



Horizon Ag's Efforts to Provide Improved Rice Quality for Valued Customers

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HorizonAg
Quality. From Start to Finish.



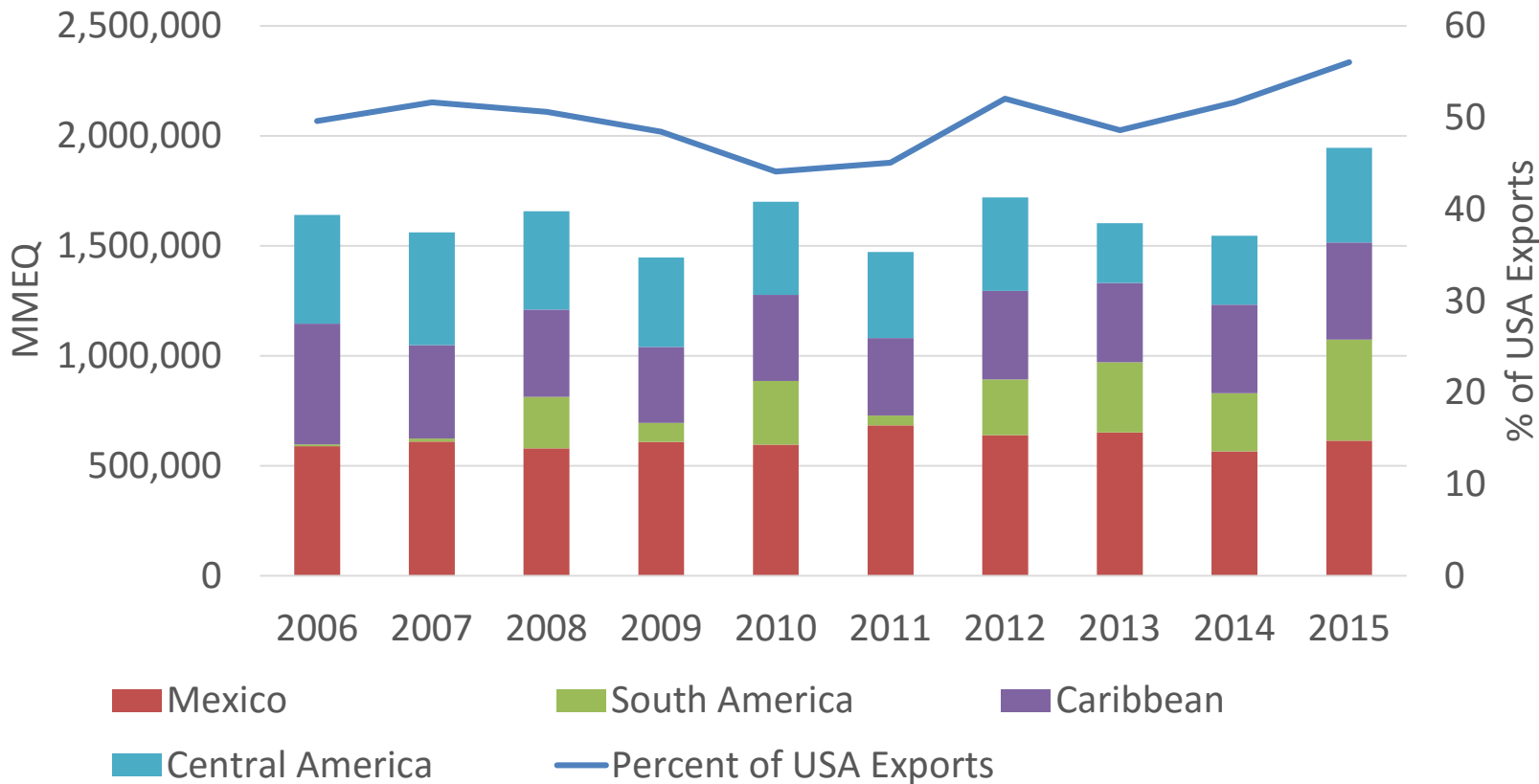
Overview

- History of USA Rice Variety Evolution
- New and Improved CL Varieties from Horizon Ag
- Path Forward (near and longer term)
- Cooking Demonstration

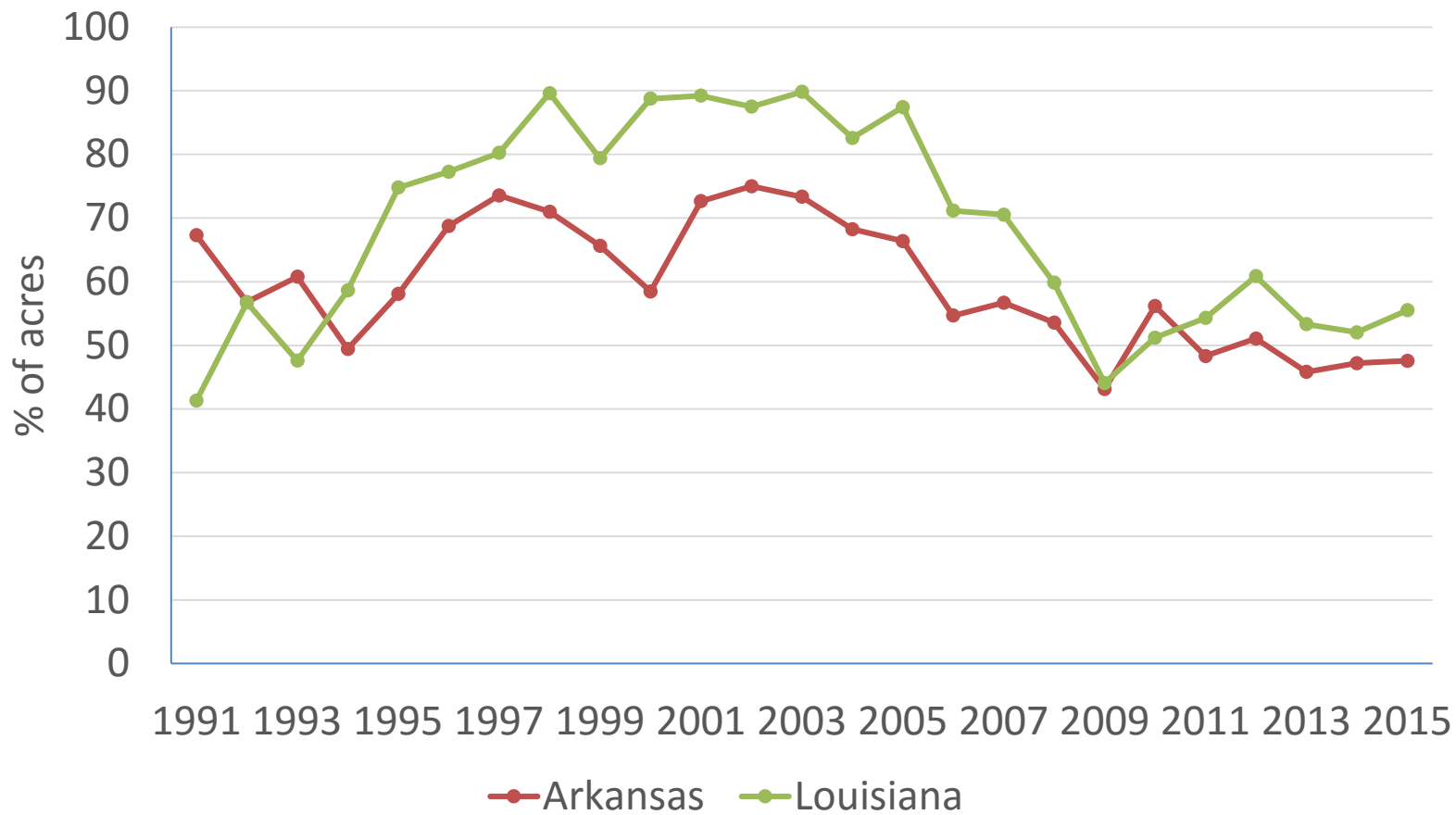


Overview

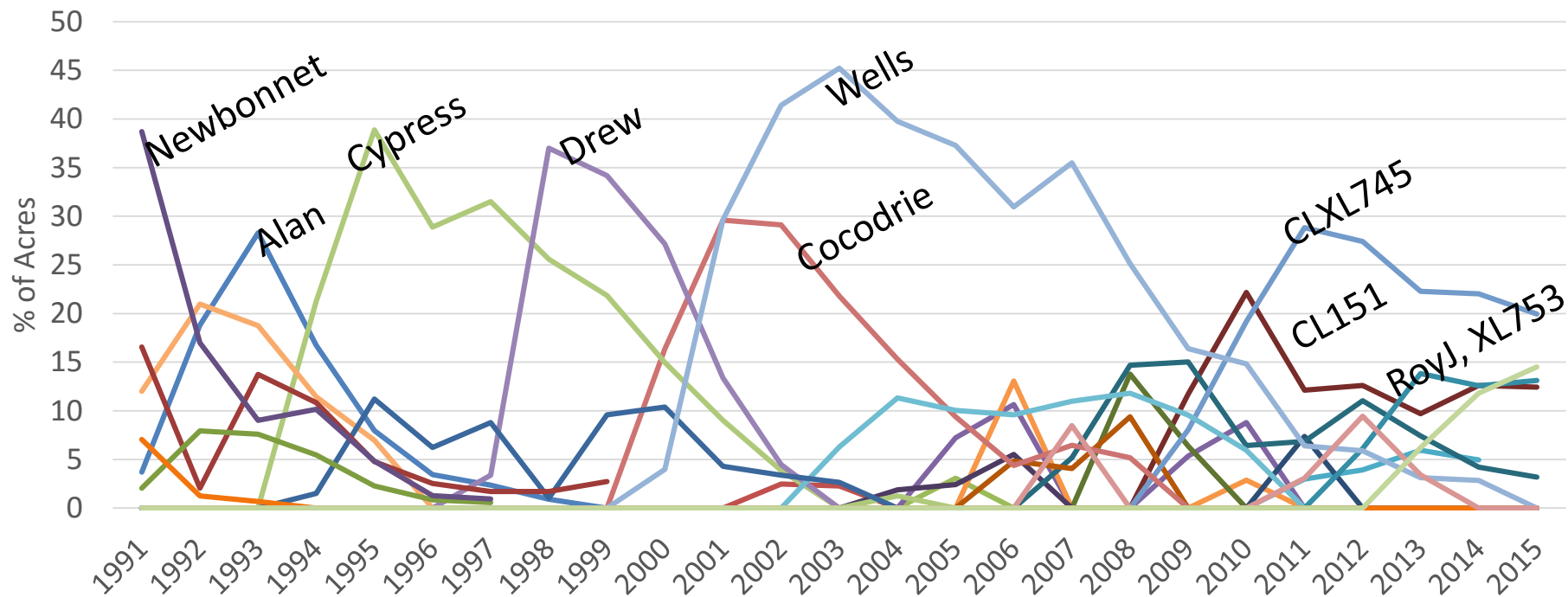
Key Export Destinations 2006-2015



% of Acres Planted to Top 3 Varieties



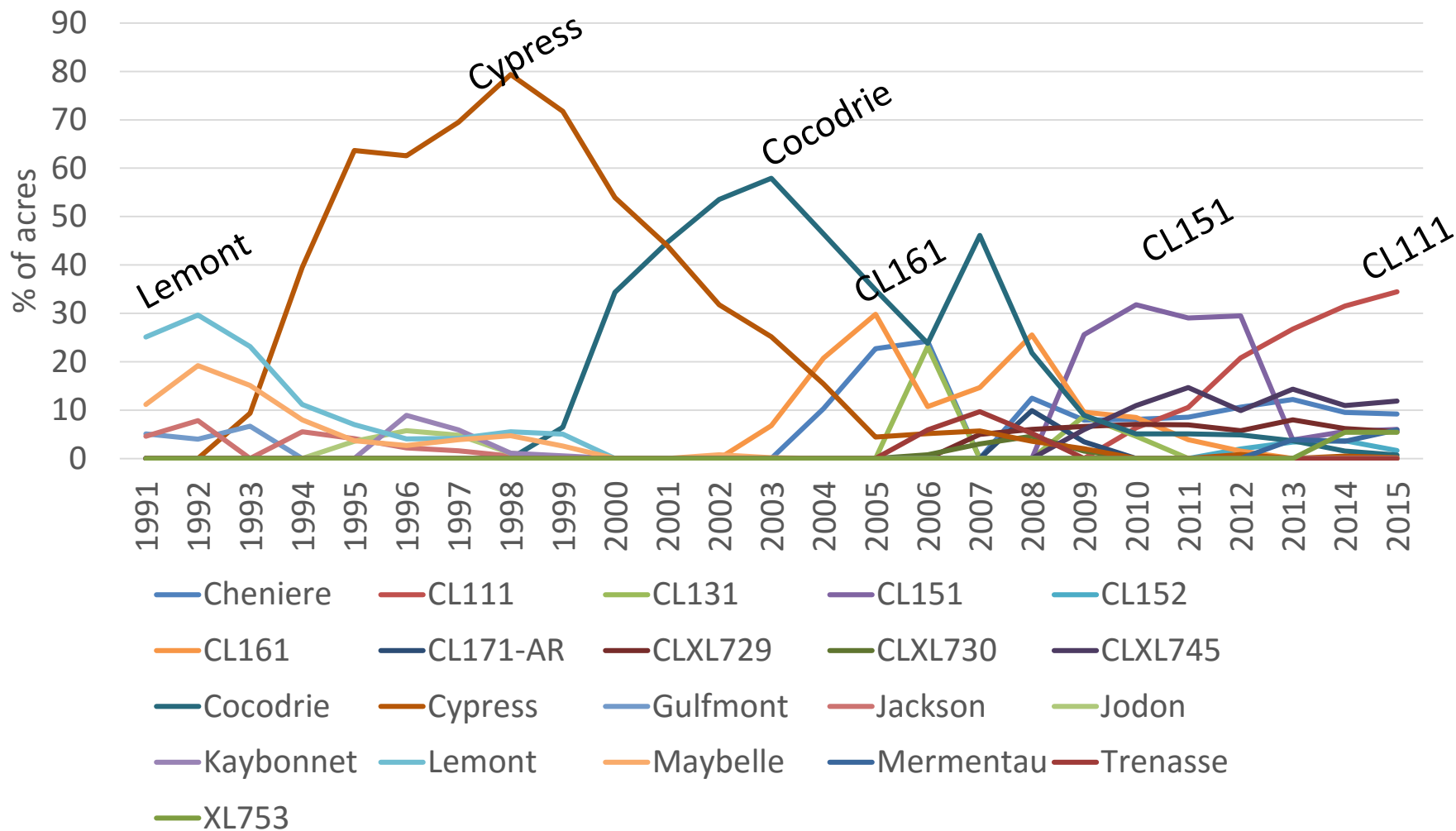
Variety Life Cycles in Arkansas 1991-2015



- | | | | | | |
|----------|----------|----------|-----------|---------|----------|
| Alan | Ahrent | Banks | Cheniere | CL111 | CL131 |
| CL142-AR | CL151 | CL171-AR | CLXL8 | CLXL729 | CLXL730 |
| CLXL745 | Cocodrie | Cypress | Drew | Francis | Katy |
| Lagruie | Lemont | Millie | Newbonnet | RoyJ | Tebonnet |
| Wells | XL723 | XL753 | | | |



Variety Life Cycles in Louisiana 1991-2015



Clearfield Pipeline



Clearfield Pipeline

- CL153– LSU
 - High yielding
 - Very early maturity (CL151)
 - Semi-dwarf
 - Blast Tolerant (*Pita*)
 - Excellent grain quality
 - Length
 - Translucency



Clearfield Pipeline

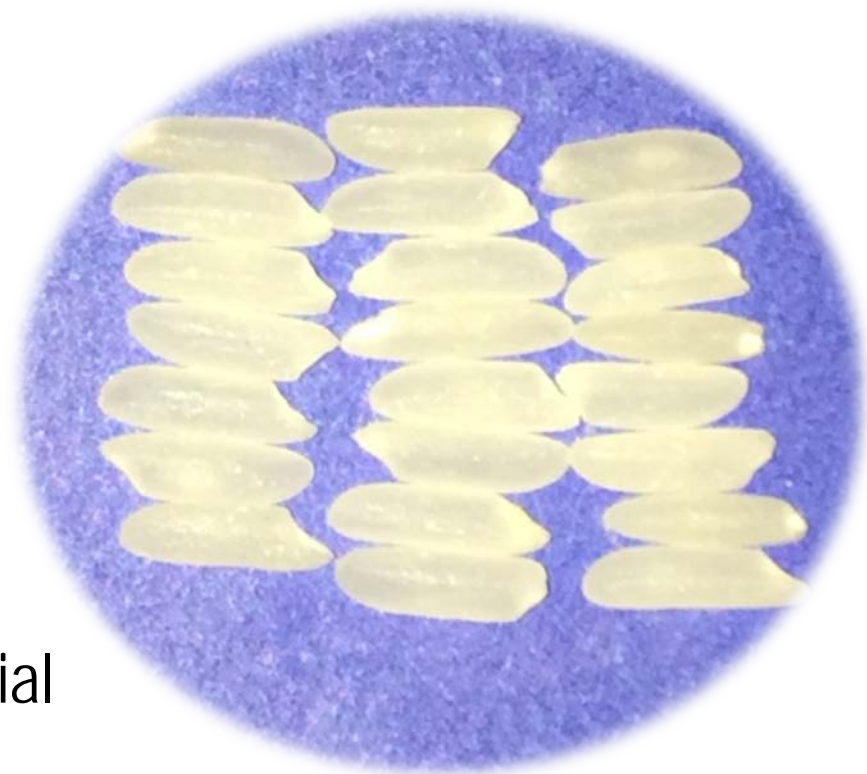
- CL163 – MSU
 - High yielding
 - Very early maturity (CL151)
 - Semi-dwarf
 - ‘Newrex’ cereal chemistry
 - 26% amylose

Approved By
MARS
food



Clearfield Pipeline

- CL172– Arkansas
 - High yielding
 - Very early maturity (CL151)
 - Semi-dwarf
 - Blast Tolerant (*Pita*)
 - Excellent grain quality
 - Length
 - Translucency
 - Favorable results on commercial run with Riceland Foods



Grain Chalk and Amylose

Entry	Amylose%	Chalk (%)	Length (mm)
Cheniere	25.5	1.6	6.7
Presidio	21.2	0.7	6.6
CL111	20.3	2.4	6.8
CL151	20.3	4.3	6.4
CL153	21.3	1.3	6.7
CL163	26.2	3.2	6.7
CL172	22.5	1.0	6.8



Horizon Ag Accomplishments

- Strong Advocate for Improving Rice Quality in USA to all sectors
- Continue to foster personal relationships to better understand the cultures and needs
- Pushed for and supported more objectivity in rice quality measurements



Path Forward

- Provide assistance in IP'ing high quality rice
- Marketing new and improved varieties with high chance of agronomic acceptability and favorable to end user
- Work with all resources possible to continue to improve the quality of new varieties without sacrificing profitability
- Customers must be consistent and specific in what they want



Overview

- Cooking Demonstration

- Recipe

- 2 cups of rice
 - 2 cups of water
 - 1/4 tsp salt
 - 2 tsp vegetable oil
 - Aroma Rice Cooker

- Varieties

- CL153, CL163, CL172, Palmar 18



Overview

- Multiple Cook Stations
- Evaluation Cards (1 card per variety)
 - 50 participants
- We value your feedback!

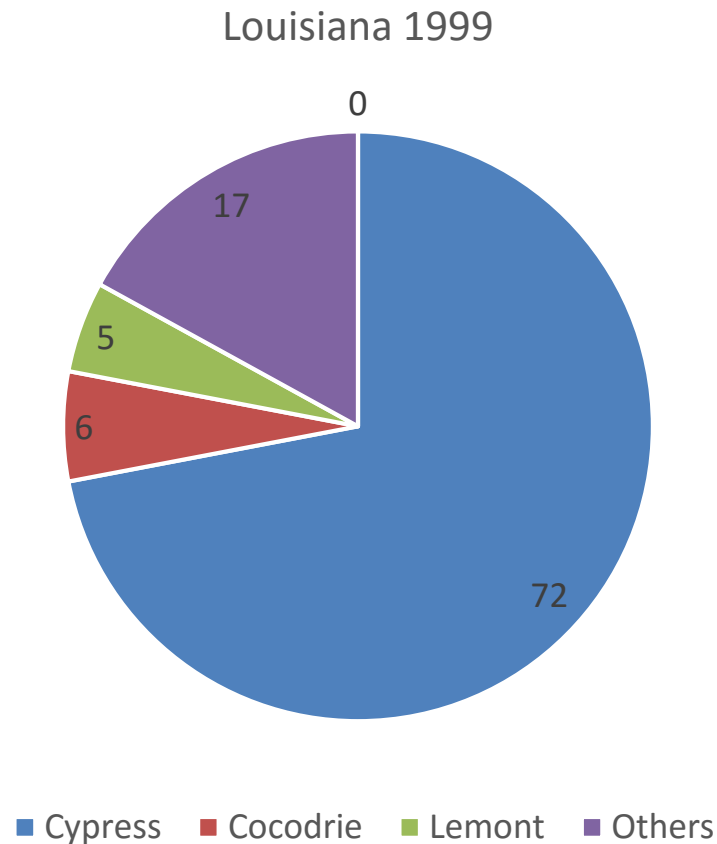


Thank You!



Rice Quality Matters

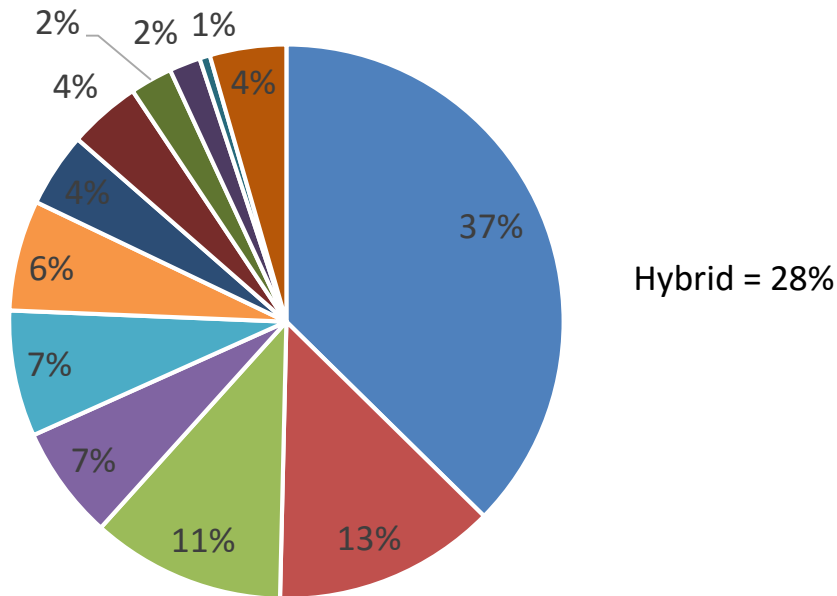
A Seed Company's Vision for Better U.S.-Grown Rice Quality



Rice Quality Matters

A Seed Company's Vision for Better U.S.-Grown Rice Quality

Louisiana 2014



- CL111
- CLXL745
- Cheniere
- CL151
- CLXL729
- XL753
- CL152
- Mermentau
- XP754
- Cocodrie
- Cypress
- Other

