



# THE RICE PAPER

JUNE 2009  
ISSUE 2: VOLUME 6

## New in the Line Up: Roasted Brown Rice Couscous

Lundberg Family Farms® introduces a new unique product to their line up: Roasted Brown Rice Couscous that's made with 100% organic brown rice and free of both wheat and gluten.

Gently crushed into tiny granules, then fire-roasted to add a subtle nutty flavor, Lundberg's versatile Roasted Brown Rice Couscous is perfect as a simple side dish or as the basis for a main course. All four Roasted Brown Rice Couscous varieties - Plain Original, Roasted Garlic & Olive Oil, Mediterranean Curry, and Savory Herb - are made with 100% organic brown rice and contain no trans fat, wheat, gluten, or artificial ingredients.

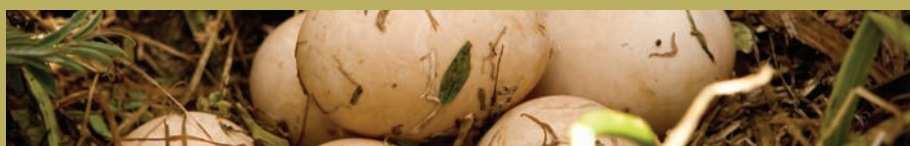


The new Roasted Brown Rice Couscous are priced at \$2.49 and are rolling out now to supermarkets and natural food stores nationwide. Please visit our website for more information at [www.lundberg.com](http://www.lundberg.com).

## Egg Aid 2009

Each spring, Lundberg Family Farms® takes special care to rescue thousands of duck eggs before preparing its rice fields for planting. Lundberg calls in help from farm crews and the District 10 Wild Egg Salvage Program volunteers to assist in this effort to preserve local avian life. This year on May 1, 2009, Lundberg called in 5th graders from Chico's Sierra View Elementary School to pitch in and help with the effort as part of Lundberg's annual Egg Aid event. In two short hours, the children rescued 291 eggs from the field, finishing just before the unusual May rain began to fall.

In the fall, Lundberg farmers plant purple vetch in a portion of their fields to protect and enrich the soil. These "cover crops" create a lush habitat that is ideal for duck nesting. However, as spring begins, the fields need to be prepared for planting, which often requires mowing these cover crops before the eggs hatch. This is where the Egg Aid Rescue comes in, when Lundberg farmers and friends take to the fields to recover duck eggs. Consistent with California environmental law, the eggs are removed from their nest within 24 hours of cultivating the field. The eggs are taken to a private facility where they are incubated and hatched. After about five weeks, the ducks are banded and released back into the wild.



## Lundberg® in the News

*The Chico Enterprise-Record* and *Chico/Redding's KHSL CBS 12* ran stories about Lundberg's Egg Aid event, including interviews with some of the school children that participated. A story about Egg Aid was also heard on the NPR radio show *Living on Earth* this spring.

Lundberg's Sesame Seaweed Rice Chips were featured on *Good Morning America* on Monday, May 11, 2009 in a GMA Health News segment titled "What does it mean to be gluten-free?" Ashley Koff, RD, recommended Lundberg Rice Chips as a convenient, gluten free alternative for people with celiac disease.

Sunday, March 29, 2009 *The Food Section of the San Francisco Chronicle* featured Lundberg Family Farms® in a story about the growing popularity of brown rice and included a grower's profile on the family.

Lundberg's own VP of Administration was interviewed for the highly acclaimed Human Resources newsletter *Best Practices in HR*. Tim Schultz spoke about Lundberg's employee wellness programs, employee retention and some of the other practices that make Lundberg one of the top small workplaces in the country.

A crew from the new *History Channel Show Food Tech* took Lundberg Family Farms® by storm on Thursday, May 14th. The crew spent the day on the farm learning how rice is planted filming everything from duck nests to aerial planting to the Lundberg packaging line. Lundberg will be featured in the 10th and final episode this season. Watch for the debut of *Food Tech* with Bobby Bognar this summer.

## Lundberg® Rice Products Meet Needs of Niche Consumers

Lundberg Family Farms® has a long history of listening to customers and fulfilling their needs. This simple practice has helped us become the leader in the natural-organic and grocery-specialty markets for rice products. So when we began receiving an increased amount of letters and e-mails from “celiacs” asking us to consider developing more rice-based convenience products that serve to help them live a more normal life and eat “normal” foods, we answered.

To understand why these customers cannot eat “normal” foods, you have to understand what Celiac Disease is and how it affects the everyday eating habits of those that suffer from this disease.

Celiac Disease (CD) is a chronic digestive disorder caused by a toxic reaction to the ingestion of “gluten.” Gluten is a group of proteins found in all forms of wheat, including durum, semolina, spelt, rye, oats, barley and related grain hybrids such as triticale and kamut. This disease affects about 1 in 250 people in the United States. Not only is the cause of CD unknown, but the disease is difficult to diagnose and has no cure. CD can be triggered during any stage of life by unknown environmental factors such as stress, physical trauma, viral infection, pregnancy or surgery. CD sufferers have an autoimmune reaction in their small intestines that make their bodies unable to absorb basic nutrients causing chronic abdominal pain, cramping and diarrhea. If left untreated, the results can be life threatening.

The primary treatment for CD is dietary; life-long adherence to a gluten free diet. This means celiacs must cut out “normal” foods like bread, oatmeal, pasta, chips, pizza - convenient, everyday staples that most of us take for granted. Finding alternatives is difficult. Even more challenging to the CD patient is learning to carefully read labels to find sources of hidden gluten. Gluten can be found in soups, salad dressings, processed foods, soy sauce and even licorice.

Because rice is one of two grains that do not contain gluten (corn is the other), Lundberg Family Farms® has taken an interest in developing additional rice products that can serve as substitutes for those foods that celiacs generally have to give up. In addition to our rice varieties and rice cakes, we produce rice chips in eight different flavors, providing a great alternative to regular chips, as well as brown rice pasta that makes a great base for recipes such as macaroni and cheese or spaghetti. We are proud to be a “go to” company for celiac disease sufferers and continue to develop more convenience products for this growing population.

For further questions about Celiac Disease, visit the Celiac Disease Foundation's website at [www.celiac.org](http://www.celiac.org).



Lundberg Family Farms®  
Richvale, CA 95974  
530.882.4551  
[www.lundberg.com](http://www.lundberg.com)

**GREAT NEWS!** The Organic Trade Association (OTA) has awarded Eldon, Wendell, Harlan and Homer Lundberg the OTA Leadership Award for Achievement in Growing Organic Agriculture!



## Featured Recipe: Smoked Turkey & Brown Rice Pasta Salad with Orange Vinaigrette

Recipe by chef Christine Piccin

Substitute grilled chicken, grilled salmon, or cooked and chilled shrimp in place of the smoked turkey for tasty variations!

### Salad Ingredients

- 10-ounce box Lundberg Rotini Brown Rice Pasta
- 3 oranges
- 12 oz. smoked turkey, chopped
- 2 large carrots, coarsely grated
- 1 cup diced celery
- ½ cup chopped green onions
- ½ tsp. salt
- ¼ tsp. black pepper
- 4 Tbsp. slivered or sliced toasted almonds
- Lettuce leaves, if desired
- 1 cup fresh peas (optional)

### Orange Vinaigrette Ingredients

- 1 large orange, zest and juice
- 4 Tbsp. white wine vinegar
- 1/3 cup vegetable oil
- 1 Tbsp. honey
- 2 Tbsp. minced green onion, white part (save green part for salad)
- 1 tsp. salt
- 1/8 tsp. ground cloves or mace

### Cooking Instructions

Cook pasta in boiling, salted water for 6-7 minutes; drain, then cool under cold running water. Drain well.

Zest and juice 1 orange for vinaigrette, and combine zest and juice with remaining dressing ingredients. Blend with a handheld or regular blender and set aside.

Peel, then cut remaining oranges into segments. Prepare remaining salad ingredients as listed.

Transfer pasta and remaining salad ingredients except lettuce and almonds to a large bowl and toss gently with half the dressing. Taste and adjust salt and pepper as needed. Cover and refrigerate 20-30 minutes. Just before serving, add remaining dressing to salad and mix gently. Spoon over lettuce leaves for serving, if desired. Sprinkle almonds over top.

Makes 6 servings