



# UNITING OUR INDUSTRY FOR SUCCESS



## USA RICE MILLERS' ASSOCIATION

Representing the U.S. Rice Milling  
Industry Since 1899

# USA RICE MILLERS' ASSOCIATION

Founded in 1899, the USA Rice Millers' Association is one of the oldest agribusiness trade organizations in the United States. Its mission is to promote the interests of the U.S. rice milling industry by advocating for sound legislation, regulation, and market access as well as supporting activities to increase domestic and international sales for all types and forms of U.S.-grown rice.

RMA membership encompasses a diverse set of U.S. mills, including farmer-owned cooperatives and privately-owned mills, that each focus on slightly different segments of the market. Associate members consist of U.S. and foreign-based companies with an interest in issues that impact the rice milling industry.

## PARTICIPATION IN USA RICE FEDERATION

The USA Rice Millers' Association (RMA) is one of four member organizations of the USA Rice Federation (USA Rice), the global advocate for all segments of the U.S. rice industry. Coming together under the umbrella of USA Rice, millers, farmers, merchants, and other allied partners have a strong, united voice as well as a forum for effective policy and program development to support the growth and profitability of the entire U.S. rice industry.

Each day, USA Rice is working for you at home and around the world. As an RMA member, you have an active role in the decision-making process as well as representation when and where it counts.



**"We know there's strength in numbers! Joining together gives us the leverage to protect and grow our industry – from fighting unfair trade barriers and opening new markets overseas, to securing legislation and regulations that have a positive impact on the industry here at home. This is the team to be on."**

Bobby Hanks | Supreme Rice  
RMA Mill Member

# PROMOTION & MARKET ACCESS

USA Rice promotes all types and forms of U.S.-grown rice domestically and in dozens of markets around the world through marketing activities and an effective trade policy group.

## ► Trade Policy

USA Rice's trade policy efforts aim to reduce and eliminate unfair trade barriers to U.S. rice. Efforts also focus on maintaining and opening new markets for all types and forms of U.S. rice through trade agreements, other negotiations, and global food aid programs.

## ► International Promotion

Each year, USA Rice conducts more than 2,700 promotional activities in 25 countries, creating demand for U.S. rice abroad. Through a competitive application process, USA Rice receives more than \$4 million annually from the U.S. Department of Agriculture (USDA) to conduct marketing activities overseas to promote sales of U.S. rice.

## ► Domestic Promotion

USA Rice conducts programs and promotions to encourage the use of U.S.-grown rice in the domestic market, and also prepares the annual *U.S. Rice Domestic Usage Report*. Outreach efforts focus on the foodservice, retail, nutrition, and consumer audiences.



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**“USA Rice fights for value-added milled rice markets all over the world, such as the decade-long effort to secure access to the China market and the successful promotional campaign in Haiti that helped protect U.S. market share when threatened by imports from other origins.**

**USA Rice also is vigilant about fighting to level the playing field for U.S. rice, since we often compete against rice exporting countries that don't abide by the rules.”**

Meryl Kennedy-Farr | Kennedy Rice Mill  
RMA Mill Member

# NETWORKING & BUSINESS DEVELOPMENT

As a member, you add to and have access to a vast network of industry experts and customers. Attending USA Rice events and volunteering for committee service are just a few of the ways to get involved and network throughout the year.

## ► Representation & Leadership

Members are eligible to serve on USA Rice committees, providing direct input in development of industry strategy, policy priorities, and market development and promotion programs. All mill member companies are represented on the RMA Board of Directors. The RMA Board elects its representatives to serve on the boards of USA Rice, USA Rice Council, and The Rice Foundation. The RMA Board may appoint committees and subcommittees within the association as issues and interests warrant.

## ► Member-Only Access

Members participate in unique USA Rice-led promotion and trade activities, including trade missions, tradeshows, industry and consumer campaigns, and activities that promote U.S. rice brands overseas. RMA members have access to RMA Online, an RMA member-only webpage with important data and reports, including the *RMA Rice Executive*, a weekly newsletter reporting current milling, trade information, and trade leads. The annual *U.S. Rice Domestic Usage Report* is available free to participating rice mills and for purchase at a reduced rate for all members.

## ► Rice Supplier & Industry Services Directories

Members are included in USA Rice's online directories where domestic and international customers and other members can easily search and find information about your organization and services.

## ► Industry Events

A tradition that started in 1899, the annual RMA Convention brings the tight-knit U.S. rice milling community together, providing excellent networking opportunities to strengthen business ties and pursue new relationships. Additionally, there is the annual USA Rice Outlook Conference, the largest rice conference in the United States, featuring exciting speakers, outstanding educational programming, and a trade show bringing the newest and most promising innovations to attendees.

## ► Special Member Pricing

Members have access to discounted event registration and exhibitor pricing as well as discounted rates for digital and print advertising.





# ADVOCACY & GOVERNMENT RELATIONS

With an exceptional reputation throughout government, USA Rice is able to develop and influence legislative, regulatory, and trade policies that are favorable to the growth and profitability of the U.S. rice industry.

## ► Voice of the Rice Industry

Based in Washington, D.C., USA Rice works closely with legislators, regulators, and other key decision-makers in the government to advance industry goals and interests. Whether working to craft a new Farm Bill, or protecting rice's position in the *Dietary Guidelines for Americans*, USA Rice speaks for the entire rice industry.

## ► Government Affairs Conference

The annual USA Rice Government Affairs Conference provides an opportunity for members to meet face-to-face with Members of Congress and Administration officials to tell them how legislation, regulations, and other policies impact their business and the industry.

“Through our advocacy with USA Rice, we maintain strong relationships with regulatory agencies, at both the state and federal level, to ensure the U.S. rice supply meets established health standards and, more importantly, to be a resource for places like USDA and the FDA. We count on USA Rice to keep that dialog between government and industry open and honest, and working to everyone's benefit.”

Keith Glover | Producers Rice Mill  
RMA Mill Member





# CONSERVATION & SUSTAINABILITY

Utilizing unique public and private partnerships, USA Rice has helped enhance the industry's conservation efforts to create an unparalleled sustainability story that reflects on all our members and partners, and resonates with customers and policymakers.

## ► U.S. Rice Industry Sustainability Report & Webinars

Published in 2018, this comprehensive report details the rice industry's commitment to sustainability over the past 35 years. It's a useful tool in helping customers understand the innovative applications and advancements farmers employ to conserve natural resources.

A four-part webinar series focusing on key sustainability metrics from the *U.S. Rice Industry Sustainability Report* is available to the public for free. Certified crop advisors and professional agronomists can earn CEUs through the American Society of Agronomy.

## ► U.S. Rice Sustainability Marketing Tool

Members have access to this promotional flyer, for use with international and domestic customers, illustrating the sustainability advantages of sourcing U.S.-grown rice over other origins.

## ► Rice Stewardship Partnership

In 2013, USA Rice and Ducks Unlimited forged a model of collaboration to improve working ricelands, water, and waterfowl – the Rice Stewardship Partnership. The Partnership secured more than \$80 million in conservation funds for rice farmers and positively impacted an additional 700,000 U.S. rice acres with funding from the Natural Resources Conservation Service (NRCS) and private partners.

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**“While sustainability is now a buzzword in the marketplace, the U.S. rice industry has been practicing it for years. Our documented history and outstanding sustainability credentials have tremendous significance as we communicate these values to customers.”**

John Welisch | National Rice Company  
RMA Associate Member

# MEMBERSHIP

## QUALIFICATIONS & DUES

When you join RMA, you are not only demonstrating support for the entire U.S. rice industry, but also contributing to the knowledge base, community, and ability for the organization to meet the growing challenges in today's marketplace.

### ► Mill Membership

A proprietor, partnership, or corporation actively engaged in rice milling in the United States.

#### Monthly Mill Dues:

- \$0.0055 per hundredweight on all rough rice milled (\$5.50 per 1,000 hundredweight). Minimum annual dues for mill members are \$6,000.

### ► Associate Membership

A proprietor, partnership, or corporation that is not sufficiently and actively engaged in rice milling in the U.S. but still has a significant interest in issues that impact the rice milling industry. Associate members are both U.S. and foreign-based, and include:

- bag manufacturers
- brokers
- equipment manufacturers/suppliers
- exporters
- film manufacturers
- food processors
- freight forwarders
- grain merchandisers
- industry associations
- inspection companies
- management companies
- port authorities
- stevedoring/shipping
- traders

#### Annual Associate Member Dues:

##### *Industry Associate:*

- \$9,000 – entities that trade milled and/or rough rice
- \$6,000 – entities that act as agent for contracts/sales of rice
- \$6,000 – entities that buy, use and/or market rice and/or rice products

##### *Allied Server Associate:*

- \$3,000 – entities not included in the classifications above

### ► Honorary Membership

RMA offers retired professionals in the rice milling industry the opportunity to stay abreast of current RMA information and receive select member benefits. The Emeritus status offers both annual and lifetime membership options.

- \$2,500 – Lifetime Emeritus
- \$250 – Annual Emeritus

### Monthly Rough Rice Dues (mandatory)

In addition to monthly mill dues or annual associate membership dues, it is required that **all exporters of record** pay an assessment on rough rice exported, at the same rate RMA mill members pay on rough rice milled.

### USA Rice Council Mill Membership (optional)

RMA mill members interested in supporting domestic and international promotion programs and market development are eligible to apply for USA Rice Council membership.

#### Monthly Mill Dues:

- \$0.00412 per hundredweight on all rough rice milled (\$4.12 per 1,000 hundredweight).

# JOIN THE USA RICE COMMUNITY

If rice is a part of your business, you should be a part of USA Rice. Become a USA Rice Millers' Association member today for a stronger, united industry and to improve your bottom line.

## ► Apply for Membership

To submit an application for membership, visit [usarice.com/join](http://usarice.com/join)

## ► Contact Us

We're here to help. Please contact us with any questions: [membership@usarice.com](mailto:membership@usarice.com), 703-236-2300

## ABOUT USA RICE

In 1994, the U.S. rice industry united to form the USA Rice Federation (USA Rice), the umbrella organization that represents the entire rice industry. Join the USA Rice community through membership in one of the organizations below, or as a USA Rice Enterprise Partner.

### USA Rice Council

Founded in 1958, the USA Rice Council brings together rice farmers and millers to support and oversee the industry's domestic and international promotion and market development programs. Its membership consists of dues-paying mills and rice state promotion organizations that elect to send promotion funds to the USA Rice Council.

### USA Rice Millers' Association (RMA)

Formed in 1899, RMA focuses efforts on promoting sound legislative, regulatory, and trade policy for the rice milling industry. RMA offers membership to U.S. rice millers and U.S. and foreign-based companies that support the rice milling industry.

### USA Rice Enterprise Partner

Entities who both support U.S. rice farming and depend on a healthy and vibrant rice industry for at least some of their business can join USA Rice directly as an Enterprise Partner.

### USA Rice Farmers

A representative body composed entirely of rice farmers from all six major rice-producing states that serves as a forum for policy development on the issues that affect rice farmers. All U.S. rice farmers are members through participation in and dues contributed by their state rice organizations.

### USA Rice Merchants' Association

Founded in 2005, the USA Rice Merchants' Association advocates for those engaged in the storage, purchase, and sale of rough and seed rice.

### The Rice Foundation

The Rice Foundation is an independent 501(c)(3) organization, which funds research projects for the U.S. rice industry, and supports leadership and education programs, including the Rice Leadership Development Program.



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