

THE RICE PAPER

from Lundberg Family Farms®

HOW IT'S MADE:

Lundberg Brown Rice Cakes



If you've ever eaten a rice cake you've likely noticed that rice cakes look nothing like rice. It is a stretch to imagine those brown rice grains that make a tasty whole grain side dish can be turned into the wholesome healthy family snack our fans have grown to love. But it's true – and the process is explosive to say the least.

Perhaps one of most interesting aspects of rice cake production is that the process is based on the explosive characteristic of rice that occurs when heat and pressure are applied. Rice cakes are actually very simple products and have only two critical ingredients—rice and water. The rice itself needs certain characteristics to produce the best quality rice cake and limit breakage. Sticky rice tends to work best, while long-grain varieties don't expand enough during cooking.

Let's Get Started!

The rice cake process begins with Lundberg brown rice soaked in water until the right moisture level is

attained. The moist rice is then fed into hoppers above the popping machines. Our machines produce one cake every 14 seconds.

An Explosive Process, Literally...

After the rice is prepared, the moist rice is fed from the hopper into a cast-iron mold in the popping machine. The mold is heated to hundreds of degrees, and a slide plate opens to impose a vacuum on the rice. After exposure to heat at this pressure, the lid of the mold expands, creating an even greater vacuum on the contents. In the last few seconds of heating, the mixture explodes to fill the given space.

A World of Flavor

After the cake has exploded in the popping machine, the cooking head opens and the cake falls gently on a conveyor belt. The belt carries the cake past one or more spraying heads where salt may be added or the cakes are flavor-enhanced with cinnamon,

caramel, tamari and more. We produce 12 different flavors of organic rice cakes.

The "Heavy Little Bag"

The conveyor moves to the bagging area, where the rice cakes are removed from the conveyor by hand, inspected for any breakage, and stacked, sealed and packaged. Each rice cake is made with nearly twice as much rice as most other brands, hence the 8.5-ounce "heavy little bag." This means our cakes are packed with twice the flavor, value, and nutrition.

You can buy our Rice Cakes at natural foods stores and supermarkets nationwide.



BULK is Green!

Lundberg Family Farms has recently become an active member of the Bulk is Green Council (BIG), an organization dedicated to helping consumers, food makers and grocers learn about the many environmental and economic benefits of bulk foods. Our own Vice President of Marketing, Todd Kluger, is currently serving on the council's Board of Directors, with other like minded food industry leaders who are passionate about the environment and living well.

According to the BIG, buying food in bulk is slated to be one of the biggest money-saving trends of 2010. In 2009 bulk food sales increased an estimated 15 percent over the previous year, with more than 1,000 retailers adding bulk food offerings nationwide.

"In today's difficult economic climate buying bulk items is an easy way for our consumers to save anywhere from 10 to 25 percent on their pantry staples such as rice and spices," said Kluger. "And as an added perk, consumers get to feel good about 'being green' as bulk products use minimal packaging and allow the customer to reduce waste by purchasing as little or as much as they need."

Other Bulk Facts

FACT: Bulk goods require less overall transportation to deliver to consumers. Bulk foods do not require the packaging components that must be produced and transported prior to being filled, so the transportation of bulk product to retailers is more efficient since it can be packed more densely on a truck.

FACT: The manufacture of paper and cardboard pulls trees from our forests, dumps contaminated water into our streams and uses enormous amounts of energy resulting in grotesque levels of CO₂ emissions pumped into our atmosphere.

FACT: Food packaging may limit a consumer's ability to buy in quantities desired which can result in food surplus and ultimately waste, as well as often limits a consumer's ability to actually see the product they are buying.

For more facts about buying in bulk, visit the [Bulk is Green website](#).

Founded in 2008, the Bulk is Green Council is made up of bulk food leaders including the Hain Celestial Group, SunRidge Farms, Frontier Natural Products Co-Op, Trade Fixtures and Lundberg Family Farms.

In The News

Couscous is a Hit!

Since the release of Lundberg's Roasted Brown Rice Couscous, the response from the media has been outstanding. Here's what they're saying:



Syndicated food columnist Bonnie Tandy LeBlang and her sons Eric and Bryan reviewed the Plain Couscous and awarded it a "Bite of the Best" with Eric saying, "The reason Lundberg Family Farms Plain Roasted Brown Rice Couscous tickled our taste buds was due in part to the originality of the product. This isn't your everyday semolina-flour couscous."

Kate Lawson of the Detroit News called it "One Good Couscous" in her April 29, 2010 [Good Stuff column](#).

One of our favorite bloggers, Leslie of [Leslie Loves Veggies](#) said in her review of Lundberg's couscous, "Holy Moly are these easy, healthy and delicious!"

Dietitian Matthew Kadey recommended Lundberg's Wehani Rice as an Avant Carb (aka a good carb alternative) for women in the March 2010 issue of [Women's Running Magazine](#).

Lundberg Family Farms Countrywild® Blend came in first place in a taste test of rice blends conducted by the San Francisco Chronicle. Results were published in the May 23, [2010 Taster's Choice Column](#), with Lundberg's Jubilee® Rice also coming in 4th place.



ENTER TO WIN A TUSCAN GETAWAY!

In honor of our long-standing heritage of environmental stewardship, Lundberg Family Farms is offering Organic Gardening readers a chance to win a fabulous Tuscan getaway. All entries must be received by July 5, 2010.

Click [here](#) for a complete list of rules and how to enter.



Non-GMO Project Update



This past January, Lundberg Family Farms' products became among the first to be officially "Non-GMO Verified" by the Non-GMO Project. The "Non-GMO Verified" seal means that our verified products have been produced according to rigorous best practices for GMO avoidance, which includes testing of risk ingredients.

We are pleased to announce that 77 of Lundberg products have completed the Non-GMO Project's certification process.



In addition we have begun labeling some of our products with the Non-GMO Project sticker instead of waiting to print new packaging. We expect all of our packages to have the Non-GMO Project verification stamp on them within the next year.

How Hard is it to live GMO free?

For Los Angeles based writer April Davila, it all started in January when a friend posted a link on her Facebook page to an article in the [Huffington Post: "Monsanto's GMO Corn Linked to Organ Failure, Study Reveals"](#). After reading the article, April was compelled to swear off all things Monsanto for good. How hard could it be?

Read about the challenges that April faced when she decided to live without Monsanto and GE Foods for one month – it wasn't as easy as one would think. Thankfully she had Lundberg's Non-GMO verified products to help. Read her blog [here](#).

Learn more about the Non-GMO Project at www.nongmoproject.org. You can also follow the Non-GMO Project on [Facebook](#).

The Gluten-Free Corner: NFCA's Athletes for Awareness

The National Foundation for Celiac Awareness regularly partners with athletes across a wide variety of sports for their Athletes for Awareness campaign. One of the organization's more high profile spokespersons includes the LGPA's Sarah-Jane Kenyon who was recently on the cover of USA Today's Special Celiac Disease pull out section.

Sarah is a native Australian who started playing golf at the young age of 12. She quickly showed promise and by age 13 she was competing in tournaments all across Australia. After several high profile wins during her teen years, now, at 23, Sarah is competing as a member of the LPGA tour.

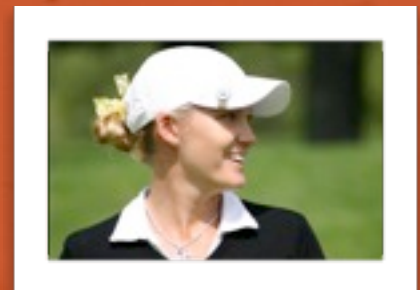
On top of a grueling scheduling touring with the LPGA she also must manage a gluten-free diet.

Sarah has only been diagnosed with celiac disease for a few years. Fortunately, she knew the disease very well and understood the symptoms she was experiencing as her mother suffers from celiac disease as well. Sarah's initial symptoms included gastrointestinal discomfort, headaches and severe fatigue, none of which allowed her to perform at her best while on the professional golfers' tour. Now that she is following a gluten-free diet, Sarah is speaking out to help other athletes in the United States get diagnosed, manage a successful gluten-free diet and compete at the highest levels.

Sarah's advice to celiacs on managing a gluten-free diet on the go is simple - plan ahead.

Read about Sarah's successes on the golf course after her diagnosis [here](#).

Source: National Foundation for Celiac Awareness



Gluten-Free Recipe Contest!

Lundberg Family Farms and Amy's Kitchen have joined forces for a new gluten-free recipe contest. We have invited all of our favorite gluten-free and veggie bloggers to create a recipe using one of Lundberg's Brown Rice Pastas and one of Amy's Pasta Sauces.

But we need your help! Once we pick the best recipe submissions, we will post the top five recipes on Facebook for voting. Voting will last two weeks: July 15 - 31, 2010 and the winner will be announced on August 15th. Be sure to [become a fan](#) of Lundberg Family Farms and Amy's Kitchen on Facebook so you can help us pick the best gluten free recipe submission.

Voters will also be able to sign up to receive a free Lundberg/Amy's recipe booklet on Facebook once the recipes are posted on July 15th!



Crop Watch 2010

Crop Watch 2009 was such a hit with Lundberg's loyal customers that we decided to do it all over again for the 2010 growing season. This season of Crop Watch will take you on a photographic journey of Field 44-2, reported by our very own farm manager, Marc Breckenridge.

Follow Crop Watch 2010 on our [Facebook](#) page.

Cooking with Lundberg® Rice

You probably know plenty about our short grain brown rice and long grain brown rice varieties, but do you know about Lundberg Golden Rose® Brown Rice?

Lundberg Golden Rose® is the perfect balance between a long grain and short grain rice. Prized for its delicious taste and texture, Golden Rose® is a popular, healthful everyday table rice which offers the benefits of whole grain. Try the Golden Rose® Brown Rice in this refreshing summer salad recipe and bring it to your next potluck or BBQ – it's sure to be a hit!

To share your favorite recipes with the farm, email thefarm@lundberg.com.

For more recipes, visit our [website](#).

Pear & Walnut Rice Salad with Blue Cheese Vinaigrette

3 cups cooked [Lundberg Golden Rose® Brown Rice](#)

1 large firm pear, such as Anjou or Bartlett, cored and diced

3 medium green onions, chopped

1/2 cup coarsely chopped toasted walnuts

1/3 cup crumbled blue cheese

1/3 cup prepared vinaigrette (garlic, herb or raspberry)

1/2 tsp. salt

1/2 tsp. pepper

Combine all ingredients in medium bowl; toss to coat. Serve immediately over lettuce leaves and top with dried cranberries if desired. Makes 6 servings.

*Lundberg Long Grain Brown Rice can also be used.

Recipe adapted from [USA Rice Federation](#)

