fall Wild Rice Pilaf, Vegetarian Stuffed Mushrooms with Wild Rice (pictured below), and a Wild Rice Holiday Salad. All recipes are live on [www.thinkrice.com](http://www.thinkrice.com) and all digital assets have been provided to the Advisory Board staff for use on Cal Wild Rice social platforms. If you would like access to the recipe photography, please do not hesitate to contact Program Supervisor, Elise Oliver, at [eoliver@calwildrice.org](mailto:eoliver@calwildrice.org).



## 2021 WILD RICE INTERNATIONAL PROGRAMS

The CWRAB, in conjunction with Minnesota Wild Rice, have been awarded \$60,000 in MAP funding for the 2021 year that will be carried out by USA Rice. International promotional efforts will be mainly focused in the United Kingdom. Due to the COVID-19 pandemic causing the cancellation of in person events, digital media and influencer campaigns targeting consumers and foodservice will be utilized in 2021. Additionally, quarterly ads to generate interest and stimulate further sales of wild rice will be placed in Food Manufacturer magazine, which acts as a primary source of information for purchasing managers in the food processing industry. Finally, advertising and promotional efforts will also target UK online and offline retailers. As plans change or are implemented, the CWRAB will keep the industry updated.

## INTERNATIONAL TRADE LEAD

CWRAB has recently been made aware of a trade lead in Poland! This lead was generated by promotional efforts in Poland executed by USA Rice in conjunction with the USDA- Foreign Agricultural Service (FAS) on behalf of the U.S. wild rice industry. Michal Mej of DeCare, a food distribution company in Poland, is familiar with Canadian wild rice and has expressed an interest in U.S. wild rice. This information will be provided to California wild rice handlers in addition to producers. Anyone interested in learning more about DeCare can email Elise Oliver at [eoliver@calwildrice.org](mailto:eoliver@calwildrice.org) to access a portfolio containing company information.

## FORM 700

As outlined by CDFA and the Fair Political Practices Commission (FPPC), all Board of Directors must complete the necessary Form 700. You can find the Form 700 on line at [www.form700.fppc.ca.gov](http://www.form700.fppc.ca.gov)

***As a reminder, the Form 700 is due April 1, 2021.***

Should you have any problems accessing or completing your Form700, please contact your assigned filing officer, Andrea Carey, at (916) 323-3213 or via email at [Form700@fppc.ca.gov](mailto:Form700@fppc.ca.gov). As always, the Commission can help you file your Form 700 as well. Please contact the Commission office for assistance.

## 2020 ASSESSMENTS

On February 15, 2021, the second installment of 2020 assessments was due to the Advisory Board. If you have not sent payment or have questions about your invoice, please do not hesitate to reach out to the CWRAB office.

### CALENDAR OF EVENTS

- **CWRAB Board of Directors Meeting**
  - February 26, 2021
- **Referendum Concludes**
  - March 18, 2021
- **OFFICE CLOSED- Good Friday**
  - April 2, 2021

*All events are being held virtually. Please contact the CWRAB office for more information.*

## COVID-19 UPDATES FROM THE CWRAB

Since March of 2020, the CWRAB has been providing weekly COVID-19 updates via email. The purpose of these updates has been to share critical and up-to-date information with the industry regarding the pandemic. The CWRAB has now switched to a biweekly schedule for these updates. All past updates are available online at <http://www.calwildrice.org/covid-19-updates.html>. If you would like to be added to the email list to receive our biweekly COVID-19 updates electronically, please contact the CWRAB office.

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Did you know you can receive an e-newsletter instead of the snail mail version? If you would like to sign up, please email [intern@calwildrice.org](mailto:intern@calwildrice.org)

CALIFORNIA  
WILD RICE

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