

2022 USA RICE OUTLOOK CONFERENCE

AUSTIN, TEXAS DECEMBER 7-9

REGISTRATION BROCHURE



December 7-9, 2022
Hilton Austin
Austin, TX

WHERE THE RICE INDUSTRY MEETS

USA Rice is looking forward to the 2022 USA Rice Outlook Conference, the largest rice conference in the United States! This event focuses on bringing the entire industry together to examine current issues and trends, learn from experts and each other, and to celebrate excellence in our industry.

Learn. Network. Grow.

Over three days in December, farmers, millers, merchants, agri-businesses, government representatives, end-users, suppliers, academics, and other industry affiliates gather to network, participate in educational programming, and plan for the coming crop year.

One of the most dynamic features of the Outlook Conference is the trade show, where exhibiting companies are excited to connect with you! Engage with exhibitors and learn about the latest and greatest products, services, and innovations that can help your business.



JOIN USA RICE & SAVE

A variety of membership opportunities are available, including **USA Rice Enterprise Partner** for companies affiliated with the U.S. rice industry. Benefits include discounted registration for the Outlook Conference and more!

For USA Rice membership information, please contact Jeanette Davis, jdavis@usarice.com, (240) 682-0059.



EXCITING AND TIMELY PROGRAMMING

Conference programming is carefully curated to offer a tangible benefit to attendees. We have exciting speakers and outstanding educational sessions that will make your time spent in Austin truly impactful to you, to your bottom line, and to your business.

Visit the [conference website](#) for the latest details on sessions.

Keynotes:



Dr. Seth Meyer

Dr. Seth Meyer – Chief Economist, USDA. Meyer and his team are the focal point for economic and policy-related research and analysis for the U.S. Department of Agriculture. In this fast-moving talk, Meyer will provide unbiased information and data-driven analyses of current and emerging issues impacting rice.



Steve Lerch

Steve Lerch - As the world becomes more technologically advanced and more digitally dependent by the day, consumer behavior is changing faster than at any point in human history. This creates new challenges in understanding consumers, but it also creates new opportunities to connect, to convince, and to sell. Whether you're

the CEO of a global rice company or a family farmer with a Facebook page, everyone in the rice industry needs to understand these evolving consumer behaviors. We all need to embrace new tools, rethink how we tell our stories,

and find ways to care about the things our customers care about. Fortunately for us, as business leaders, all of the above is as easy as being open minded, paying attention, and knowing where to look.



The Family Business Consulting Group – How do you keep the peace and the profit in your family operation? Family dynamics can be tricky – even if your holiday family meals don't regularly turn into a Board of Directors meeting. We'll cover strategies to make it all work smoothly, including clear roles, succession planning, and more.



Jim Wiesemeyer

Jim Wiesemeyer – ProFarmer's resident farm policy expert will unpack the 2022 elections and tell us what it means for agriculture going forward.

Planned Educational Programming:

Input Costs Ahead – Will 2023 provide any relief on rice's staggering input costs?

CRISPR Technology – The gene editing technology could be the solution to a host of rice issues - from food safety to climate change.

Analysis of U.S. Rice Quality – U.S. rice breeders continue working to address major customer concerns. How are they doing?

Changing Energy Use – Can renewable energy be a meaningful part of your farm input cost strategy?

Organic Rice Production – Perspectives from a grower and a miller.

Consumer Consumption Trends – How are consumers interacting with the rice at home and restaurants? Have pandemic-induced changes disappeared or are they here to stay?

The \$80 Million USDA Climate-Smart Grant – When USA Rice partnered with Ducks Unlimited and the National Black Growers Council they produced the highest-scoring proposal of all submitted. What now?

The Future of Ag Banking – With the 2023 Farm Bill debate approaching and the potential for changes to the farm safety net, how might ag and rural creditors shift to evaluate requests for annual operating loans?

Other session topics include:

- Seven Rice State Research & Outlook Reports
- Water Politics
- Supply Chain Woes
- And much more!

CONFERENCE

INFORMATION

Hilton Austin

500 East 4th Street
Austin, TX 78701

Phone: (512) 482-8000

Reservations: (877) 202-4117

This year's conference will be held at the Hilton Austin located in the heart of downtown Austin.

Registration

Register by Nov. 11 for the lowest rate! All U.S. rice farmers are eligible to register at the member rate. You may also register at this rate if you are an employee of a company that is a current member of one of the following: USA Rice Enterprise Partners, USA Rice Millers' Association, USA Rice Merchants' Association, and/or The Rice Foundation.

Registration Type	Early Registration (On/Before Nov. 11)	Registration (Nov. 12 Through Dec. 5)	Onsite Registration (Dec. 6-9)
Member	\$265	\$365	\$390
Non-Member	\$425	\$525	\$550
Guest	\$150	\$150	\$150

General Registration: The general registration fee provides admittance to conference sessions, trade show, continental breakfasts, and receptions. Please note, special events, such as tours and the annual Awards Luncheon, can be added for additional fees.

Guest Registration: The guest registration fee provides admittance to receptions only. Those interested in attending conference sessions must pay the general registration fee. Please note, special events, such as tours and the annual Awards Luncheon, can be added for additional fees.

Name Badges: Name badges are required for admittance to all conference functions. Name badges are issued only to conference registrants and registered guests.

Photo Release: Attendees acknowledge and give unrestricted permission for USA Rice to use photographs, video, and audio recordings taken during the event to report on and promote this and future conferences.

Cancellation Policy: All changes/cancellations must be sent in writing to jbryant@usarice.com by Nov. 18, 2022 to receive a full refund. No refunds will be made after that date.

Special Assistance: Persons requiring special accommodations or having any dietary restrictions should contact Jeanette Davis at (240) 682-0059 or e-mail jdavis@usarice.com no later than Dec. 1, 2022.

Conference Hotel

Hotel Room Rates, Dates, and Availability: USA Rice has a special conference rate of \$185 single or double for hotel rooms available on a first-come, first-served basis for reservations made no later than Nov. 14, 2022. Making reservations by this deadline does not guarantee that a room is available, so it is recommended you make your hotel reservations as soon as possible. The conference rates are available three days prior and three days after, subject to availability.

Hotel Reservations: [Click here](#) to reserve your room online or call the hotel directly at (877) 202-4117 and ask for the USA Rice rate.

Hotel Check-In/Check-Out Times: Check-in is 3:00 p.m. and check-out is Noon. There is a late check-out fee.

Parking: The Hilton Austin offers self-parking at \$37 (plus tax) and valet-parking at \$46 per night (plus tax).

Transportation

Airport: Hilton Austin is located seven miles from the Austin-Bergstrom International Airport. The average cost of a taxi from the airport to hotel is \$45. The Hilton Austin is the first stop for the SuperShuttle which costs \$16 one-way. [Click here](#) to reserve your spot on the shuttle.



SPECIAL EVENTS

We are excited to offer special events for registered attendees and guests. Advance payment is required to reserve a spot. Onsite registration for events will be subject to availability. An event may be cancelled if the minimum participant sign-up is not met.

Annual Awards Luncheon

Date: Thursday, December 8, 2022
Time: Noon to 1:30 p.m.
Where: Governor's Ballroom (Salons A-C) 4th Floor
Price: \$20

A highlight of every USA Rice Outlook Conference is the annual Awards Luncheon. Attendees gather to recognize and celebrate their peers for accomplishments in service to the industry. The luncheon includes a salad, entrée, dessert, tea, and coffee.

Rice Awards:

- Rice Farmer of the Year Award
- Rice Industry Award
- Rice Lifetime Achievement Award

Additional Recognition:

- National Rice Month Scholarship
- USA Rice PAC Outstanding Contributor Award
- USA Rice Distinguished Conservation Achievement Award
- USA Rice Sustainability Award
- Rice Leadership Development Program's New Class



Austin City Duck Tour

Date: Thursday, December 8, 2022
Time: 3:00 to 4:30 p.m.
Departure: Meet in Hotel Lobby at 2:45 p.m.
Price: \$40

You know what's good for ducks is good for rice, and we're taking it to the next level with Austin Duck Adventure Tours! Join us on a private amphibious tour of Austin. Tour includes Historic Sixth Street, the State Capitol Building, the Governor's Mansion, and Lake Austin.

Price Includes:

- Transportation
- Guided Tour

Minimum Participants: 25

Maximum Participants: 44



SCHEDULE

AT-A-GLANCE

Tuesday, Dec. 6, 2022

1:00 p.m. to 5:00 p.m. Registration Desk Open

Wednesday, Dec. 7, 2022

7:30 a.m. to 6:00 p.m. Registration Desk Open

6:00 p.m. to 7:00 p.m. USA Rice Outlook Conference Grand Opening Reception

7:00 p.m. to 11:00 p.m. USA Rice Back Our PAC Dinner & Auction (Ticketed Event)

Thursday, Dec. 8, 2022

7:00 a.m. to Noon Registration Desk Open

2:00 p.m. to 6:00 p.m. Hospitality Desk Open

7:30 a.m. to 9:30 a.m. Exhibit Hall / New Products Session / Continental Breakfast

9:30 a.m. to Noon General Session I

Noon to 1:30 p.m. Annual Awards Luncheon (Ticketed Event)

2:00 p.m. to 3:30 p.m. Concurrent Education Sessions

3:00 p.m. to 4:30 p.m. Special Event: Austin City Tour (Ticketed Event)

3:00 p.m. to 5:00 p.m. U.S. Rice Quality Symposium

3:30 p.m. to 3:45 p.m. Break in Exhibit Hall

3:45 p.m. to 5:20 p.m. Concurrent Education Sessions

5:20 p.m. to 6:00 p.m. Visit Exhibits / Networking

6:00 p.m. to 7:00 p.m. Annual USA Rice Outlook Conference Reception

Friday, Dec. 9, 2022

7:00 a.m. to 10:00 a.m. Hospitality Desk

7:30 a.m. to 9:00 a.m. Exhibit Hall / Networking / Continental Breakfast

8:00 a.m. to 11:45 a.m. B2B Meetings

9:00 a.m. to 11:45 a.m. Concurrent Education Sessions

Noon Exhibit Hall Closes

1:00 p.m. to 3:30 p.m. General Session II

3:30 p.m. 2022 USA Rice Outlook Conference Adjourns

USA Rice is an equal opportunity provider and employer. USA Rice does not discriminate based on race, color, national origin, religion, sex, gender identity, sexual orientation, disability, age, marital/family status, or political beliefs.

Persons requiring special accommodations or having any dietary restrictions to attend or participate in this conference should contact Jeanette Davis at (240) 682-0059 or e-mail jdavis@usarice.com no later than December 1, 2022.