RiceCap Year 3 Progress Report
(January 2007 – December 2007)

Objective 4: To effectively communicate the science and potential of rice plant genomics, including description and progress of the RiceCAP, to the U.S. rice industry
RiceCap Year 3 Progress Report

• Proposed Benchmarks for Calendar Year 3 (2007):
  – Develop additional educational materials.
  – Recruit more presentations in all rice states.
  – Presentations to rice milling/marketing industry.
  – Review lay language summaries of research
  – Develop and implement evaluation tool(s).
RiceCap Year 3 Progress Report

- Educational Materials
  - Fact sheet template
  - Lemaux, P.G. 2006. ABCs of Rice Genomics.
  - Lemaux, P.G. 2007. Using Genetics, Genomics, and Breeding to Improve Rice
  - Lemaux, P.G. 2007. Video: Cornucopia's Challenge
RiceCap Year 3 Progress Report

• Educational Materials (cont.)
  – Updated RiceCAP poster
  – Poster for PAG/NRI meeting
  – Plant diversity display updated
  – Correa-Victoria, F. The Rice Tarsonemid Mite
  – Ricecap PPT templates finalized
  – Outreach webpages reorganized
  – Podcast by Leong and Korth finalized
RiceCap Year 3 Progress Report

- Recruit more presentations in all rice states.
  - Liberty Link negative impact continued
  - 41 presentations
  - 5500 + Estimated audience
  - Jan Stephens MST days Colo State
RiceCap Year 3 Progress Report

• Initiate presentations to rice milling/marketing industry.
  – Anna McClung AACC Oct 2007
  – Milling industry target audience remains a challenge to education about new genetic technology – need advice here…….
  – Rice production target audience much more open
RiceCap Year 3 Progress Report

• Review lay language summaries of research progress reports.
  – No progress that we know of
RiceCap Year 3 Progress Report

- Develop and implement evaluation tool(s).
  - Evaluation questionnaire developed by Karen Ballard
  - Used at several presentations in Arkansas
  - Ballard conducted interviews of breeding program personnel
  - Completion and analyses pending due to health concerns
RiceCap Year 3 Progress Report

- Integration into the overall project:
  - Travel fund incentive to all ricecap members
    - Not much usage or interest
  - Standard evaluation questionnaire provided
    - Not much usage or interest
  - Would like more involvement in Outreach by all RiceCAP members
  - Lemaux interacts with Wheatcap, leads Barleycap outreach
RiceCap Year 3 Progress Report

- Plans for 2008
  - Continue Educational Materials Development
  - Would like to conduct an industry education workshop
    - Milling and Production target audiences?
    - Money?
    - Time and Place – in conjunction with industry event?
    - Need input for planning
  - Should we tackle the milling industry?
  - Who will deliver the mail? - RESOURCES