

2009 Rice Awards

Syngenta, *Rice Farming* magazine and the USA Rice Federation are proud to bring you the recipients of the 2009 Rice Awards. The program highlights three honorees for their contributions to the success of the rice industry through the Rice Farmer of the Year, the Rice Industry Award and the Rice Lifetime Achievement Award.

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Curtis Berry

RICE FARMER OF THE YEAR

After graduating from Mississippi State University (MSU) in 1996, Curtis Berry returned home to farm with his father, Charles, and since then has dedicated his life to rice farming by embracing technology and implementing innovative practices to improve their north Mississippi operation.

Because of his determination to be profitable, Berry, who farms about 4,000 acres of minimum and/or no-till rice, has not shied away from innovation. He was one of the first producers to try hybrid rice in Mississippi and reports good success with it. However, to avoid weed resistance in his monoculture rice system, he rotates to Roundup Ready soybeans when necessary.

Berry is also a big fan of zero grad precision leveling.

"This practice helps reduce water usage and allows us to impound about 2,500 acres of water during the winter months each year," he explains.

Also, not only does the rice straw and water-holding capacity encourage waterfowl habitat, but it is a means of conserving valuable topsoil and increasing Berry's bottom line by his leasing hunting rights to recreational sportsmen.

One of Berry's most recent innovations is using tracks on his combines and grain carts to reduce compaction and harvest more efficiently. He even applied the majority of his pre-flood fertilizer with a large spin spreader adapted to the grain cart tracks.

Although using the latest technology makes a rice operation run more smoothly, farming is hard work – mentally, physically and emotionally. However, it can also be very rewarding.

Berry says he enjoys farming rice because it is the staple food of the world, an affordable product, and he likes doing his part to provide a relatively inexpensive source of food globally and domestically.

"I also enjoy raising my family on the farm and trying to keep my kids and their friends aware of agriculture so that they don't lose a sense of where our food comes from," Berry adds.

As a young rice farmer himself and recipient of the 2009 Rice Farmer of the Year Award, Berry encourages other young farmers to be very wise with their money, stay informed about all pertinent issues, get involved with the rice industry as a whole and be generous with their time in serving industry, civic, church and school organizations without taking too much time away from their operations and families.

"Rice farming is a very capital intensive venture, and you have to be sure that the money you do spend pays



off," he says. "On the other hand, don't be afraid to spend money on your operation because it does require a certain amount of inputs to be successful."

From a production standpoint, Nathan Buehring, MSU Extension rice specialist, notes, "Curtis has always been tuned in with ways to make his farm more fruitful. The first year I began my research verification program (the RITE program), Curtis worked with me on a weekly basis on seeing how MSU Extension Service recommendations performed on his farm under his particular conditions.

"Curtis has a great knowledge of rice farming, but he is always wanting to learn about more ways to improve his farm and has always shown a strong commitment to the rice industry."

Tim Walker, with the Delta Research and Extension Center in Stoneville, Miss., concurs with Buehring and adds, "Instead of backing up, Curtis has continued to go forward by increasing acreage and trying different, more efficient practices. I firmly believe that Curtis Berry is the type of farmer, businessman and innovator who is deserving of this prestigious award."

With that said, congratulations to Curtis Berry, the 2009 Rice Farmer of the Year.

Curtis Berry
Robinsonville, Miss.

- B.S. in Agricultural Economics from Mississippi State University in 1996
- Member of the Mississippi Young Farmer & Rancher Program and the 2003 Rice Leadership Program
- Member of the Mississippi Rice Promotion Board and the Mississippi Rice Council
- Serves as Vice Chairman of the Rice Commodity Committee for Mississippi Farm Bureau
- Serves on the Tunica FSA Committee
- President of Tunica Farm Bureau Association
- Selected Delta Rice Council Farmer of the Year in 2008
- Married to wife, Lori, for 10 years. Three children: Caroline, 8; Emma, 6; and Curt, 5.



John E. Broussard, Jr.

RICE INDUSTRY AWARD

As a young child, Johnny Broussard was surrounded by rice – his hometown crop – as he often traveled with his family from Lafayette, La., to visit grandparents, aunts, uncles and cousins in Acadia Parish, the heart of rice country in the southwestern part of the state.

“There were a lot of rice fields along the way,” Broussard recalls. “And after we left Highway 90 and headed toward Morse, there actually were rice fields on both sides of the road. My grandfather worked in the business office of a rice drier in Crowley and was a proud supporter of the rice industry. We ate at least two meals of rice every day, and I can remember Rice Council stickers on his car, our cars and even on the furniture in the kids’ rooms. Then every harvest, my grandfather shared rice from the family’s property with all of his children, so they would have plenty to take home and use during the course of the year.”

After Broussard and his wife, Gail, graduated from college, they both worked as classroom teachers for the Acadia Parish school board. While living in Crowley, Broussard also worked for several years as a volunteer with the International Rice Festival. Because he worked as a radio news reporter on the side, Broussard covered the rice industry, which was always a hot topic, especially in Acadia Parish.

“I became interested in the politics of the rice industry, particularly from a national perspective,” he says. “Our radio station once hosted an on-air, one-hour live call-in show with Congressman, later Senator, John Breau (D-LA). Right before the program started, he asked the reporters who were present if anyone would like to be his press secretary. I submitted my resume, and, in January of 1978, moved to Washington, D.C. and went to work for him.”

Much of Broussard’s responsibilities in Sen. Breau’s office focused on working with the rice industry on farm bills, federal regulations, economic and crop disaster relief and the export side of the industry as well. “I owe so much appreciation to John Breau for allowing me to assist him over the years in working with all segments of the rice industry, which I enjoyed tremendously and will always cherish,” Broussard says.

Louisiana rice farmer Clarence Berken says, “Johnny’s expertise and knowledge of the inner workings of the government served the rice industry well during his tenure as congressional and senatorial aide for John Breau. I didn’t mind meeting with Johnny in the absence of Breau because I knew he could get things




done and was well versed on the issues.”

When Sen. Breau retired from government service, Broussard accepted a position as Director of Legislative Affairs and Communications for the USA Rice Federation in 2005. One of the highlights that he recalls from his experience with USA Rice is working with Reece Langley, USA Rice Vice President of Government Affairs, and other members of this office on passage of the 2008 Farm Bill. Another ongoing challenge for Broussard is trying to get Congress to remove regulatory obstacles to U.S. agricultural trade with Cuba.

Jeff Durand, Louisiana rice farmer and President of the Louisiana Rice Growers Association, says, “Whether it was getting Federal assistance to help farmers and others who suffered severe damages from hurricanes to fighting for a strong Federal farm policy for the rice industry to advocating the opening of the Cuban market to U.S. rice and other agricultural goods, Johnny has always had the interests of our industry at the top of his mind.”

Broussard says, “Working to assist the rice industry with legislative and other issues and working with all of the USA Rice Federation staff on behalf of the industry are the things that I enjoy most as a member of the USA Rice staff.”

Many positive adjectives have been used to describe Johnny Broussard – the man, the professional and the recipient of the 2009 Rice Industry Award. But LSU AgCenter’s Dr. Steve Linscombe best sums up all of the accolades: “Johnny Broussard is a true champion of the U.S. rice industry.”

A photograph of John E. Broussard, Jr. standing in a grassy field with the Louisiana State Capitol dome in the background. He is wearing a dark suit, a white shirt, and a red tie. The field is covered with fallen leaves, suggesting an autumn setting. The Capitol building is a large, white, classical-style structure with a prominent dome. There are trees and parked cars in the background.

John E. Broussard, Jr.
Fairfax, Va.

- B.A., with a major in French, from the University of Southwestern Louisiana in 1969
- Serves as Director of Legislative Affairs and Communications for the USA Rice Federation
- Served as congressional and senatorial aide for Sen. John Breaux (D-LA) from 1978 to 2004
- Married to wife, Gail, for 40 years. Four children: Johnny, 38; Claire, 34; David, 28; and Nicole, 26. Five grandchildren.

Carl Wayne Brothers

RICE LIFETIME ACHIEVEMENT AWARD

Carl Wayne Brothers – a delightful person, quick with a smile and known for his tremendous work ethic and dedication to the U.S. rice industry. During high school, he worked at Chambers Grocery in Little Rock, Ark., and, after graduating, followed his family to Stuttgart when his father made a life change and went to work for a lumber company.

As an energetic 18-year-old, Brothers immediately began to look for full-time employment. He inquired at a couple of grocery stores, then put in an application at Riceland Foods, Inc., and was hired to work the night shift – 5 p.m. to 3 a.m. – as an electronic sorter operator. Not long after that stint, Brothers moved into the quality assurance area and began working days.

“We monitored mills and shipments for quality, particularly broken content and damage content, to make sure the rice met all of the standards for the grade and quality that we were attempting to ship from a mill at that time,” he explains. “During the time I worked in quality control, the Food and Drug Administration was focusing strongly on food plant cleanliness. We used an outside consultant as our inspector, then the company decided to bring that position in-house.”

Brothers was fast becoming the “go-to” guy at Riceland and was asked to take a Pest Control Technology course at Purdue University. “I learned how to inspect grain facilities, which included plant sanitation and identifying the insects that attack grain and how to control them. Food safety was top priority,” he says.

From there, Brothers coordinated sales and production, became industrial sales manager and called on clients such as Kellogg, Kraft, Ralston Purina and Golden Grain. He eventually participated in export sales, traveling the world moving U.S. rice into the export channels. At age 32, Brothers became an officer at Riceland, and, in 1990, he was appointed senior vice president of marketing – the title he still holds today.

Looking back through the years, Brothers says the two major milestones in the U.S. rice industry that stand out in his mind are improvements in varieties on the production side and the marketing loan program that was included in the 1985 Farm Act. Looking forward, he continues to be a vocal proponent of increasing yields and using new technology.



“The U.S. rice industry must be the very best at extracting yield to make sure we stay reasonably competitive and can continue to compete in the world market because there is nothing to stop rice from coming into this country and taking a greater and greater share of our domestic consumption,” Brothers notes. “As for the younger rice farmers, I challenge them to stay abreast of all issues pertaining to the rice industry. It’s so important to understand the business that you are in.”

And as we salute the 2009 Rice Lifetime Achievement Award recipient, perhaps his colleagues best describe Brothers’ unselfish dedication, determination and innovation.

Jamie Warshaw, CEO of Farmers Rice Milling Company in Lake Charles, La., says, “Carl has always been one of the guys who is willing to take the trip, do the research and stand up for what is right when it comes to the rice industry. He has devoted his time and talents to the betterment of the U.S. rice industry for many years. We are lucky to have someone like Carl Brothers working for all segments of our industry.”

Weighing in from Houston, Texas, Lee Adams, president of American Rice, Inc., notes, “Although we have been vigorous competitors in the market place, Carl has always been a perfect gentleman and somebody with whom we have all worked very closely on industry issues. He is a man of highest principle whose word, once given, is absolutely golden. There is nobody I respect more in our industry than Mr. Carl Brothers.”

Carl Wayne Brothers
Stuttgart, Ark.

- Serves on the board of the USA Rice Federation, the Rice Millers Association (RMA) and the USA Rice Council
- Serves on the Advisory Committee on Agriculture Statistics (ACAS)
- Serves on the Agricultural Policy Advisory Committee (APAC)
- Served as chairman of the RMA in 1988/89 and 1997/98
- Served as chairman of the USA Rice Federation in 1996/98
- Married to wife, Janis, for 44 years. Two daughters: Kimberly, who is married to James Bethea; and Krystal, who is married to Jeff Holt. Two grandsons: Cade, 14, and Mills, 9.



2009 Rice Awards

Each year, representatives from the rice industry nominate individuals who exemplify its foundation. Once again, those who have made significant contributions will be recognized with three special awards. The Rice Industry Award honors the person who has proven innovative in his or her role in this industry. The Lifetime Achievement Award recognizes the person who has dedicated his or her life to the viability of the U.S. rice industry. The Rice Farmer of the Year Award honors a producer who has shown determination, innovation or dedication to growing the crop.

We received some outstanding nominations, and it was tough to narrow them down to the three individuals deserving of these distinguished awards. I hope that you will take a moment to review the accomplishments of each of the recipients that set them apart as leaders in the rice industry.

As a partner with the rice industry, Syngenta Crop Protection is proud to support a program that recognizes its leaders. Our goal is to provide rice growers with the tools and solutions they need for a successful rice crop. An application of Quadris fungicide helps growers achieve success by protecting their crop from profit-robbing diseases and offering maximum return on investment. Please contact your local Syngenta sales representative with any questions you may have regarding your rice production needs.

Sincerely,

Doug Anderson

SFC Crop Manager



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Syngenta would like to recognize past Rice Awards recipients.

1992

Dennis Leonards, Crowley, La.

1993

Jacko Garrett, Danbury, Texas

1994

Nolen Canon, Tunica, Miss.

1995

Duane Gaither, Walnut Ridge, Ark.

1996

Leroy & Chris Isbell, England, Ark.

1997 Charles Berry, Tunica, Miss.

John Denison, Iowa, La.

Paul Haidusek, Devers, Texas

Errol Lounsberry, Vermilion Parish, La.

Charley Mathews Jr., Marysville, Calif.

Patrick Mullen, Des Arc, Ark.

Fred Tanner, Bernie, Mo.

1998

Tommy Andrus, Moorehead, Miss.

Don Bransford, Colusa, Calif.

Larry Devillier Jr., Winnie, Texas

Dennis Robison, Poplar Bluff, Mo.

Gary Sebree, Stuttgart, Ark.

Linda Zaunbrecher, Gueydon, La.

1999

Ken Collins, Biggs, Calif.

James Hoppe, Fenton, La.

Charles Parker Johnson, Neelyville, Mo.

Abbott Myers, Dundee, Miss.

Lowell George "L.G." Raun Jr.,

El Campo, Texas

Martin Walt Jr., Dumas, Ark.

2000

John B. Alter, DeWitt, Ark.

R. Ernest Girouard Jr., Kaplan, La.

Bill Griffith, Boyle, Miss.

Ken Minton, Dexter, Mo.

Michael Rue, Marysville, Calif.

J.D. "Des" Woods, Katy, Texas

2001

Rice Farmer of the Year:

Larry and Candice Davis, Bolivar

County, Miss.

Rice Industry Award:

Jack Williams, UC Cooperative Extension

Rice Lifetime Achievement Award:

David LaCour, Vermilion Parish, La.

2002

Rice Farmer of the Year:

Tommy Ray Oliver, Stuttgart, Ark.

Rice Industry Award:

Howard Cormier, LSU AgCenter,

Abbeville, La.

Rice Lifetime Achievement Award:

Leland L. Carle, Stuttgart, Ark.

2003

Rice Farmer of the Year:

David Monroe Smith Jr., Jonesboro, Ark.

Rice Industry Award:

Dr. Johnny Saichuk,

LSU AgCenter, Crowley, La.

Rice Lifetime Achievement Award:

Lundberg Brothers, Richvale, Calif.

2004

Rice Farmer of the Year:

Dane Hebert, Maurice, La.

Rice Industry Award:

Dr. M.O. "Mo" Way, Texas

A&M, Beaumont, Texas

Rice Lifetime Achievement Award:

Dr. Joseph Musick, LSU

AgCenter, Crowley, La.

2005

Rice Farmer of the Year:

John Greer, Jonesboro, Ark.

Rice Industry Award:

Charles "Eddie" Eskew, Jennings, La.

Rice Lifetime Achievement Award:

Donald Bransford, Colusa, Calif.

2006

Rice Farmer of the Year:

Gibb Steele, Hollandale, Miss.

Rice Industry Award:

Chuck Wilson, DeWitt, Ark.

Rice Lifetime Achievement Award:

John Denison, Iowa, La.

2007

Rice Farmer of the Year:

Clarence Berken, Lake Arthur, La.

Rice Industry Award:

Dr. Joe Street, Stoneville, Miss.

Rice Lifetime Achievement Award:

Dr. Steve Linscombe, Crowley, La.

2008

Rice Farmer of the Year:

Milton LaMalfa, Richvale, Ca.

Rice Industry Award:

John Cummings, Fort Collins, Colo.

Rice Lifetime Achievement Award:

Martin Ahrent, Coming, Ark.