

## INTRODUCING

# Three New Delicious Risottos!

Lundberg Family Farms is proud to introduce three new additions to its popular line of Risottos; Eco-Farmed Butternut Squash, Eco-Farmed Cheddar Broccoli and Organic Wild Porcini Mushroom. Just in time for cooler weather, consumers can whip up these creamy comfort foods in just 30 minutes.

Hailed "the pasta of Northern Italy," risotto is a delicious rice dish that owes its creamy texture in part to the special cooking properties of Arborio rice. For those who love freshly made risotto, these delicious new varieties offer a satisfying, hearty dish that is easy to prepare.

All Lundberg Risottos are gluten free. The Butternut Squash and Porcini Mushroom varieties are also kosher dairy. They are available nationally and have an average retail price of \$2.49.



## Jessica Lundberg Elected Board Chair

### Completes the Transition to Third Generation Leadership

In a move that completed the transition of Lundberg leadership from second to third generation stockholders, the Lundberg Family Farms board of directors recently named Jessica Lundberg its Board Chair.

Lundberg Family Farms conducts elections for its board each year as dictated by the company's by-laws. "The board of directors and its officers are building on our company's proud heritage of quality and sustainability," said Lundberg. "I am delighted to be a part of this process, and to continue the vision of healthful products produced in harmony with nature."

Jessica Lundberg is the daughter of Wendell Lundberg, one of the company's founding brothers. She is Lundberg Family Farms' Nursery Manager and has worked at her family's company for most of her adult life. Her main duties include managing Lundberg's proprietary rice varieties. She has also taken a lead role



Jessica Lundberg

in the company's energy conservation efforts, including the current installation of a one-acre array of solar panels to power our rice driers and the soon-to-be built "Green" headquarters of Lundberg Family Farms.

## TRUE OR FALSE?

*"Agriculture can benefit wildlife species."*

**TRUE!**

Besides producing healthful and economically beneficial crops, California's ricelands provide food and shelter for more than 200 species of wildlife, according to the California Rice Commission.

In a February 2005 report, the commission emphasized the importance of rice cultivation to the Pacific Flyway, one of the major migration routes for waterfowl in North America.

California's Central Valley once included an estimated four million acres of natural wetlands. Today, only 300,000 acres remain. Rice fields account for an additional 500,000 acres of wetland habitat.

According to the report, rice cultivation provides half a million acres of wetland habitat, along with more than 60,000 tons of food in the form of waste grain following annual harvests.

The report also highlighted the role California's rice crop has played in stabilizing some wildlife populations, and increasing the numbers of other species, including the Bald Eagle and the Long-billed Curlew.

The full report, entitled "Wildlife Known to Use California Ricelands," is available online at [www.calrice.org](http://www.calrice.org).



# CSP Conservation Security Program

The Conservation Security Program (CSP) of the USDA's Natural Resources Conservation Service (NRCS), recently honored Lundberg Family Farms for their ongoing conservation and environmental management practices. The Tier Three designation awarded to the lands farmed by Lundberg is the highest of three available designations. Lundberg is one of a few farms awarded a Tier Three recognition. In addition to lands owned and managed directly by Lundberg, the company also contracts with conservation-minded growers—many of whom have achieved Tier One and Tier Two designations from CSP.

"We are delighted to have earned this recognition for our family's lands," said Jessica Lundberg, Nursery Manager and Board Chair for Lundberg

Family Farms. "When my grandparents began farming in the Sacramento Valley in 1937, they made a commitment to protect the area's delicate ecology. Today, our third generation of leaders is proud to remain true to their vision."

The Conservation Security Program is a voluntary conservation program that supports the ongoing stewardship of private agricultural lands by recognizing and rewarding those farmers and ranchers who meet the highest standards for environmental management on their lands. To achieve the Tier Three designation, the producer must have addressed a comprehensive set of ecological concerns—including air, water and soil quality. In addition, Tier Three farms must take special care to nurture riparian zones.



Left to Right: Jessica Lundberg, Carlos Suarez, and Hue Dang.

## Rice Element Found to Lower Cholesterol

According to a recent study, vitamin E found in brown rice may lower cholesterol and help to fight certain cancers.

The substance, known as TRF, or tocotrienol-rich fraction, is found in rice as well as in oats and barley.

In tests, lab animals that received TRF supplements saw an overall decrease of cholesterol levels by 42 percent. LDL (the so-called "bad" cholesterol) levels fell by as much as 62 percent in the study.

Previous studies by the report's primary researcher showed TRF mitigated toxins from the liver and indicated that it could reduce or stabilize liver tumors.

The study, "Can Rice Bran Oil Melt Away Cholesterol?" was authored by the University of Rochester's Mohammad Minhajuddin, and was published in the May, 2005 edition of *Food and Chemical Toxicology*.



## Outstanding in Their Field...

The annual Rice Field Day was held this year on Wednesday, August 31, 2005. Each year rice researchers, growers, and other industry members gather to observe and discuss the research happening at California's Cooperative Rice Research Experimentation Station (CRES) at Biggs, California.

This year's agenda included research findings on soil quality, novel fertilizers, alternative pest and weed control, and several rice varieties in development.

The California Cooperative Rice Research Foundation is a non-profit research institution owned by California rice growers. It operates the CRES, which was established at its present site between Biggs and Richvale in 1912. CRES facilities consist of 478 acres of land, greenhouses, laboratories, and equipment used for rice improvement research and seed production.

