

RICE



PAPER

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A Proud Heritage

Lundberg Family Farms traces its roots back to 1937, when Albert and Frances Lundberg moved to California from Nebraska. They had experienced the ravages of the Dustbowl that resulted from poor soil management and short-sighted farming techniques. This environmental crisis was a defining moment for the Lundberg Family. After moving the family to the Sacramento Valley, Albert impressed upon his four sons the need to care for the soil and the environment. With this respect for the land, the Lundberg family pioneered organic and environmentally sustainable rice growing in America.



Albert & Frances Lundberg with sons Eldon, Wendell, Harlan, and Homer.

In the 1960's, the four sons, Eldon, Wendell, Harlan and Homer Lundberg recognized the opportunity to offer their "environmentally friendly" farmed rice directly to the public, rather than co-mingle it with rice grown using conventional methods. This gave consumers a choice in the rice they purchased, and began the



Eldon, Wendell, Harlan and Homer Lundberg.

Lundberg Family Farms brand, which has become synonymous with quality, great tasting rice products grown "Always in Balance with Nature™".

For almost 70 years Lundberg Family Farms has used farming methods that care for the soil, wildlife, air and water. Today, in addition to the highest quality rice, the now third generation family farm offers a full complement of wholesome, great tasting rice products, including beverages, convenience foods, entrees and snacks. Lundberg continues to support ecological farming methods that work in harmony with nature to maintain wholesome standards of living today and for future generations.



2nd & 3rd Generation; Lundberg Family Farms Board Members.

Whole Grains Receive USDA Nod

In 2005, new Dietary Guidelines for Americans were released by the USDA. 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 grains. Whole grains, such as those in Lundberg brown rice, are considered healthier than processed grains because they contain the

entire edible portion of the grain or seed (which includes germ and bran).

With the recent revisions to the federal dietary guidelines, the importance of whole grains as a foundation of a healthful diet has been amplified. Nutritional fads come and go, but the virtue of whole grains—including nutty, flavorful brown rice—is common sense, backed up by solid science.

TRUE OR FALSE?

"There is no room for creative experimentation in rice-based recipes."

FALSE!

When it comes to our favorite grain, there is a world of variety to choose from. There are few hard and fast rules on which type of rice to use in any particular recipe; it is mostly a matter of personal preference.

Worldwide there are more than 40,000 different varieties of rice. These varieties can be divided into long, medium, and short grain. The primary differences in these rice varieties are their cooking characteristics and, in some cases, a subtle flavor difference. From a nutritional standpoint they are equal and indeed can often (with the exception of waxy rice or Arborio) be interchanged in recipes.



You will find that medium and short grain rice are good choices for making dishes that have a creamier characteristic—such as risotto, and desserts—or dishes where stickier rice is preferred—like sushi, molds or croquettes. Choose long grain rice for the dishes where you prefer separate, distinct grains, such as a pilaf.

For recipes and more information about the various types of rice, visit www.lundberg.com.

For a free copy of the new, full-color cookbook send proofs of purchase from any two Lundberg Family Farms products to:

Lundberg Family Farms
Free Cookbook Offer
 PO Box 369
 Richvale, CA 95974



Lundberg Family Farms Invests in Solar

On-site solar array helps improve company's environmental impact.



Lundberg Family Farms, the pioneering rice grower in California's Sacramento Valley, announced that it has made a major investment in solar power. For more than 65 years Lundberg Family Farms has used sustainable farming methods that care for the soil, wildlife, air and water. The company also carefully examines its business practices, seeking alternatives to traditional resource use, including purchasing renewable energy to power its headquarters and production facilities and now, generating power through the new solar array.

Jessica Lundberg, Nursery Manager, and Chair of the company's Board of Directors, spearheaded the effort. "This project demonstrates the ongoing commitment our entire company has toward reducing our environmental footprint," said Lundberg. "As new innovations become available, our company will continue to find novel ways to embrace the values of

environmental stewardship taught to us by my grandparents." During the course of the year, the system will produce more than 350,000 kilowatts per year (kWh/yr) of clean energy from plentiful California sunshine. Energy generated by the solar array will avert more than 11,000 tons of carbon dioxide pollution over 25 years. The environmental impact of the system is the equivalent to not driving over 28 million miles, or planting 130 acres of trees.

Situated in the heart of the company's Richvale farmlands, the project consists of a full acre of solar panels to harvest the sun's vital energy. In addition to making good environmental sense, the construction of this solar project makes good economic sense as well. Lundberg will contribute plenty of solar power when energy prices are at their highest—a time when Lundberg's energy needs are somewhat low. Then, in the fall, when the company needs more energy to power its rice dryers, Lundberg will take power back out of the system when the rates have decreased. This will create the net effect of rolling the power meter back for Lundberg, as energy is contributed when it is most needed in the state, then taken back out of the system when the state's demand for energy is less.

For more information about Lundberg Family Farms and the new solar system, visit:

www.lundberg.com

A Rice By Any Other Name ...

Eco-Farmed or Organic, all Lundberg products honor the environment.

Since 1937, Lundberg Family Farms has pioneered agricultural methods that care for the fertile soils of California's Sacramento Valley.

Many of Lundbergs' 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 non-organic rice and rice products.

With our own high standards for quality and environmental sustainability,

Lundberg's non-organic products carry the "Eco-Farmed" label.

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.

Lundberg Family Farms' innovative ecological practices include:

- *Returning rice straw to the fields instead of burning it. This practice enriches the soil and preserves air quality.*
- *Improving soil fertility through crop rotation. Using the least amount of chemical pest controls, and only when strictly necessary, to help preserve water and air quality, and maintain soil fertility.*
- *Lundberg's use of green power in its offices and processing facility reduces the company's environmental footprint.*



More on Whole Grains

With its 2005 updates to the Dietary Guidelines for Americans, the USDA has encouraged everyone—male and female, young and old, to increase their intake of so-called "whole grains," and to aim to consume at least half of their grain servings from whole grain sources each day. But for all the talk, the average U.S. consumer eats only one serving of whole grains each day. Do consumers understand what whole grains are, and why they are so important in their diets?

What are Whole Grains?

The new USDA Dietary Guidelines uses the American Association of Cereal Chemists' definition, which is "foods made from the entire grain seed, usually called the kernel, which consists of the bran, germ, and endosperm. If the kernel has been cracked, crushed, or flaked, it must retain nearly the same relative proportions of bran, germ, and endosperm as the original grain in order to be called whole grain."



Whole grains can be served on their own (a satisfying bowl of brown rice, for instance), or as an ingredient in prepared foods such as breads, chips and cereals. However, when buying prepared foods, consumers should read labels carefully to ensure that they are truly getting whole grains rather than refined grains that contain fewer nutrients and almost no fiber.

Why Are Whole Grains Important?

In addition to being inexpensive and delicious, whole grains are a vital part of a healthful diet. Research has shown that the nutrients and photochemicals found in whole grains—such as the brown rice products offered by Lundberg Family Farms—are powerful health promoters. They are high in antioxidants, which repair damage to cells. Additionally, whole grain consumption has been linked to a reduced risk for Type II Diabetes, heart disease and obesity.

Examples of Whole Grains

It's not so hard to get three servings of whole grains each day. Look for pastas, cereals, breads and snacks made with these heritage grains. Or, enjoy them right out of the bowl!

Brown Rice	Whole Grain Corn	Bulgar
Buckwheat	Whole Grain Oats	Millet
Whole Wheat	Wild Rice	Popcorn
Whole Grain Barley	Quinoa	Rye

