

CALIFORNIA WILD RICE

Newsletter

Issue No. 3

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MANAGER'S REPORT

By Todd Sanders

To say that 2020 has been a challenging year is an understatement. Between the COVID-19 pandemic and the ups and downs brought on by an election year, 2020 has certainly been eventful. Despite the obstacles, CWRAB staff have continued to work through challenges as efficiently and timely as possible. Within this newsletter, you will find summaries of 2020 activities thus far, including Social Media efforts and COVID19/Coronavirus Food Assistance Program updates. Please do not hesitate to contact us if you have any questions or comments regarding the information presented within this newsletter. Additionally, please make note of the correct CWRAB office address on the mailing label of this newsletter. Stay safe and healthy!

BUDGET OVERVIEW

Please see the attached page for a current Profit & Loss statement for the California Wild Rice Advisory Board. As of November 4, 2020, the total amount of cash on hand was \$161,284.00.

2020 ASSESSMENT UPDATE

CWRAB staff worked with Land IQ, a company that utilizes geospatial technology, in order to identify an accurate number of planted acres of wild rice for the 2020 season. Land IQ has continued to serve as a great resource to ensure there are no discrepancies between planted acres and the total dollar amount collected from assessments. The 2020 Assessment Invoices were sent out in mid-September and were based on the reported number of planted acres as stated on 2020 Acreage Reports. If you have not already done so, please send payment for half of the total amount stated on your invoice. The remaining amount is due by February 15, 2021. If you did not harvest all of your planted acreage, this fact must be verified by a member or alternate 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. Please reach out to Program Supervisor, Elise Oliver, eoliver@calwildrice.org if you did not harvest all of your planted acreage.

CORONAVIRUS FOOD ASSISTANCE PROGRAM 2.0 UPDATE

To date, the U.S. Department of Agriculture (USDA) Farm Service Agency (FSA) has approved more than \$7 billion in payments to US agricultural producers in the second round of the Coronavirus Food Assistance Program (CFAP 2.0). In total, the USDA is making available up to \$14 billion for US crop and livestock producers who continue to face market disruptions and associated costs because of COVID-19. Thus far, the FSA has approved more than 443,000 applications since CFAP 2.0 enrollment began on September 21st. The U.S. states seeing the most in payments are Iowa, Nebraska, Minnesota, Illinois, and Kansas. Applications for CFAP 2.0 are available through December 11, 2020 on the FSA website at: www.farmers.gov/cfap/apply. If you plan to or have already applied for the CFAP 2.0 funding, please notify the CWRAB office so that we may report back to USDA our industry's participation in the program. If you have any further questions regarding this information, please do not hesitate to contact the CWRAB office.

CWRAB AND USA RICE

The CA Wild Rice Advisory Board has maintained its membership to the USA Rice Federation. USA Rice is a great resource for the CWRAB as they have developed several wild rice recipes that are posted on their website and social channels. Membership to USA Rice allows staff to repost this content on CWRAB social platforms. This is an extremely helpful resource as the CWRAB does not have many high quality recipe photos of our

own. USA rice also reposts CWRAB content to draw attention to our social channels in an effort to help them gain additional followers in order to reach a larger audience to further educate consumers and thus increase demand and consumption of CA wild rice.



REFERENDUM UPDATE

CWRAB staff would like to remind everyone that the Advisory Board is up for referendum in January of 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. CWRAB staff will be reaching out to all producers in January with more information.

CALENDAR OF EVENTS

- **OFFICE CLOSED- Veterans Day**
 - November 11, 2020
- **Asia Fruit Logistica (Virtual)**
 - November 18-20, 2020
- **OFFICE CLOSED- Thanksgiving**
 - November 26-27, 2020

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

CWRAB AND CA GROWN

The CA Wild Rice Advisory Board is now a member of CA Grown (Buy California Marketing Agreement)! Membership to CA Grown will help increase exposure to wild rice to increase awareness and demand among consumers by reaching their large audience of 32 thousand Instagram followers. The social media team at CA Grown informed CWRAB staff that as the holiday season approaches, their social channels are planning on featuring wild rice recipes. Development and photography of these recipes is of no additional cost to the Advisory Board. CWRAB staff will have access to this content to post on social channels.



Find us on social media!



#californiawildrice

@calwildrice

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

CALIFORNIA
WILD RICE

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**California Wild Rice Advisory Board
Profit & Loss Budget vs. Actual**

June 2020 through May 2021

| | Jun '20 - May 21 | Budget | \$ Over Budget | % of Budget |
|--|------------------|-------------|----------------|-------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 40 · Earned revenues | | | | |
| 4010 · Acreage Assessment | 98,822.00 | | | |
| 4300 · Teuber Seed Sales | 404.50 | | | |
| Total 40 · Earned revenues | 99,226.50 | | | |
| Total Income | 99,226.50 | | | |
| Gross Profit | 99,226.50 | | | |
| Expense | | | | |
| Operating Expenses | | | | |
| EDUCATION & MARKETING COMMITTEE | | | | |
| 5100 · USA Rice Federation - Domestic | 0.00 | 20,000.00 | -20,000.00 | 0.0% |
| 5120 · Ca Grown | 1,000.00 | 1,000.00 | 0.00 | 100.0% |
| 5130 · PMA | 0.00 | 1,500.00 | -1,500.00 | 0.0% |
| Total EDUCATION & MARKETING COMMIT... | 1,000.00 | 22,500.00 | -21,500.00 | 4.4% |
| EXPORT COMMITTEE | | | | |
| 5200 · USA Rice Federation | 0.00 | 10,000.00 | -10,000.00 | 0.0% |
| 5215 · ATP Russia Grant | 0.00 | | | |
| Total EXPORT COMMITTEE | 0.00 | 10,000.00 | -10,000.00 | 0.0% |
| RESEARCH COMMITTEE | | | | |
| 5300 · Acreage Ownership ID | 0.00 | 5,300.00 | -5,300.00 | 0.0% |
| 5310 · Dr. Brummer Research | 0.00 | 5,000.00 | -5,000.00 | 0.0% |
| 5320 · Dr. Brim-DeForest | 0.00 | 1,500.00 | -1,500.00 | 0.0% |
| Total RESEARCH COMMITTEE | 0.00 | 11,800.00 | -11,800.00 | 0.0% |
| Total Operating Expenses | 1,000.00 | 44,300.00 | -43,300.00 | 2.3% |
| 60 · GENERAL ADMINISTRATIVE EXPENSES | | | | |
| 6000 · Ca Apple Management | 17,500.00 | 35,000.00 | -17,500.00 | 50.0% |
| 6100 · Audit Fees | 0.00 | 12,000.00 | -12,000.00 | 0.0% |
| 6120 · Bank Fees | 10.00 | | | |
| 6130 · Bookkeeping | 0.00 | 6,500.00 | -6,500.00 | 0.0% |
| 6140 · CDFA | 3,866.48 | 8,000.00 | -4,133.52 | 48.3% |
| 6145 · Insurance | 170.10 | 750.00 | -579.90 | 22.7% |
| 6150 · Postage/Shipping | 0.00 | | | |
| 6160 · Meetings - Board/Committee | 0.00 | 600.00 | -600.00 | 0.0% |
| 6180 · Travel | 0.00 | 0.00 | 0.00 | 0.0% |
| 6195 · Misc expenses | 243.84 | 350.00 | -106.16 | 69.7% |
| Total 60 · GENERAL ADMINISTRATIVE EXPE... | 21,790.42 | 63,200.00 | -41,409.58 | 34.5% |
| Total Expense | 22,790.42 | 107,500.00 | -84,709.58 | 21.2% |
| Net Ordinary Income | 76,436.08 | -107,500.00 | 183,936.08 | -71.1% |
| Other Income/Expense | | | | |
| Other Income | | | | |
| Interest Income | 0.44 | | | |
| Total Other Income | 0.44 | | | |
| Net Other Income | 0.44 | | | |
| Net Income | 76,436.52 | -107,500.00 | 183,936.52 | -71.1% |