

RICE



PAPER

WINTER 2005

INTRODUCING: **ECO-FARMED** *Same great practices, fresh new name.*

Since 1937, the Lundbergs have been growing rice sustainably in the fertile soils of Northern California. Having moved out West after losing their topsoil to the scathing winds of the Dust Bowl, the Lundbergs have always had a special understanding of the importance of preserving natural resources, and of building and maintaining soil fertility.

Many of Lundberg's product offerings adhere to the strict U.S. Department of Agriculture organic guidelines. However, in order to meet the needs of the public—including the need for high quality rice products at prices that the market will bear—Lundberg also produces a significant amount of great tasting non-organic rice and rice products.

With their own high standards for quality and agricultural sustainability, Lundberg's non-organic products have, until recently, carried the "Nutra-Farmed" label. This spring, all of Lundberg's non-organic products will make the switch from "Nutra-Farmed," to "Eco-Farmed." The change is only in name, and Lundberg's sustainable growing and handling practices remain the keystone of quality its consumers have grown to trust for years.

"We decided to change how we referred to our growing practices in an effort to be more evident to consumers about what we do and why," said Grant Lundberg. "We invest substantial time and energy using methods that are beneficial to our living environment, and we want all those who enjoy our

products to feel good about the choices they make."

Eco-Farmed products preserve and protect natural resources by utilizing a combination of modern and heritage farming techniques designed to reduce agriculture's environmental impact. These methods build soil fertility while protecting the wildlife, as well as the quality of air and water.

There are many other ways in which Lundberg Family Farms' Eco-Farmed products benefit and improve our environment.

As part of the transition, Lundberg Family Farms' Eco-Farmed and organic products will display a new package design. They will also

The Eco-Farmed program includes the following innovative environmental measures:

- Returning the rice straw to the fields (as opposed to burning it) enriches the soil and preserves air quality.
- Rotating nitrogen fixing crops into the fields improves soil fertility.
- Using the least amount of chemical pest controls, and only when strictly

necessary, helps to preserve water and air quality, and helps maintain soil fertility.

- The use of green power in Lundberg's offices and processing facility lessens the environmental footprint.

display a series of specially commissioned illustrations that capture the essence of life on the farm, our commitment to quality, the environment, as well as our new Lundberg Family Farms company logo. Consumers should see the new packaging in the stores in early 2005.



TRUE OR FALSE?

"Green power isn't really a viable option yet."

FALSE.

When people think about where electricity comes from, they often think of the dirty, smoke belching plants of yesteryear. Fact is, today's businesses and consumers have a variety of "green," environmentally-friendly, energy options available.

Lundberg Family Farms offsets 100 percent of its energy use through the purchase of wind energy certificates. This commitment ranks among the largest renewable energy purchases in California (approximately 4,367,000 kilowatt-hours per year) and the first among farmers and manufacturers of organic and natural rice products nationally.

The company was recently recognized with the Green Power Purchasing award, which distinguishes organizations that have made outstanding and unique commitments to purchase green energy. The Green Power awards are given out annually by the Environmental Protection Agency and the Department of Energy.

"We are honored to be recognized for our continuing efforts to sustain our precious natural resources. The good people of this company take pride in these innovations, and are inspired by this award," said Homer Lundberg, Chairman of the Board for Lundberg Family Farms. "We will continue to push forward in finding new ways to preserve our delicate ecology."



Lundberg Family Makes a Big Impact... in its home community and beyond.

Recently, Bryce and Wendell Lundberg were honored for making significant contributions to their communities.

Bryce Lundberg, a lifelong California rice grower, and the Director of Organic Certification for Lundberg Family Farms, was recognized by the Organic Farming Research Foundation (OFRF) at its 12th Annual Fall Organic Harvest Benefit Reception and Dinner, held at the Lark Creek Inn in Larkspur, California, on September 28th.



Bryce Lundberg

The recognition came in honor of Bryce Lundberg's "significant and longstanding volunteer contribution to the organic farming community," according to Bob Scowcroft, OFRF's Executive Director. "We recognize that Bryce has always been there on a grassroots level for the Northern California organic farming community," said Scowcroft. On hand at the event was a group of OFRF supporters, including retailers, growers, chefs and other members of the organic community. Bryce Lundberg's volunteer contributions have been extensive and varied, including a range of personal and professional commitments.

The Golden Empire Council of the Boy Scouts of America honored Wendell Lundberg for outstanding achievement during its annual dinner on November 17. The award recognizes area leaders who have excelled

in the fields of agriculture, medicine, and business.

Wendell Lundberg moved to Richvale, California with his family in 1937 from a farm in Phelps, Nebraska that his grandfather homesteaded in the 1870's. He attended the University of California at Davis, before completing his Bachelor of Arts degree at Chico State University. He later went on to receive his teaching credential. After a series of jobs that allowed him to travel and explore his love of the outdoors, Wendell returned to Richvale to go into the family rice farming business with his three brothers, Eldon, Harlan and Homer. Wendell Lundberg farmed short grain rice, and was a member of the Butte County Rice Grower's Association.



Wendell Lundberg

Following Lundberg's return to the Richvale area, the first local Boy Scout troop was formed. Wendell Lundberg served as a Troop Leader, and formed many cherished memories while mentoring the young men involved. The Butte County Rice Grower's Association generously sponsored the troop during this time.

Community involvement has always been an important principle for the Lundberg family, and these awards reflect the company's commitment.

INTRODUCING

New Products from Lundberg Family Farms!

This spring, Lundberg Family Farms proudly debuts several exciting new products.



Cinnamon Toast and Caramel Corn have joined the popular Lundberg line of USDA certified organic rice cakes. Made with fresh milled brown rice, these rice cakes contain whole grains, natural flavors and are nutritious for the whole family. Each bag contains 13 rice cakes, and retails for \$2.39.



Organic Brown Sweet rice and Organic Golden Rose rice have been added to Lundberg's healthful line of packaged rice. Their slightly sweet, whole grain flavors and nutty textures make them perfect for recipes, as well as for everyday use. Both items will be offered in two pound bags, and will retail for \$2.69.



For those seeking healthy and tasty snack options, Lundberg has extended its popular line of rice chips to include two new flavors: Fiesta Lime and Honey Dijon. These crunchy chips provide the goodness of brown rice without trans fats or artificial ingredients. They retail for \$2.49 per 6 ounce bag.

