

USA RICE OUTLOOK CONFERENCE

DEC. 6-8

INDIAN WELLS,
CALIFORNIA

2023

REGISTRATION BROCHURE



December 6-8, 2023 • Hyatt Regency Indian Wells • Indian Wells, CA

WHERE THE RICE INDUSTRY MEETS

The 2023 USA Rice Outlook Conference, still the largest rice conference in the United States, is changing things up this year. We're making schedule adjustments based on feedback to improve the exhibitor and attendee experiences; and we're taking advantage of this extraordinary, family-friendly location to add some special events. You won't want to miss it!

Learn. Network. Grow.

Farmers, millers, merchants, agri-businesses, government representatives, end-users, suppliers, academics, and other industry affiliates will gather to participate in educational programming, network and make important business connections, plan for the coming crop year, and celebrate excellence in many forms.

One of the most exciting features of the Outlook Conference is the trade show where attendees can engage with exhibitors, learn about the latest and greatest products, services, and innovations, and catch up with colleagues in designated meeting spots.



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.



VITAL 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 Indian Wells truly impactful to you, to your bottom line, and to your business.

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

Keynotes:



Daniel Whitley

Daniel Whitley – USDA Foreign Agricultural Service. Whitley heads the agency that links U.S. agriculture to the world to enhance export opportunities and global food security. As part of their mission, they award USA Rice with close to \$6 million in grants annually to promote U.S. rice overseas. Whitley will share his thoughts on the current status and future of global ag trade, including where rice fits in.



Eve Turow-Paul

Eve Turow-Paul – Author, Food Culture Expert. Turow-Paul is a leading expert on Millennial and Gen Z global food culture, and founder and Executive Director of Food for Climate League. Blending qualitative and quantitative methods, Turow-Paul explores the “why” behind today’s biggest food and lifestyle trends. Her latest book is *Hungry: Avocado Toast, Instagram Influencers and Our Search for Connection and Meaning*.

Select Educational Programming:



Cole Jones, Founder
& CEO of Local Line

Connecting Farms and Customers – Consumers don’t shop the way they used to. The growing trend in direct delivery food services could make the adoption of e-commerce an attractive market diversification strategy for farms. This practical session will explain why and how producers can get involved with this direct-to-consumer sales technology.

NASA Acres and Rice – NASA has been providing key knowledge about U.S.

agriculture since the launch of the first Landsat satellite. Fifty-one years and 15 satellites later, the NASA Acres consortium is devoted to strengthening food security and agriculture. Program leaders will explain how they help farmers optimize nitrogen application and irrigation scheduling, assist in early detection of pests and disease, and bolster soil health, while protecting your data.



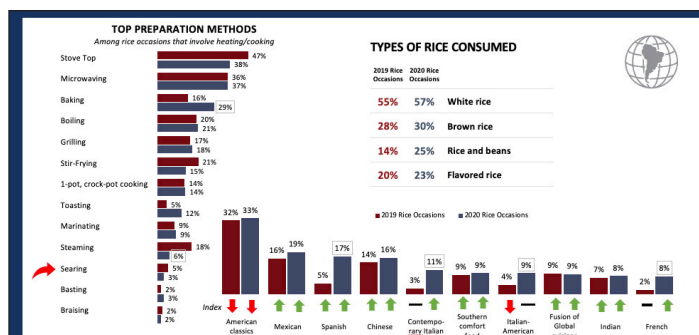
Agricultural Labor Challenges & The H-2A Process

The agricultural labor force continues to be a challenge for rice farmers, millers, and the industry’s entire supply chain. Hear from an agriculture labor policy expert and those currently utilizing the H-2A labor process about how to best make the system work for you.

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Consumer Consumption Trends – USA Rice

commissioned a multi-year, in-depth study of consumers and their relationship to rice. Analysts have been pouring over three years of data looking for trends and patterns. Come see what they've uncovered and how the information can help rice's positioning with consumers.



Unpacking Packing Technology –

Whether you are moving rice one pound at a time or sending millions of cans of rice-based beer around the world, companies need to find a balance between product protection, consumer safety, raw material use, environmental regulations, and the ability to convey appealing branding messages. We'll hear from up and down the supply chain in this panel discussion.



Diversifying Farm Income Streams –

Like any business, farms need to maximize return on investment wherever possible. Rice farmers have long understood land diversification, but it's not just about crawfish ponds and duck blinds now. Agritourism, tasting rooms, solar panels, and festivals are popping up all over. Are they right for you?



Rice Quality Symposium –

U.S. rice breeders are making progress addressing the quality characteristics requested by Latin American rice importers. Rice breeders from five public research institutions and three private companies will share the results of their recent, elite lines that meet the preferred characteristics desired by consumers in our largest export markets.



Other session topics include:

- State Research and Outlook Reports
- Check-off Program Value Proposition
- Ag politics
- And much more!



CONFERENCE INFORMATION

This year’s conference will be held at the Hyatt Regency Indian Wells Resort & Spa. Nestled in the Greater Palm Springs area of California, this resort offers a wonderful variety of activities, including two championship golf courses, tennis, swimming pools with massive slides and a lazy river, and a deluxe spa. The area is awash in fine dining, arts, and culture, including the Living Desert Zoo and Gardens 5 miles way, and the Children’s Discovery Museum 20 minutes away.

Hyatt Regency Indian Wells

44600 Indian Wells Lane
Indian Wells, CA 92210
Phone: (760) 776-1234
Reservations: (877) 803-7534

Registration

Register by Oct. 13 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 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 Oct. 13)	Registration (Oct. 14 Through Dec. 4)	Onsite Registration (Dec. 5-8)
Member	\$315	\$415	\$440
Non-Member	\$475	\$575	\$600
Guest	\$175	\$175	\$175

General Registration. The general registration fee provides admittance to conference sessions, trade show, continental breakfast, and receptions. Please note, special events, such as tours and the annual Awards Luncheon, are available 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.

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. 17, 2023. All cancellation requests received by Nov. 17, 2023, will receive a full refund. No refunds will be made after that date.

Special Assistance. 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 Dec. 1, 2023.

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Conference Hotel

Hotel Room Rates, Dates, and Availability: USA Rice has a special conference rate of \$199 single or double for hotel rooms available on a first-come, first-served basis for reservations made no later than Nov. 13, 2023. 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.

The hotel has a resort fee of \$15 per room per day that includes Complimentary basic wireless internet in the meeting space, access to HyTides waterpark featuring 30 ft. dueling waterslides, a 450 ft. lazy river, and children's splash pad, 24-hour access to the fitness center, including unlimited fitness and yoga classes, in-room premium internet access, in-room personal coffee and tea maker, (2) bottles of water per stay, one hour tennis court time per day, 10% off select merchandise at Agua Serena Spa, discounted greens fees at Indian Wells Golf Resort with free shuttle service and golf bag storage, outdoor games and activities, and seasonal evening live entertainment in Agava Sunset.

Hotel Reservations: [Click here](#) to reserve your room online or call the hotel directly at (800) 233-1234 and ask for the special USA Rice rate. Please keep your reservation confirmation number.

Hotel Check-In/Check-Out Times: Check-in is 4:00 p.m. and check-out is 11:00 a.m.



Parking: The Hyatt Regency Indian Wells offers Valet at \$32.00 overnight and Self-Parking at \$27.00.

Airport Transportation: Hyatt Regency Indian Wells is located 15 miles/25 minutes from Palm Springs International Airport and 114 miles/1 hour 24 minutes from John Wayne Airport Orange County and 139 miles/2 hours 30 minutes from LAX International Airport. Uber is estimated at \$40 and Taxi is estimated at \$80 to/from Palm Springs International Airport to the hotel.

Things to Know

Weather: December through February are Palm Springs' coolest months. They experience weather that is warm and mild during the day with pleasingly cool evenings, so make sure to bring a sweater or light jacket for evenings. Average high temperature in early December is 72 degrees with a low at night of 52 degrees.



SPECIAL EVENTS

We are excited to offer a few 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 7, 2023
Time: Noon to 1:30 p.m.
Where: Desert Vista Ballroom
Price: \$40

A highlight of every USA Rice Outlook Conference is the annual Awards Luncheon. It's an sensational event where attendees gather to recognize and honor 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 Award
- USA Rice PAC Outstanding Contributor Award
- USA Rice Distinguished Conservation Achievement Award
- USA Rice Sustainability Award
- Rice Leadership Development Program's New Class



The Rice Foundation Charity Golf Tournament

Date: Friday, December 8, 2023
Time: 11:00 a.m. to 5:30 p.m.
Location: Indian Wells Golf Resort
Price: \$425 per golfer
Rental Clubs: \$80

The first ever golf tournament to benefit The Rice Foundation. The tournament will be a four-person scramble held at the 36-hole Palm Springs Golf Resort next to the conference hotel. The course was recently ranked #16 by Golf Magazine. The Rice Foundation is a 501(c)(3) charitable organization, so your entry fees can be tax deductible and paid using personal or corporate funds. Sponsorships are welcome!



Price Includes:

- Golf Cart
- Greens Fees
- Boxed Lunch

Minimum: 40 participants

Retirement Party for Betsy Ward

Date: Friday, December 8, 2023
Time: 6:00 p.m. to 7:30 p.m.
(Brief Ceremony at 7:00 p.m.)
Location: Desert Vista Ballroom
Price: \$125

Earlier this year, our President and CEO, Betsy Ward, announced that after 16 years leading our organization with vision, class, and resolve, she would be retiring in 2023. Tonight, we celebrate her and her many accomplishments on behalf of our industry and bid her a bittersweet farewell.

Please join us for light hors d'oeuvres and cocktails as we reminisce and congratulate Betsy, and show her our heartfelt appreciation. Contact Jeanette Davis jdavis@usarice.com for more information on the evening's program.



Betsy Ward

PROPOSED SCHEDULE

SCHEDULE-AT-A-GLANCE

Tuesday, Dec. 5, 2023

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

Wednesday, Dec. 6, 2023

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 PAC Event (Ticketed Event)

Thursday, Dec. 7, 2023

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 Noon. Exhibit Hall / Concurrent Educational Sessions / B2B Meetings

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

2:00 p.m. to 5:00 p.m. Exhibit Hall / Concurrent Education Sessions / Quality Symposium

5:30 p.m. Exhibit Hall Closes

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

Friday, Dec. 8, 2023

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

8:00 a.m. to 10:15 a.m. General Session

10:15 a.m. Conference adjourns

11:00 a.m. to 5:30 p.m. The Rice Foundation Golf Tournament

6:00 p.m. to 7:30 p.m. Retirement Party for Betsy Ward

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, 2023.