



Website Q&A Sheet

September 14, 2006

1. **Q. What actually happened?**

A. On August 18th, the USDA announced that traces of an unapproved GE rice, LLRice601, had been found in commercially grown rice in the Southern United States. You can find additional information on this event on the California Rice Commission's website (www.calrice.org), the USDA's website (www.usda.gov), and the FDA's website (www.cfsan.fda.gov).

2. **Q. What is LLRice601?**

A. LLRICE601, whose full name is Liberty Link Rice 601, is unapproved GE rice, developed by Bayer CropScience. It produces a protein for rice herbicide resistance. It was grown in test plots in the south between 1998 and 2001. Bayer CropScience had no plans to market the LLRICE601, and discontinued testing about 5 years ago.

3. **Q. How did this happen?**

A. Until August 18th, 2006, it was believed that no GE rice was commercially grown in the United States. The USDA/APHIS is investigating how trace amounts of this unapproved material migrated from controlled testing to commercially grown rice. To find out more about this event, please see the California Rice Commission's website (www.calrice.org), or APHIS' website (www.aphis.usda.gov).

4. **Q. In what specific type of rice was the LLRICE601 strain found?**

A. Long grain rice grown in the Southern United States. Seed stocks in California have been tested by the California Rice Experiment Station, and are not affected by this. For a list of our California-grown products, [click here](#).

5. **Q. What are the health risks of this LLRICE601?**

A. The USDA and Food and Drug Administration news release on Aug. 18 announced: "Both have reviewed the available scientific data and concluded that there are no human health, food safety or environmental concerns associated with the use of this GE rice." In addition, the Canadian Food Inspection Agency (CFIA) and Health Canada, in consultation with the USDA and Bayer CropScience, conducted preliminary assessments of the risks and concluded that "it is unlikely that low levels of LLRICE601 pose a risk to human health, livestock or the environment." For more information, you can see the USDA (www.usda.gov), FDA (www.cfsan.fda.gov) or CFIA websites (<http://www.inspection.gc.ca>).

6. **Q. Which Lundberg products might be affected by this?**

A. The following items may have been unintentionally affected by LLRICE601:

- Lundberg Rice Chips – One ingredient, which constitutes approximately 28% of the weight of the product, was made from rice purchased from the Southern United States. Some of the samples of this ingredient have tested positive for low levels of LLRice601, and some have tested negative. We have replaced this ingredient. Rice Chip packages with a "Best By" date of July 7, 2007 or later contain 100% California-grown rice ingredients.
- 25 lb. Eco-Farmed Long Grain Brown Rice "Distributed by" Lundberg Family Farms contained rice purchased from the Southern United States. This can be distinguished from other, California-grown Eco-Farmed Long Grain Brown by the label and the type of bag. California-grown Eco-Farmed Long Grain



Brown Rice states it was “Manufactured by” on the label. In addition, the California-grown rice comes in a pre-printed bag. These are often sold in bulk bins by retailers.

For a list of our products currently made exclusively with California-grown rice, please click on the following link <http://www.lundberg.com/info/californiarice.shtml>.

7. Q. Are these products safe?

A. The USDA, FDA, Canadian Food Inspection Agency (CFIA) and Health Canada have reviewed the available scientific data on LLRice601 and concluded there is not a safety risk. We believe our products are safe, and have not received any indications of adverse reactions to consuming the products. In keeping with our Position on GMO’s, we have found California-grown rice replacement ingredients for the affected products, and have resumed production.

8. Q. Will rice containing traces of LLRice601 taste, look or smell different?

A. Rice containing trace amounts of LLRice601 will not look, taste or smell different from rice that does not contain LLRice601.

9. Q. What are you doing to prevent this from happening in the future?

A. We are using either California-grown rice or rice that has tested negative for LLRice601 in all of our products effective immediately. We test ingredient samples that contain southern rice, and are continuing to evaluate other steps we can implement to prevent a recurrence of this in the future.

In addition, we actively support efforts to keep California rice GE-free, and support labeling of products containing genetically engineered products.

10. Q. What does this mean to me?

A. Lundberg Family Farms supports your right to know if a product contains GMO ingredients. Based on this information, you can make an informed choice about what you do and don’t wish to consume. We value the trust our customers place in our products, and work to continue to earn that trust every day.

11. Q. What is Lundberg Family Farms’ Position on GMO’s?

A. Lundberg Family Farms opposes the use of GMOs on farms and in food. We do not grow GMO rice varieties, use GMO farm inputs in the production of rice, or purchase GMO ingredients for our products. We actively support keeping California a GMO rice free state. We support the consumers’ right to know if a product contains GMO ingredients. All of our products are of natural origin and are not derived from GMO’s.