



PRESS RELEASE

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10th Annual Rice Market & Technology Convention Focuses on Evolving Market Landscape

KATY, Texas (July 15, 2021) -- Last week, the US Rice Producers Association hosted the 10th annual Rice Market and Technology Convention at The Woodlands Resort in The Woodlands, Texas. After going virtual in 2020 due to the COVID-19 pandemic, nearly 200 participants from multiple countries safely came together in person from July 6 to July 8 to network and learn from leading industry experts.

“The conference provided a healthy networking environment to talk about rice marketing and production issues,” Dwight Roberts, President and CEO of the US Rice Producers Association, said. “It was good to see so many major rice companies from the United States and Latin America in attendance and reinforced all the objectives of this yearly event. We are preparing new ideas for 2022 thanks to the suggestions of many participants.”

From sustainability to the state of international trade, themes of change and evolution underpinned every session and discussion panel. The convention kicked off on Wednesday morning with remarks from Dan Hunter, Assistant Commissioner of the Texas Department of Agriculture, who noted the more conscious consumer that came out of the pandemic. Keynote speaker Dennis DeLaughter then set the tone for the conference with a presentation titled “Embracing Change: Expecting the Unexpected.” After a variety of subjects were addressed in the two days, an overall rice market outlook from industry analysts Stuart Hoetger and Dr. Thomas Wynn concluded the convention on Thursday afternoon. Throughout the week, participants also had the opportunity to connect with numerous agricultural businesses and organizations in the sold-out exhibition space.

Planning is well under way for the 2022 convention, with more details to be announced in the coming months. Visit www.ricemtconvention.com for the latest updates on next year’s event.

The US Rice Producers Association, representing rice producers in Arkansas, California, Louisiana, Mississippi, Missouri and Texas, is the only national rice producers’ organization comprised by producers, elected by producers and representing producers in all six rice-producing states.

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