



# The Rice Paper

## SEPTEMBER IS ORGANIC HARVEST MONTH



September is officially "Organic Harvest Month," but increasingly more American consumers prefer organic foods every day of the year.

There are three simple reasons why organic foods - especially whole grains, produce, dairy and meat - are the fastest-growing grocery category: 1. They taste better. 2. They're better for you. 3. They're better for the environment.

It makes sense that organic foods taste better, since they are typically grown in well balanced soil, using techniques provided - not by a laboratory - but by Mother Nature herself. (Actually, Lundberg Family Farms® uses a great deal of advanced technology in managing their rice crop and minimizing its environmental impacts, but that's another story.)

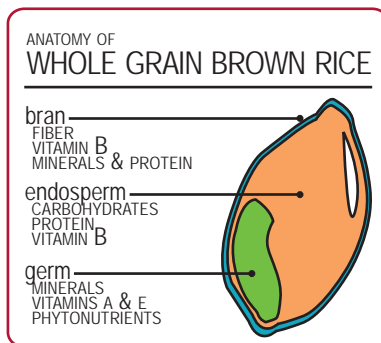
Organic foods being better for you and for the environment is a no-brainer; who wants food that's been treated with chemical fertilizers and pesticides, much of which contaminates nearby soil, wildlife and watersheds?

While a recent, widely publicized study showed that organic foods aren't necessarily more nutritious, "the broader question is about what is health and what is nutrition, and isn't it more than just nutrient density," said Marion Nestle, professor of Nutrition, Food Studies and Public Health at New York University. "Doesn't a food system that avoids the use of pesticides... while building healthy soil, and protecting natural resources, promote health and nutrition? I certainly think so," she added.

If you're reading this, it's a safe bet that you already appreciate the benefits of organic food. You can also take a measure of pride and satisfaction knowing that your commitment to organic foods not only contributes to tastier food, a healthier body and more sustainable planet, but is modeling a consumer behavior that is rapidly transforming the nation's agricultural marketplace.

## WHOLE GRAINS

Why all this interest in whole grains like brown rice? Simple: they are more than just good for you; they can actually reduce your risk of a whole range of diseases.



Here's a list of the documented health benefits of whole grains:

- Stroke risk reduced 30-36%
- Type 2 diabetes risk reduced 21-30%
- Heart disease risk reduced 25-28%
- Better weight maintenance

And as if you needed yet another reason to enjoy more whole grain brown rice, here you go: Lundberg's versatile and convenient whole grain brown rice tastes good. Use it as a side dish or the basis of a main course, in appetizers, soups and salads. With all that variety, it's easy to get your three servings a day, and enjoy each one of them.

## SWEET DREAMS® BROWN RICE SYRUP

Lundberg's Sweet Dreams® Organic Brown Rice Syrup is an ideal substitute for sugar, honey, corn syrup, maple syrup and molasses, and is about half as sweet as sugar. Just pour it over ice cream or pancakes, stir it into coffee or tea, and use it in any recipe in place of sugar. The mild nutty, buttery flavor of brown rice syrup is an ideal complement to nearly any recipe or anything to which you typically add sugar.



Additionally, Lundberg's Organic Brown Rice Syrup actually 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.

Not only does Lundberg's Sweet Dreams® Brown Rice Syrup help you avoid the weight gain that comes from eating sugar, it's made from 100% certified organic brown rice, making it the guilt-free, chemical-free, eco-friendly sugar alternative.

Visit our website to find delicious recipes using Lundberg's Sweet Dreams® Brown Rice Syrup.

# FAMILY CORNER G4 SUMMER INTERN EMILY LUNDBERG



Eight of the eighteen members of Lundberg's fourth generation spent this summer as interns on the farm. The summer internship consists of learning every aspect of the family business, from working the land, to working in the Sales, Production and Human Resources Departments.

The 2009 Summer Interns were Anders, Anne, Dylan, Emily, Lars, Regan Lundberg, and Maddie and Georgia Parrish.

We caught up with three-time summer intern, Emily Lundberg, and asked her to tell us a little more about her work at Lundberg Family Farms® this summer.

## What was your primary duty on the farm this year?

Generally the interns work with all departments at least a little bit, but I was lucky enough to work on a special research project with Jessica (Lundberg). The company is working with UC Davis on a research project to observe how different fertilizers affect crops. It was very interesting work and I got to spend some time at UC Davis this summer.

## What were some other highlights?

I had a lot of fun working in product development with Yvonne where we tested several recipes with varying levels of success; some were so good and some were so bad. Also, all of the interns worked in the Lundberg Farmer's Market booth in Chico for four weeks this summer. We all really enjoyed talking to people at the booth and telling them about the product and the company. People were so positive about the company that it made me better appreciate the legacy that's being handed down to me and the entire 4th generation.

## After three summers, you're a veteran. Did you learn anything new this summer?

I found myself amazed by the sustainability aspect of business. Until I worked with Jessica, I never truly realized how many people are needed and how much effort they put in to growing rice from seed to shelf. During every step of the process, someone is looking at the sustainability aspect of the business. It's very impressive. I really appreciate the business so much more than I used to.

## What are your plans for the future?

I am a senior in high school this year, but I haven't picked a college yet. I am very interested in following in my father's footsteps and becoming a doctor, but I wouldn't rule out a career on the farm that my grandfather, Harlan, helped create. No matter what I do when I grow up, I plan to stay involved with Lundberg Family Farms® in some capacity.

# LUNDBERG IN THE® NEWS

The July 2009 edition of *Consumer Reports Magazine* featured Lundberg Family Farms® rice chips in a review of "The Tastiest Snack Crisps." The panel found Lundberg's rice chips to be "flavorful, toasted, brown-rice tortilla-style chips with a little sweetness and a sesame-like flavor."

Whole Foods Market formally committed to using the *Non-GMO's Product Verification Program (PVP)* in connection with its private label products. Lundberg Family Farms is a pilot member of the GMO Project's PVP.

Derrold Daly (or "Daddy Duck" as we call him on the farm) was featured in the *Chico Enterprise Record* for his work in rescuing duck eggs, hatching them and releasing them back into the wild. Derrold has participated in each Lundberg Egg Aid since the beginning.

Lundberg Rice varieties California Jasmine, Wehani®, Black Japonica™, and Wild Rice were featured in an article about gluten free living titled "Jazzing Up Rice" in the July 2009 issue of *Better Nutrition*.

## RECIPE: BEEF & VEGETABLE MEDLEY

### Cooking Instructions:

Season beef with salt and black pepper; brown in oil in large skillet over high heat. Stir in peppers, mushrooms, zucchini squash, yellow squash, green onions and garlic; stir-fry 3 to 4 minutes or until vegetables are tender crisp. Stir in rice; heat thoroughly.

Makes 4 servings.

### Ingredients:

- 3 cups cooked Lundberg Wild Blend® Rice
- 1 pound boneless beef sirloin steak, cut into strips
- ¾ teaspoon salt
- ¾ teaspoon ground black pepper
- 1 tablespoon vegetable oil
- 1 cup red pepper strips
- 1 cup sliced fresh mushrooms
- 1 cup sliced zucchini
- 1 cup sliced yellow squash
- ½ cup sliced green onions
- 1 clove garlic, minced

