



The Rice Advocate

US Rice Producers Association

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Luis Bueno Torio Elected President of Mexican Rice Council

"...working with the USRPA to grow the market..."

Two weeks ago in Mexico City at a national meeting of Mexico's rice industry, Luis Bueno Torio, whose family has been in the rice industry for over forty years was elected President of the Consejo Mexicano del Arroz (Mexican Rice Council, MRC) for the term of 2010-2011. Born in Cordoba, Veracruz, the family moved to Tamaulipas in 1980 to operate the family rice business that includes seed rice, commercial production and rice milling.



Luis Bueno Torio, rice farmer and miller from the State of Tamaulipas, Mexico.

Mr. Bueno is both owner and partner while also serving as the chairman of the board of directors for the companies known as Arro-cera del Mante, Riego Organizado, Arroz en Tamaulipas, Parque Industrial Promante and other interests. He is the principal rice seed producer in Mexico and as a result represents Mexico before FLAR, the Latin American Fund for Irrigated

Rice. The founding chairman of the MRC, he served as the president from 1995 to 2001. During 1993-1994 Bueno was president of the National Association of Rice Millers.

As the new president of the MRC for 2010-2011, among the objectives are to improve communication within the Mexican rice industry, improve the working relations between producers and millers, consolidate the MRC as the principal interlocutor with the Mexican government, design a plan with the government to halt the decline in local rice production while orienting a productive profile of rice in Mexico to long grain varieties.

The Mexican Rice Council recognizes the great potential in Mexico for increasing rice consumption due to the large population of 108 million people. While consumption has increased as evidenced by record rice imports, it is still considered low compared to most countries in the Western Hemisphere. Educating consumers on the advantages of a daily rice diet will be the focus of new marketing efforts.

According to Luis Bueno, "It is a good opportunity for Mexico and the USA to work together in the rice in-

dustry while taking advantage of our good relation with Mr. Dwight Roberts, the president of the USRPA. We look forward to working with the USRPA to grow the market and increase rice consumption. With USRPA we have identified some new opportunities that will benefit the rice industries in both countries. The work of the USRPA has made a significant impact on Mexico and their programs (school lunch program and others) will take on an even greater role due to Mexico's urgent need for nutritional education."

The other new board members of the Mexican Rice Council are Pedro Schettino (vice president), Alejandro Alvarez (secretary) and Pedro Alejandro Diaz Hartz (treasurer). "Congratulations to our long time friend Luis Bueno who has the respect and admiration from anyone who has ever worked with him over the years. His dedication to the entire rice industry will serve Mexico well and he will be an excellent partner to work with in regards to promoting consumption and addressing the various issues that lie ahead," stated Dwight Roberts, President & CEO of the USRPA.

In Texas News: Container Cargo to Cuba Can Now Leave Port of Houston

The Texas Tribune
Texas Sees Red
by Julian Aguilar
April 28, 2010

<http://www.texastribune.org/stories/2010/apr/28/houston-seeing-red/>



Dwight Roberts (right) met with members of the Mexican Rice Council in Orizaba, Veracruz recently to discuss current market conditions and joint promotional efforts. Left to right are Alejandro Alvarez (MRC Secretary), Guillermo Rodríguez, Luis Bueno Torio (MRC President), Juan Bueno, Nicolas Granja and Pedro Schettino (MRC Vice President). Happy birthday to Juan Bueno today!

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Texas Rice Farmers Advised to Scout Fields Frequently

By Dr. M.O. Way
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Based on the Beaumont Center Rice Crop Survey, as of May 1, about 92% of the Texas rice crop was planted, about 62% emerged and about 1% flooded. Last year at the same time, about 90% was emerged and 10% flooded. Again, this shows how the 2010 rice crop is somewhat delayed due to a cool spring. Reports from the field indicate, in general, the 2010 rice crop looks good. However, rice growth is slow.

Because of the cool weather, I have received calls about aphids attacking seedling rice (aphid problems are usually associated with cool weather). In addition, I recently observed aphids on my seedling rice at the Beaumont Center. Aphids are small insects that move slowly and have piercing-sucking mouthparts. The adults hold their wings roof-like over their bodies. Texas rice is attacked by several different kinds of aphids - bird cherry oat aphid, yellow sugarcane aphid and rice root aphid.



Figure 1. Bird cherry oat aphid (photo: UC IPM)

The aphid I have observed in my plots this year is bird cherry oat aphid which is greenish with a hint of red or orange (Fig. 1). You can see these aphids with your naked eye, but with a hand lens, you can see the mouthparts and other organs including the cornicles which look like exhaust pipes on the rear of the insect. Aphids can do considerable damage if rice is small. Rice is vulnerable as soon as it emerges. Sometimes you can control these pests simply by flushing or flooding. Also, if you see lady bugs in your

field, you may have an aphid problem because lady bugs are voracious predators of aphids. The seed treatment CruiserMaxx controls aphids and the pyrethroid insecticides, Karate Z, Mustang Max and Prolex, also control aphids. Aphids can cause stand loss, yellowing and stunting of your rice, so scouting for these critters is essential. If you have aphids and your rice is exhibiting the above symptoms, you need to consider a control option.

Brian Vercellino who works with BASF, sent me pictures of an insect egg mass laid on rice foliage (Fig. 2). The eggs are somewhat shiny, dark, elongate and overlap one another to form a mass. These are deer fly eggs. They hatch and the larvae end up in the water where they feed on decaying organic matter. The larvae turn into pupae and then adult flies



Figure 2. Deer fly egg mass on rice (photo: Brian Vercellino)

which, as you know, bite to obtain a blood meal. So, these critters are not pests of rice - just us!!! Deer fly egg masses may be confused with sugarcane borer egg masses (Fig. 3) which are also laid on rice foliage. However, sugarcane borer eggs are oval and white or light green when first laid.

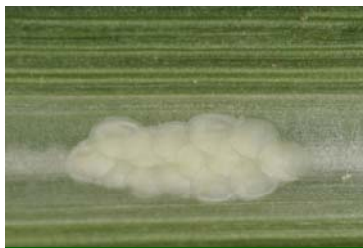


Figure 3. Sugarcane borer egg mass (photo: M.O. Way)

Scout your fields often and carefully for pests, rice growth stage, fertility needs etc. Last winter at a soybean meeting I heard a farmer say: "The best thing you can put on your field is your shadow"!!! Excellent advice. 🌱

National Rural Summit June 3, 2010 in Missouri



US Department of Agriculture Secretary Tom Vilsack will host a day-long event in Hillsboro, Missouri on June 3, 2010 to continue discussions on rebuilding and revitalizing rural America. **The National Summit of Rural America: A Dialogue for Renewing Promise** will be held on the campus of Jefferson College, near St. Louis, and it is open to the public. Interested participants should register in advance as attendance will be limited to the capacity constraints of the venue.

To register for the National Summit on Rural America, visit : <http://www.usda.gov/ruralsummit>.

The Rural Summit will address a multitude of issues

including rebuilding and revitalizing rural America, creating new jobs, improving infrastructure, improving farm competitiveness, and encouraging innovation in renewable energy.

"This Summit will be an opportunity for rural Americans to share their vision for creating a more prosperous and promising future for rural America," said Secretary Vilsack. "The Obama Administration is committed to strengthening rural America, and now farmers, ranchers, and foresters from throughout the country can have the opportunity to engage with key policymakers and community leaders to discuss the priorities and policies necessary to keep its future bright."

Rice producers are encouraged to attend this event and participate in the dialogue with Secretary Vilsack. 🌱

Crop Survey Reports and State Newsletters

Texas A&M AgriLIFE Research Center: The latest Texas Rice Crop Survey reports are available through the Beaumont Center web site at:

<http://beaumont.tamu.edu/CropSurvey/>

University of Arkansas Division of Agriculture, Cooperative Extension Center: Access the latest edition of the Arkansas Rice Newsletter at:

www.usriceproducers.com/stateassociations/50-arkansas

LSU Ag Center: The latest issue of Rice Research Station News is available at:

www.usriceproducers.com/stateassociations/119-louisiana

RiceFax: Midsouth/Texas; 05/01 - Crazy Weather - too wet, too dry, too soon ([CLICK HERE](#))



With no measurable rainfall since February farmers in Southwest Louisiana are concerned about available water for flooding fields. Rice farmer Philip Watkins (pictured), President of the Louisiana Independent Rice Producers Association says the current volume of water is tight and without sufficient rains, salt intrusion will soon become a factor for farmers south of Interstate-10 in Louisiana.

General Market Update

Perhaps because USDA saw signs of support in Asian prices this week, WMP was left unchanged. The weekly export sales posted by Washington were very good again this week at 68,900 metric tons – another excellent number for anytime during the marketing year but especially at this late date on the calendar. Just over half of the sales were long grain paddy to Mexico, Honduras, and Nicaragua. Another very welcome total of 25,700 tons of long grain milled mainly to Nigeria, Algeria, Haiti, and Ghana was also posted which included both par-boiled and regular milled products. The balance of the week's sales were medium/short grain, mostly milled, to variety of destinations accompanied by 2,000 tons of rough rice to Turkey. USDA's report of export shipments for the week also showed excellent tonnage lifted in the amount of 75,800 tons. About a third of this was long grain rough to Mexico, Nicaragua, and Guatemala, and almost another third was medium/short grain rough to Turkey. Reported export liftings were completed by slightly more than 6,000 tons of long grain milled to various markets and a nice 21,000 tons of medium/short grain milled, the bulk of which was ex California to Japan. The milled figures reported in both sales and exports were quite good, but more milled rice, particularly long grain milled, would be welcome. There is unconfirmed talk that Iraq may have purchased 30,000 tons of US in its last tender and that a new tender may be announced in the near future. If the speculated on 30,000 tons is correct, that would be good news, but we need larger chunks of milled long grain business. The paddy sales continue at a steady pace, and the potential for more of the same is on the horizon with our regular customers as well as Venezuela and Brazil.

Paddy activity in Texas is still quiet. A bit over fifty percent of the remaining rice in first hands is hybrids, and the quality is good. Some selling in South Louisiana is

reported in the \$19.25 area per bbl fob farm. Relatively dry conditions are noted along all of I-10 which is calling for more watering. Buying interest in the Delta is said to be at the \$12.50/12.60 level delivered barge, but sellers do not seem to be eager to sell much at these numbers. There is still quite a bit of talk about the stain and damage problems in the Delta, and this may make the remaining high quality long grain paddy a somewhat scarce item before the current crop year comes to a close. Per the USDA, the new crop looks good and is ahead of the five year average in both planting and condition at this juncture.

It seems that Asian prices have finally found some support, with prices from some origins actually up a little. Thai quotes for 100% Grade B were seen this week between \$470 and \$480 per metric ton fob vessel with par-boiled quoted at \$460 per ton. Reports are confirming that shipments from Thailand are soundly up over last year at the same time, and it may be the same for Pakistan as well. Vietnam is still behind, but price quotes from there at least seem to be steady at \$350 per ton fob vessel for Viet 5% long grain. Pakistani 5% is called \$375 per ton, also a bit stronger than last week's quotes. All sellers are looking to Africa for some nearby pick up in buying activity, but there are still no large trading positions being taken – hand-to-mouth is still the tact being taken by a cautious trade. At the same time, hot and dry conditions in some important areas of Asia continue to be a concern.

Fundamental weakness courtesy of slow trade in the paddy market as well as a good start on the new crop seems to have overwhelmed any technical strength that last Friday's action had indicated. The lead on the continuation chart moved from the May to the July contract, and Monday's July position high of 12.655 was to

(Continued on page 4)

Robert Papanos Appointed to the USDA Advisory Committee



Robert Papanos, a former rice market analyst for the US Rice Producers Association who currently serves as a consultant with Seacor Commodities, has been appointed to serve on the Advisory Committee for the Emerging Markets Program (EMP) by the U.S. Department of Agriculture. The EMP provides funding to promote exports of U.S. agricultural commodities and products to emerging markets. The purpose of the Committee is to provide advice and expertise to the USDA for implementing the activities. The program is administered by the Foreign Agricultural Service. Mr. Papanos is a member of the USRPA's market advisory team. Dwight Roberts, president & CEO of the USRPA has been a previous member of the EMP Advisory Committee.

[Click Here to Read the USDA Press Release](#)



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Additional Resources

For economic analysis on agricultural efficiency, efficacy, and equity issues: www.ers.usda.gov

Texas Rice from A&M AgriLife Research Ctr. at Beaumont: http://beaumont.tamu.edu/eLibrary/eLibrary_default.htm

AgFax - Editor: Owen Taylor: www.agfax.com

USRPA News & TRA Archives: www.usriceproducers.com/news

General Market Update (continued)

(Continued from page 3)

be followed by a lower close in each remaining day of the week. From a technical standpoint, the important recent continuation chart low of 11.93 was broken in Thursday's action with lower follow through being the result. External market action in the stock market, the dollar, gold, and crude oil futures only made it more difficult for rice to hold up – crude oil futures alone dropped \$12.57 per bbl from a high on Monday of 87.15 to a low on Friday of 74.41 as of late in the session. Back to rice futures, average daily volume for the week was just over 1,200 contracts. Open interest as of Thursday was down 1,501 contracts at 15,370 from the previous Thursday's level of 16,871 – this has the look of long specs being squeezed out of the market and suggests further weakness. July rice closed down 9.5 cents at 11.74 after making a new low at 11.62.

Upcoming Events

May 11-13, 2010	Food Marketing Institute (FMI) Show; Las Vegas, NV
June 16, 2010	Export to Cuba Workshop, San Antonio, TX
June 20 - 21, 2010	2nd Middle East-Africa-Asia Rice Summit 2010, Dubai
June 20 - 24, 2010	RMA 111th Convention, La Costa Resort & Spa, Carlsbad, CA
June 29, 2010	Eagle Lake Field Day; Eagle Lake, TX
July 1, 2010	Rice Research Station Field Day; Crowley, LA
July 8, 2010	Beaumont Field Day; Beaumont, TX
July 12 - 13, 2010	USRPA Board Meeting, Branson, MO
July 15, 2010	Agronomic Crops Field Day; Stoneville, MS
July 22, 2010	Progeny Rice & Soybean Field Day, Wynne, AR
July 27 - 29, 2010	The 3rd Africa Rice Outlook, Cape Town, South Africa
August 11, 2010	Arkansas Rice Research & Extension Field Day, Stuttgart, AR
August 26, 2010	Missouri Rice Council Field Day, Glennoville, MO
September 21 - 24, 2010	Rice Challenges in the 21st Century, Cali, Colombia
October 12 - 14, 2010	TRT World Rice Conference, Phuket, Thailand
February 1 - 2, 2010	14th Annual NCSCRC "Tillage Conf."; Baton Rouge, LA

USDA Reports Next Week

Crop Progress (NASS)	Monday, May 10, 4:00 pm
Crop Production (NASS)	Tuesday, May 11, 8:30 am
World Agricultural Supply and Demand Estimates (ERS)	Tuesday, May 11, 8:30 am
World Agricultural Production (FAS)	Tuesday, May 11, 10:00 am
Grains: World Markets and Trade (FAS)	Tuesday, May 11, 10:00 am
Weather Crop-Summary (NASS)	Tuesday, May 11, 12:00 pm
Season-Average Price Forecasts (ERS)	Tuesday, May 11, 4:00 pm
Latest U.S. Agricultural Trade Data (ERS)	Wednesday, May 12, 4:00 pm
Rice Outlook (ERS)	Wednesday, May 12, 4:00 pm
U.S. Export Sales (FAS)	Thursday, May 13, 8:30 am
U.S. Agricultural Trade Data (ERS)	Thursday, May 13, 4:00 pm

All USDA reports are available by visiting http://www.usda.gov/wps/portal/?navid=AGENCY_REPORTS=RT.

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