



**News Release
For Immediate Release**

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Whole Grains are a Nutritious and Delicious Addition to Diet

*Lundberg Family Farms commends new Federal Dietary Guidelines
which encourage consumption of whole grains*

Richvale, Calif. (Jan. 13, 2005) — Yesterday, new *Dietary Guidelines for Americans* were released by the U.S. Department of Agriculture (USDA) in conjunction with the Dietary Guidelines Advisory Committee. These new guidelines contain a variety of nutritional and physical activity recommendations to encourage Americans to adopt healthier lifestyles. Lundberg Family Farms is primed to meet consumer needs in relation to these guidelines, especially as related to whole grains.

One of the “Key Recommendations” of the report states that Americans should consume “Three or more ounce-equivalents of whole grain products per day,” with an average of at least half of all grain servings coming from whole grains¹. Whole grains, such as those in Lundberg brown rice, are considered healthier than processed grains because they contain the entire edible portion of a grain or seed (which includes germ and bran). The germ and bran contain heart-healthy fiber (which helps reduce LDL cholesterol), vitamins and nutrients such as vitamin B, iron, zinc and phytochemicals². The dietary guidelines specifically recommend increasing fiber intake, which is one benefit offered from whole grains.

“Lundberg Family Farms has been dedicated to producing top-quality whole grain products since 1937,” says Grant Lundberg, the company’s CEO. “We commend the USDA for recognizing the healthfulness of whole grains. We offer a wide array of products to help consumers meet these recommendations.”

Here are some ideas for simple and tasty ways to add whole grains to the diet:

- Replace white rice with one of Lundberg Family Farms many brown rice varieties.
- Try tasty whole grain rice chips in place of potato or corn chips.
- Stock rice cakes in your desk at work for a healthy whole grain snack.
- Use brown rice pasta in place of white flour varieties.

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Editor’s note: Product samples and photos available upon request.

Since 1937, the Lundbergs have been producing the highest quality rice in concert with a respect for the environment. Now a third generation family business, Lundberg Family Farms remains committed to improving our precious natural

¹ *Dietary Guidelines for Americans*, 2005.

² Gordon, Sandra. “Go With Whole Grains.” Sept. 2000. WebMD feature story.

Accessed at: http://my.webmd.com/content/Article/11/1671_51169.htm on Jan. 13, 2005.

resources. Lundberg's rice and rice products are available nationwide through conventional supermarkets and natural foods stores.
For more information, visit www.lundberg.com.