

# THE RICE PAPER

from Lundberg Family Farms®



WASTE NOT, WANT NOT

ONE FARM'S MISSION TO GREEN

ENVIRONMENTAL STEWARDSHIP

Lundberg's dedication of reducing our environmental impact leads us to an unlikely place - our trash cans.

## In The News

Lundberg Family Farms® has been recognized as a [New California 100 Innovative Business](#) by Golden Capital Network and Hamilton Lane. New California 100 Businesses are some of the most innovative companies in the state representing California's commitment to innovation, entrepreneurship, and workforce competitiveness.

Lundberg's Brown Rice Pasta varieties were reviewed in the November 2009 issue of [Weight Watchers® Magazine](#). Did you know that a cup of Lundberg's pasta (any variety) has just 3 Weight Watcher's points per serving?

The October 2009 issue of [Gluten Free Living](#) featured Lundberg's new line of Brown Rice Couscous in the "New for You Column." Have you tried the new couscous yet?

[Women's Health Magazine](#) named Lundberg's Creamy Parmesan Risotto as the best Risotto in their annual listing of the best packaged foods.

**Food Tech Update:** In May 2009, a television crew from the History Channel Show, **Food Tech**, visited the farm to film how rice is grown from seed to shelf. At this time the show is still slated to premiere, but no airdate has been announced. So we're hanging tight, just like Food Tech host Bobby Bognar, waiting for the History Channel to let us know when **Food Tech** will go live. Stay tuned everyone!

Lundberg Family Farms® strives to provide products that our customers value in the most cost efficient manner possible. At the same time, we are dedicated to acting as stewards of the land by making the most of all of our resources. In an effort to reduce our environmental impact this year, we discovered value in an unlikely place – our Waste Streams.

Last year, we set out to identify and reduce the amount of materials we send to the our local landfill. By partnering with local services and increasing awareness among employees, we were able to reduce our landfill waste by 20% compared with the previous year. And, we are not stopping there; we are continuing to

challenge ourselves to improve by another 10% over the next year.

How are we doing it? By looking in our trash cans and dumpsters, and finding alternative outlets for what is found there. So far, we have identified seven independent waste streams to divert away from our dumpsters, either through recycling, reuse, or by eliminating waste materials entirely.

Through education and training, we are encouraging everyone working at the company to be a part of this effort. In fact, most the ideas for reducing waste are coming from our employees. Not only are these efforts good for the planet, but they are rewarding and fun. Try it at your own work or home, and see what happens. In fact, let us know about it.



# Enjoy a Gluten-Free Holiday

Enjoying a gluten-free holiday can often be a challenge for those suffering with Celiac Disease. If you're not playing host for each and every dinner, you have to find a balance between indulging in holiday favorites and staying healthy.

The key to having a successful holiday meal is to call your host in advance and discuss what dishes can be made gluten-free. To be sure that you get to enjoy your favorite holiday dishes, offer to bring a gluten-free version of a holiday favorite, such as sweet potatoes or suggest a gluten-free stuffing recipe. Most importantly, share with your host the simple tips and tweaks you've picked up that easily made traditional recipes gluten-free. Chances are that even with the gluten-free tweaks, the other guests won't even realize that they're being served a gluten-free meal.



Christmas Rice® with Cranberries & Caramelized Onions

## The Main Dish

Make sure that a gluten-free turkey or other main course is being served before indulging. Believe it or not some brands of turkey and other meats do contain additives that are not gluten-free. So like everything else, be sure to read the ingredients before purchasing or eating.

## The Sides

For a gluten-free and non-dairy substitute in pumpkin, squash and sweet potato recipes try coconut milk. Or cook carrots in orange juice for a flavor boost then drizzle with [Lundberg's Organic Sweet Dreams® Brown Rice Syrup](#). Brown Rice Syrup also adds just the right touch of sweetness to veggies and sauces.

## The Dessert

No holiday is complete without dessert. Bring a pie with a cookie crumb pie crust made from gluten-free cookies. Or think outside of the box and bring [Creamy Vanilla Rice Pudding with Dried Cherries](#) made from [Lundberg's Organic Plain Brown Rice Couscous](#).

## The Stuffing

Don't risk turkey cross-contamination. Prepare or suggest a gluten-free stuffing recipe such as Lundberg's [Christmas Rice® Dressing with Butternut Squash & Apples](#) or [Almond Brown Rice Stuffing](#) using [Lundberg's Organic Brown Jasmine Rice](#).

## The Gravy

Use [Lundberg's Organic Brown Rice Flour](#) or cornstarch to thicken gravies and sauces. You can keep Lundberg's brown rice flour on hand as an all-around basic flour substitute that can be used to thicken soup and chili, to coat and dredge pan fried cakes, and as a substitute in baking recipes year round. Our Brown Rice Flour can be found in the bulk section of natural foods stores.

## The Day After

Add turkey leftovers to nachos, soup, chili, and frittata recipes. Or try Lundberg's [Whole Grain & Brown Rice Turkey Soup](#) for leftover turkey (be sure to use gluten-free broth!).

## Ask The Farm

### The Sugar Substitute Debate

**Q: I want to use a sugar substitute for holiday baking this year. Why should I choose Lundberg's Sweet Dreams® Brown Rice Syrup over Agave Nectar?**



**A:** Lundberg Family Farms® Brown Rice Syrup is about half as sweet as sugar and is the ideal substitute for sugar, honey, corn syrup, maple syrup and molasses. Brown Rice Syrup also

provides nutritional

benefits—fiber, magnesium, manganese, and zinc, among others—and, because it is a complex carbohydrate, it helps the body avoid the spikes in blood sugar, and the resulting insulin response common to sugar (insulin reduces blood sugar, stimulating a hunger response that signals the body to start storing fat.)

Recently there is a growing concern about the high levels of fructose in agave syrups. In food science, fructose is fructose no matter how it is derived and if you are trying to avoid high levels of fructose in your foods, then brown rice syrup is the better choice for your holiday baking. Lundberg's Sweet Dreams® Brown Rice Syrup is a good alternative to Agave Nectar as it is considered to be one of the healthiest sweeteners in the natural food industry because it is produced from a whole food source and is made up of the simple sugars.

To read both sides of the Agave Nectar controversy, visit: [www.naturalnews.com](http://www.naturalnews.com)



# Lundberg's Employee Carpool Program Celebrates First Anniversary!

In 2008, Lundberg Family Farms instituted an employee carpool program to reduce the cost of getting to and from work, as well as to reduce the carbon footprint of our workforce. To encourage carpooling amongst employees, we set up an incentive program that includes preferred parking for vehicles used to carpool and a guaranteed ride home if a member of a carpool gets "stranded" at work.

At the core of the program is a system that tracks each time an employee carpools to work. For every time an employee carpools with another employee (or more), each carpooler receives a ticket that is dropped into one of the carpool boxes. All tickets are combined for a drawings held once per month for prize items such as restaurant or gas gift cards. Additionally, once per quarter, there is a drawing for a higher value item such as a weekend getaway. The more days an employee carpools, the more entries they will have in the drawing. Once an employee has carpooled at least 20 days to work, they receive a specially-designed Lundberg carpool t-shirt.

As the carpooling program celebrates its first anniversary, the numbers are in and once again, Lundberg Family Farms and its employees prove that they can not only talk the green talk, but also walk the green walk.



Special congratulations to Lundberg Employee Rene Cordova! Rene carpooled 230 times in the year, the most of any Lundberg employee.

74 participating employees  
3012 Tickets were collected  
57,093 Miles Avoided  
2,549 Gallons of Gasoline Saved  
\$7,399 of Gasoline Saved, on Average  
50,976 lbs. of CO<sub>2</sub> Reduction



## Crop Watch 2009

This past May we started "Crop Watch" which takes Lundberg fans on the journey of "Field 51", as reported by our very own, Eric Lundberg. After a year of rest, Field 51 was cleared of cover crops and duck eggs, replanted with Organic Arborio Rice (often used to make risotto and paella), nurtured through watering and drying and now finally harvested. Read the latest about Field 51 on our [website](#) and view more pictures on our [facebook page](#).



# Featured Product: Lundberg® Rice Cakes Help Keep You Snack Satisfied

As time steadily marches toward the New Year, dieters strengthen their resolve to lose those extra pounds in 2010, but as we all know, it's easier said than done. Every dieter, sooner or later, is hit with a case of the midday or midnight munchies. It's easy to reach for a diet-busting snack that's convenient, but why not reach for Lundberg's Rice Cakes instead this year; a snack packed with whole grain goodness and guaranteed to keep you satisfied until your next meal?

If you're thinking that rice cakes are the epitome of ordinary snacks, consider each Lundberg rice cake contains nearly 50% more rice than most other brands, hence the 8.5-ounce "heavy little bag." More rice also means more flavor, value, heart-

healthy whole grain nutrition and many times the satisfaction.

Lundberg rice cakes are made with freshly milled brown rice and are available in 12 certified organic flavors from lightly to unsalted brown rice to Tamari with Seaweed and Cinnamon Toast. They're low in calories, wheat and gluten-free, and they are the perfect platform for snackable toppings like peanut butter, fruit or fruit spread, cream cheese, honey, jelly, even salsa or cheese on savory varieties.

View our complete line of [Organic & Eco Farmed Rice Cakes](#) today and stay snack satisfied in 2010!



## Cooking with Lundberg® Rice

To share your favorite recipes with the farm, email [thefarm@lundberg.com](mailto:thefarm@lundberg.com), and keep our kitchen smelling good, and our bellies full!

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

[See conversion chart that illustrates comparative cook times for LOW and HIGH.](#)

### SLOW COOKER RECIPE OF THE MONTH

#### Jubilee® Rice, Pork Chops & Peas

- 1 pound boneless pork chops
- 2 tablespoons olive oil, divided
- 1 ¼ cups [Lundberg Family Farms Jubilee® Rice](#)
- 1 onion, finely chopped
- 1 clove garlic, minced
- 2-2/3 cups chicken broth
- ¼ cup chopped fresh parsley
- 1 tablespoon fresh chopped rosemary
- 1 ½ cups frozen peas
- Salt & pepper

Sprinkle pork chops with salt and pepper. Heat 1 tablespoon olive oil in a large skillet over medium heat and brown pork chops on both sides; set aside. Add additional olive oil to skillet, and cook onion until translucent; stir in garlic and rice and sauté for 1-2 minutes. Add to slow cooker. Stir in parsley and rosemary. Arrange pork chops over rice mixture. Pour in chicken broth and cover. Cook on high 3 1/2 hours or until rice is tender. Add peas during the last 1/2 hour. Serves 4.

