

# CALIFORNIA WILD RICE

# Newsletter

*Issue No. 2*

*July/August 2020*

## **COVID-19 PANDEMIC UPDATES**

Over the past several months, the CWRAB staff have been compiling and distributing weekly updates regarding the ongoing COVID-19 situation. Additionally, the CWRAB has been actively involved in daily conference calls covering California's Legislature in order to remain updated on any time sensitive developments including: significant updates to the number of confirmed cases per county, updated guidance, outbreaks at other agricultural operations, labor issues, potential upcoming legislation, and other resources available to the industry.

Further, the CWRAB has been actively involved in discussions with USDA regarding the direct payments to wild rice growers available under the Coronavirus Food Assistance Program (CFAP). The CWRAB has been stressing the importance of altering the current eligibility requirements which includes producers of a commodity who can demonstrate a five percent or greater loss in price between January and April 2020. The CWRAB is urging USDA to modify these requirements as they prohibit a significant portion of the agricultural industries, specifically specialty crops, from participating in the CFAP program. At this point, there have been discussions regarding a "CFAP 2.0" plan and it has been reported that analysts expect the next round of payments to compensate growers for losses between April 15 and August 15. The CWRAB will continue to provide updates to the on any developments in the CFAP program moving forward.

## **STATEMENT OF ECONOMIC INTEREST FORM 700**

As outlined by the California Department of Food and Agriculture (CDFA) and the Fair Political Practices Commission (FPPC), all Board of Directors must complete the necessary Form 700. Every elected official and public employee who makes or influences governmental decisions is required to submit a Statement of Economic Interest - Form 700. Board members are

eligible to submit their Form 700s electronically; to do so please log on to [www.form700.fppc.ca.gov](http://www.form700.fppc.ca.gov). Form 700's were originally due April 1, 2020 but due to the Coronavirus (COVID-19), the FPPC allowed a 60-day extension until June 1, 2020. The guidelines of the FPPC apply to individuals whose Form 700 is forwarded to the FPPC. If a public official fails to timely file his or her Form 700, the case will be referred to the FPPC Enforcement Division, and a penalty of up to \$5,000 may be imposed. Should you need assistance, 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). You can also contact the California Wild Rice Advisory Board office for further help with your filing.

## **ADVISORY BOARD TEAM TRAINED BY POPPY SOCIAL MEDIA**

In mid-July, the CWRAB team was provided a two-day training from Poppy Social Media that was funded by the California Olive Committee. The training focused on techniques to grow newly created accounts that the CWRAB team will be utilizing in order to establish a social media presence. Social media platforms will specifically highlight the versatility of wild rice by demonstrating various ways it can be incorporated into everyday meals. The CWRAB is currently working with Poppy Social Media to schedule posts for Instagram on our newly created account @calwildrice. We will be relying on our existing partnership with USA Rice, as well as our new partnership with CA GROWN, to curate content. Speaking of gathering content, October is California Farmer and Farmworker Month, so the CWRAB team would like to highlight and recognize California wild rice growers on our new Instagram! If you have pictures of you and your family, that you are comfortable with being posted on our social media accounts, please send them our way to [coliver@calwildrice.org](mailto:coliver@calwildrice.org).

## CALIFORNIA WILD RICE ADVISORY BOARD JOINS CA GROWN

The CWRAB is officially a member of CA GROWN! This partnership permits the printing of the CA GROWN license plate logo on wild rice products produced in California. Our new partnership with CA GROWN will be very helpful with CWRAB marketing efforts in that they can repost our content on their platforms which will help us reach a larger audience of consumers.



### 2020 ACREAGE REPORTS

Thank you to everyone for sending in your 2020 Wild Rice Acreage Reports! The 2020-2021 Assessment Rate has been set at \$10 per harvested acre. See the official notice from CDFA here: <https://it.cdfa.ca.gov/igov/docs/2020%200724%20WRice%20Acreage%20Assessment%20Notice%20%20Signed.pdf> Invoices will be sent out in mid-September. Half of the amount on the invoice is due by October 15th while the remaining half is due by February 15th. 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.

CALIFORNIA  
WILD RICE

### California Wild Rice

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## CWRAB WELCOMES NEW PROGRAM SUPERVISOR AND NEW INTERN

In June, Elise Oliver joined the CWRAB as the new Program Supervisor. Elise is a graduate of the University of California, Davis where she completed her Bachelor's Degree in Political Science. Delaney Woolwine joined the CWRAB as the new intern in May. She is starting her senior year at California State University, Fresno, where she is pursuing a Bachelor's Degree in Agricultural Business. Both Elise and Delaney are excited to serve the industry in their new roles.

### CALENDAR OF EVENTS

- **OFFICE CLOSED- Labor Day**
  - September 7, 2020
- **PMA Fresh Summit (Virtual)**
  - October 13-15, 2020
- **Asia Fruit Logistica (Virtual)**
  - November 18-20, 2020

All events are online. Contact the CWRAB office for more information.

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