



ARKANSAS RICE GROWERS
A S S O C I A T I O N

PRESS RELEASE

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FOR IMMEDIATE RELEASE

CONTACT: Greg Yielding
(501) 442-0995

GOVERNOR NAMES ALTER TO RICE BOARD

John Alter of DeWitt was sworn in Tuesday as the newest member of the Arkansas Rice Research and Promotion Board. Nominated last week by Governor Mike Huckabee to fill the term of George Dunklin, Alter will serve until 2007. Dunklin resigned from his seat to accept an appointment to the Game and Fish Commission.

Alter, a fifth-generation rice farmer, is President of the Arkansas Rice Growers Association, and owner of Alter Seed Rice Farms, which received Centennial status in 1986. A graduate of the University of Arkansas, Fayetteville and a U.S. Army veteran, Alter was named national Rice Farmer of the Year in 2000.



The Rice Research and Promotion Board is responsible for spending the tax which farmers pay to support research and market development and promotion. Each year about half of the funds go to the UA Rice Research and Extension Center to fund research projects into new varieties and improved cultural practices. The balance of the money is spent to promote consumption of U.S.-grown rice in domestic and foreign markets.

Alter said that he wants to focus the Board on promotions. “The promotion money needs to be bringing increased sales and higher prices for rice farmers.” Alter continued “We need to see measurable results. After all, the rice farmers pay a tax to fund these activities, and they need to see a return on their investment. We all need more sales at better prices, and I intend to work for those results.”

The Arkansas Rice Growers Association is the only organization solely representing the views of the Arkansas rice farmer.

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