



the Rice PAPER *Winter 2011*

In the News and on the web!

Women's Day Magazine recently penned 5 Things You Didn't Know About Carbs and named Lundberg Rice Cakes as a "Best Carb Pick".

Vegetarian Times Magazine recently featured Lundberg Marketing VP, Todd Kluger in a discussion on the versatility of Wild Rice, showcasing Wild Rice & Cranberry Cookies.

Martha Stewart Living Magazine's September 2011 issue recommends Lundberg Organic Whole Grain Rice as a staple for healthy living.

Self Magazine along with Columbia University compiled a list of their picks for Best Gluten-Free Buys and Swaps naming Lundberg Brown Rice Penne Pasta among them.

For more Lundberg News, visit:
www.Lundberg.com



The Unveiling of Lundberg's New Headquarters!



We've moved into our brand new office building! Years of planning have gone into our new space, which was built with energy efficiency and environmental design in mind. It boasts a steel-framed construction and is built with a high level of recycled steel. The exterior materials include stucco, reclaimed wood from old barns and shops throughout the North State, and metal. Wood from Founder, Albert Lundberg's original rice dryer was also utilized to construct tables

and benches for conference rooms and the visitor center. The office encompasses 27,658 square feet and offers a naturally lit, open workspace environment to promote collaboration and teamwork.

The new building also pays homage to our rich 75-year history; the 1935 Farnall® Tractor in front of the building is the original tractor that Albert brought from Nebraska when the Lundberg family relocated to Richvale in the 1930's; The Visitors' Center includes a "story wall" with pictures that cover the early days of the company to present; and a reception desk clad in reclaimed wood and tin from the original dryer that Albert and his sons built in the 1940's.

Some other energy efficient and environmental design elements of the new building include heating primarily with radiant heat (there's over 6 miles of tubing in the floor!), cooling with chilled water and heat exchangers that use less energy than traditional systems, innovative waste water technologies that provide an average annual savings of over 50%, encouraging alternative transportation with premium parking for carpools, fuel-efficient vehicles, and bicycles, landscaping with native plants to restore habitat, and implementing a storm water plan to capture and remove water run-off at the rate of native conditions.

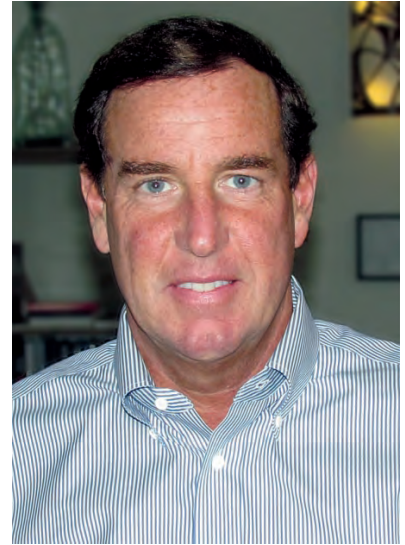
Come visit us! The Visitor's Center & Store is open Mon-Fri, 8:30am-5pm.



You Asked, We Answered!

Welcome to Lundberg!

Lundberg is excited to introduce our new VP of Sales, Doug Deeth!



Lundberg Family Farms® is proud to announce some exciting changes to our popular line of Brown Rice Chips! Now made with 70% organic ingredients and all organic grains, you'll find them in new updated packaging with bright vibrant colors and a matte finish, making them easier to spot on your grocery store shelves. The Whole Grain Stamp and the Non-GMO Verified logo have been added to every bag so you know you're getting a wholesome, healthy-for-you snack. And when you check out those nutrition labels, you'll notice we listened to your concerns about yeast extracts, removing them from our ingredients.



Joining the “Made with Organic” Rice Chips is a new line of Certified Organic rice chips in two bold and spicy flavors – Cracked Black Pepper and Spicy Black Bean. They are made with USDA Certified Organic brown rice and offer 17-18g of whole grains per serving. Plus, they're wheat-free, gluten-free, vegan, and Non-GMO Verified. The Cracked Black Pepper flavor offers a real kick of pepper and the Spicy Black Bean

is bursting with jalapeño spice. Both are made with the finest, organic seasoning and are headed to grocery store shelves near you!

Doug brings a wealth of food industry experience to our company. He has served in sales leadership roles with Nueva Cocina Foods, Reser's Fine Foods, Nile Spice Foods, Continental Mills/Krusteaz and Otis Spunkmeyer. Doug will oversee our national sales network and participate in strategic and operational planning. “The mission at Lundberg Family Farms is much larger than simply producing outstanding products,” Doug noted. “I appreciate this opportunity to further the Lundberg family's commitment to environmental sustainability, corporate responsibility and personal accountability, while introducing Lundberg products to more retailers and consumers across the country.”

So Special They Needed Their Own Website!



LundbergRiceChips.com is a new website dedicated solely to THE brown rice crunch sensation: Lundberg Rice Chips! If you can't get enough of these tasty snacks, check out the website to decide which flavor to try next and where to find them near you!



Lundberg named a “Game Changer” in 2011



Jessica Lundberg accepts the “Agricultural Innovation” award at the California Agricultural Innovation Conference

Lundberg Family Farms was honored to receive two awards earlier this year as “Game Changer of the Year” by Grow California, one in the category of “Agricultural Innovation in Organics” and the other in the category of “Innovation in Energy and Agriculture”.

In July, Lundberg Chair, Jessica Lundberg accepted the award as one of “California’s 2011 Leaders In Agriculture Innovation in Organics” for a cutting-edge approach to business with a positive impact on California’s agricultural industry and economy.

award as a California Clean Technology “Game Changer” for 2011 in the Innovation in Energy and Agriculture category for leadership, innovation, and impact on California’s clean tech industry and economy.

“Being recognized for our business practices reinforces what we’ve always known to be true; that we can run a profitable business while maintaining our commitment to environmental stewardship, our employees, growers, vendors, and customers.” said Grant Lundberg, CEO.

In October, VP of Marketing, Todd Kluger accepted the



Todd Kluger accepts the “Clean Tech” award at the Clean Tech Innovation Conference in Oakland, CA

**Happy
Holidays
From Our
Family
to Yours!**

Lundberg Christmas Rice® **with Cranberries & Caramelized Onions**

2 cups chicken broth	1 medium onion, sliced into thin wedges
1/4 cup water	1 tsp. Lundberg Sweet Dreams® Brown Rice Syrup
1 cup Lundberg Christmas Rice®	1/2 cup dried cranberries
1 Tbsp. butter	1/2 tsp. finely grated orange zest

Combine chicken broth, water, and Lundberg Christmas Rice® in a medium saucepan. Bring to boil. Reduce heat to low and cover. Simmer 50-55 minutes until liquid is absorbed and rice is tender.

Meanwhile, melt butter in a medium skillet over high heat. Add onion and Rice Syrup. Cook 5 minutes, until onions are soft and translucent. Reduce heat to low. Slowly cook onions, stirring often for 10-15 minutes until they are caramelized. Stir in dried cranberries. Cover and cook over low heat for 10 minutes.

Fold in cranberry mixture and orange zest into cooked Lundberg Christmas Rice®.

Makes 4-6 servings.