

**ANNUAL REPORT  
COMPREHENSIVE RESEARCH ON RICE  
January 1, 1999 - December 31, 1999**

**PROJECT TITLE:** A World Wide Web Site on California Rice Production

**PROJECT LEADERS:**

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**LEVEL OF 1999 FUNDING:** \$5,000

**OBJECTIVES:**

1. Incorporation of material for the general public
2. Updating and expansion of grower-oriented portion of the California rice World Wide Web Site

**SUMMARY OF 1999 RESEARCH (MAJOR ACCOMPLISHMENTS) BY OBJECTIVE:**

1. The UC Cooperative Extension Rice Web site is being accessed by an audience including growers, researchers, students, teachers, journalists, and others, both in the United States and abroad. This wide ranging user group has been very complimentary and at the same time continues to request more information. Approximately 40 E-mail inquiries were answered and indicate what further information might be of interest to the public. A typical letter, from Myrna Santiago (St Mary's College), reads "Your website on California rice production is terrific. I am interested in one bit of information that I did not see in the listing. What are the labor requirements for the crop?"

To address many queries received and bring the site up to date, the following areas were improved. The statistics section was reorganized and augmented with new tables as was the frequently asked questions portion. A link was added connecting to other rice web sites including universities and institutes, organizations and associations, milling, import, and export companies, rice products, and rice journals. There is a new link to rice nutrition and storage information. Descriptions of rice types were added and the glossary expanded. New recipes, and rice straw information have been included.

2. The grower information updated on the website includes the addition of new farm advisor newsletters from Steve Scardaci, and Cass Mutters, as well as Peggy Lemaux's article on Genetically Engineered Rice Varieties. New herbicide tables and weed management information was included. Information on rice quality was revised based on the 1999 Workshop. Field day and meeting notices were updated throughout the year.

To the "Research in Progress" section was added preliminary information on precision agriculture in rice. Another addition was rice straw management information on soil

incorporation, and links were added to the California Air Resources Board explaining how burning is regulated, describing the rice straw demonstration projects funded, and listing straw products. The adoption of the California Rice Commission is mentioned and the current membership listed.

### CONCISE GENERAL SUMMARY OF CURRENT YEAR'S RESULTS:

The University of California Cooperative Extension Rice Web site, developed in 1997 and located on the Agronomy server, <http://agronomy.ucdavis.edu/uccerice/index.htm>, had 7212 visitors since December 1997 (4439 in 1999). The Web site provides information in the following categories:

**News:** blast update, current happenings, and farm advisors newsletters

**Facts:** agronomy fact sheets, California and world rice statistics, cost of production, frequently asked questions

**Management:** cover crops, disease and invertebrates, rice production in California, rice quality, straw management, varieties, waterfowl, water quality and management

**People:** who's who in UC rice research

**Publications:** UC rice publications

**Research:** progress reports

**Links:** to related Web sites

**Glossary:** rice terms and types

**Editor's Corner:** recipes, news items, acknowledgments

The website was updated for both growers and the general public in the areas of weed management and herbicide information, straw management, farm advisor's newsletters and meeting announcements, new rice production and consumption statistics, nutrition information, research in progress, and the formation of the California Rice Commission.

In conclusion, the rice web site received an average of 12 visits per day, and many positive comments such as this, from Keith Beaty, "Great site, lots of great information, unlike most!". If the email correspondence received is representative of the website users, approximately 61% are from the US, and 39% are international, including the countries Taiwan, Canada, Italy, Australia, Japan, Sweden, Spain, the Ukraine, Middle East, and Brazil.