

# CALIFORNIA WILD RICE

# Newsletter

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## **CALIFORNIA WILD RICE UNDER NEW MANAGEMENT**

On February 21, 2020, the California Apple Commission (CAC) was selected to serve as the new management organization of the California Wild Rice Advisory Board. The California Apple Commission was created in 1994 to serve as a unified voice for the apple industry in the state of California. In addition to overseeing the functions of the California apple industry, the CAC manages the California Blueberry Commission, the California Olive Committee, the California Blueberry Association, and the Olive Growers Council of California. The CAC has an abundance of experience working in the areas of marketing, education, inspection, exports, research, and communications, and hopes this expertise will prove valuable to California Wild Rice. The CAC is excited about this new opportunity and is truly looking forward to working on behalf of the California Wild Rice Advisory Board. If you have any questions about the CAC or the change in management, please contact the CAC.

## **MEET THE TEAM**

The California Apple Commission currently has four full-time positions. These positions include: Executive Director, Director of Trade and Technical Affairs, Program Supervisor, and Office Manager.

Todd Sanders, who serves at the Executive Director for all five organizations under the California Apple Commission, has worked for the Commission for the past 14 years. His extensive experience in the agricultural industry, and his large number of contacts at both state and federal level makes him a valuable asset to the California agricultural industry.

Elizabeth Carranza has served the California Apple Commission for nearly four years, and currently works at the Director of Trade and Technical Affairs. Her experience working on state and federal grants, managing research programs, and creating and expanding international markets for California apples, blueberries, and olives, clearly demonstrates her worth as a valuable asset to California agriculture.

The Program Supervisor position is responsible for ongoing projects, specifically involving research, pest and disease management, marketing, and grant writing to assist the organizations that the California Apple Commission manages, including the California Blueberry Commission, California Olive Committee, and the Olive Growers of California.

This position serves as an integral part in ensuring the industry's research and promotion priorities are carried to fruition through the Commission's efforts.

Janette Ramos, who has been with the Commission for over 20 years, acts as the Office Manager, running the day-to-day office operations. Her lengthy experience and understanding of each organization managed by the California Apple Commission makes her a highly valuable asset to all organizations.

## **CA WILD RICE ADVISORY BOARD MEETS WITH THE FOREIGN AGRICULTURAL SERVICE**

During a visit to Washington, DC in early-mid March, California Wild Rice Advisory Board Executive Director, Todd Sanders, and Director of Trade, Elizabeth Carranza, met with the Foreign Agricultural Service segment of the U.S. Department of Agriculture to discuss the transition of management for the California Wild Rice Advisory Board. Given that the CWRAB utilized FAS funding via the USA Rice Federation, CWRAB staff has begun to make an effort in notifying FAS of the transition in management to ensure a smooth transition of these ongoing programs. CWRAB staff have developed strong relationships with FAS through their work on behalf of other organizations, and will utilize these connections to benefit the CWRAB and their trade development work moving forward. If you have any questions or comments regarding this meeting, please do not hesitate to contact the CWRAB office.

## **COVID-19 SITUATION UPDATE**

The California Wild Rice Advisory Board (CWRAB) is constantly monitoring developments in the evolving COVID-19 virus situation. CWRAB management staff have been working closely with state and federal agencies to ensure we are up to date in the effects this will have on California agriculture, specifically wild rice. As the situation changes, we will be sure to provide updates accordingly.

At this time, the CWRAB is encouraging all members to follow CDC guidelines for social distancing, which can be found here: <https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/businesses-employers.html>.

We realize this may be difficult for the agricultural industry given our unique circumstances, however, we have been advised by the California Department of Food & Agriculture (CDFA) to encourage members to do their best until further guidance is issued. At this time, the agricultural industry has worked with the Administration to ensure that food supply will not be disrupted. The specific language from the President's guidance states, "If you work in a critical infrastructure industry, as defined by the Department of Homeland Security, such as healthcare services and pharmaceutical and food supply, you have a special responsibility to maintain your normal work schedule. You and your employers should follow CDC guidance to protect your health at work." The CWRAB is working hard to clarify whether all segments of the food supply chain are included in this broad statement.

In the meantime, if you have any questions or concerns, please do not hesitate to contact Executive Director, Todd Sanders, or Director of Trade, Elizabeth Carranza, directly on their mobile numbers listed below. We hope you and your families continue to remain safe and healthy during these uncertain times.

Todd Sanders: [tsanders@calapple.org](mailto:tsanders@calapple.org) | 559-916-9255

Elizabeth Carranza: [ecarranza@calapple.org](mailto:ecarranza@calapple.org) | 559-326-9567

## Almond Wild Rice

### Ingredients:

- Cooking spray
- 2 1/2 cups chicken broth
- 1 1/2 cup California brown and wild rice mix
- 3 tablespoons butter
- 1 cup slivered almonds
- 2 tablespoons dried parsley
- 1 cup sweetened dried cranberries
- 1/4 teaspoon salt
- 1/4 teaspoon ground black pepper

### Directions:

1. Preheat oven to 375 degrees F. Spray an 8-inch square baking dish with cooking spray.
2. Bring chicken broth to a boil in a saucepan.
3. Pour rice mix into the prepared baking dish. Carefully pour boiling chicken broth over the rice. Cover the dish with aluminum foil.
4. Bake in preheated oven until rice is tender, about 1 hour.
5. Melt butter in a skillet over medium heat. Cook and stir almonds in hot butter until they start to color, 3 to 5 minutes. Sprinkle parsley over the almonds; continue to cook and stir until the almonds are lightly browned, another 3 to 5 minutes.
6. Mix the baked rice, the almond mixture, cranberries, salt, and pepper in a large bowl; toss to serve.

*Recipe courtesy of [allrecipes.com](http://allrecipes.com)*

## President's Message

I am excited about our new management team. I look forward to new ways to meet the needs of California Wild Rice Growers.

I would like to thank Ted deBraga, Mike Denny, and Hunter Current for serving on the committee to select a new manager.

Jim Rickert, President, CWRAB

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