



the Rice PAPER *Issue 1, 2011*

In the News and on the web!

Organic Gardening Magazine, in conjunction with Lundberg Family Farms®, is giving away an all-expenses paid getaway for two to La Puerta Fitness Spa and Resort. Visit the Lundberg website for more details.

The San Francisco Chronicle has named Lundberg's Countrywild® Rice Blend as "Best Whole Grain Rice Blend" in their annual Tasters Choice blind taste testing.

The New Sonoma Diet hit bookshelves on December 26th, encouraging it's readers to consider Lundberg products for an excellent source of Whole Grains.

Supermarket Guru, Phil Lempert names Lundberg's Savory Herb Brown Rice Couscous as one of the best new products of 2010.

Jessica Lundberg was featured in the Huffington Post's "Meatless Monday" column discussing Lundberg's sustainable business practices.



Join the Discussion.
Find us on Facebook.

Fresh from the Farm: New Solar Powered Warehouse Opens



We are pleased to announce the opening of our new warehouse that is powered by 100% solar energy!

Equipped with 1,690 solar panels atop its 37,558 square-foot roof, the panels are expected to produce 500,000 kWh of green electricity, well above what's needed to power the building.

Combined with 584,000 kWh of green power producing solar panels elsewhere on the farm, we now generate 20% of the electricity we consume with solar energy and purchase renewable energy credits to offset the rest, enabling us to claim 100% green energy use.

In addition to its use of renewable energy, the warehouse has been built to the U.S. Green Building Council's LEED certification standards, is designed to capture and filter storm water runoff, features high-efficiency water conserving fixtures such as dual flush water closets, waterless urinal and electronic faucets which reduce water by 39% for a savings of 15,625 gallons per year.

For more information visit www.lundberg.com.



Non-GMO Month

Lundberg Family Farms® proudly sponsored the first ever Non-GMO Month in October by participating in the “Celebrate your right to choose Non-GMO” campaign on Facebook. The Facebook application educated users about GMOs, the Non-GMO Project, and featured brands participating in the product verification program, including Lundberg. It also raised funds for the Project with vendor sponsors donating \$1 for every click from users.

The process of genetic modification, which takes place in a laboratory, typically merges DNA from different species, creating combinations of plant, animal, bacteria and viral genes that cannot occur in nature or in traditional crossbreeding.

Studies, meanwhile, increasingly show a correlation between consumption of GMOs and an array of health risks. As a result, more and more consumers are seeking non-GMO choices, and Nielson reported in February of last year that “GMO-free” is now the fastest growing store brand label claim.

The Grocery Manufacturers Association estimates that GMOs currently are in approximately 80% of conventional processed foods in the United States, but they are not labeled. To fill the information gap, a “Non-GMO Project Verified” seal has been created. Manufacturers earn the seal through compliance with rigorous GMO avoidance standards, including ingredient testing, as part of the nation’s first third party non-GMO verification program.



Lundberg was among the first companies to have their products verified by the Non-GMO Project and is currently working on adding the “Non-GMO Project Verified” seal to the packaging of 82 rice products that have been “Non-GMO Project Verified”. The process of updating the packaging with the seal may take several months, so keep an eye on our website for the most up-to-date listing of Non-GMO Verified products.

Magazine Names Wild Blend® as “Best For Women”



Lundberg Wild Blend® Rice is among the 125 “best foods for women,” says the November 2010 issue of Women’s Health magazine. The annual feature in the popular magazine selected Wild Blend® from among 46,852 food items, advising its readers to “pile your plate with this perfectly nutty blend”.

Wild Blend® is a colorful mixture of long grain brown rice, sweet brown rice, Wehani®, Black Japonica™ and select wild rice pieces. Wild Blend® is gluten-free, kosher, Non-GMO Project Verified, vegan, and 100% Whole Grain.



ENTER FOR A CHANCE TO **WIN**

RICE TO THE OCCASION Sweepstakes

with  **ZOJIRUSHI** & **EatingWell**

Our "Rice to the Occasion" Sweepstakes has begun! To enter the sweepstakes, visit www.lundberg.com for your chance to win one of three prizes. Each winner will receive a deluxe gift basket full of Lundberg rice products plus a rice cooker from Zojirushi, the leading manufacturer of high-end rice cookers and innovative cooking products. The Sweepstakes ends March 1, 2011. For more information, and to enter the sweepstakes, visit www.lundberg.com.

1st Prize:
Zojirushi Induction Heating Pressure Rice Cooker & Warmer (\$515 value) >>>>



2nd Prize:
Zojirushi Induction Heating System Rice Cooker & Warmer (\$300 value) >>>>



3rd Prize:
Zojirushi Neuro Fuzzy® Rice Cooker & Warmer (\$233 value) >>>>



Easy as 1-2-3

Wild Chipotle Chili *by Lundberg Family Farms*

Ingredients:

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|-----------------------------------|--|
| 1/2 c. Lundberg Countrywild® rice | 3/4 tsp. ground oregano |
| 2 c. vegetable broth or water | 1/4 tsp. salt |
| 2 Tbsp. olive oil | 1/4 tsp. ground pepper |
| 1 large onion, finely chopped | 2 15 oz cans black beans, rinsed and drained |
| 1 large yellow bell pepper, diced | 2 14 oz cans diced tomatoes, undrained |
| 5 cloves garlic, minced | 1-2 chipotle peppers in adobo sauce (canned), finely chopped |
| 1-1/2 tsp. chili powder | Juice of one lime |
| 1 tsp. ground cumin | diced avocado & chopped cilantro for garnish |

1 Heat oil in a stockpot over medium high heat; add onions, bell pepper, garlic, and spices and cook until tender, about 5 minutes.

2 Add beans, tomatoes, chipotle chilies (to taste), broth and rice. Bring to a boil, cover and simmer 50 minutes.

3 Remove from heat, stir in lime juice and serve in bowls garnished with diced avocado and chopped cilantro.



Makes 8 to 10 servings. Per 1 cup serving: 130 calories, 30 calories from fat, 3.5g fat (0g sat. fat, 0g trans. fat), 0mg cholesterol, 710mg sodium, 24g carbohydrates, 4g fiber, 4g sugar, 5g protein.