



# the Rice PAPER *fall 2010*

## In the News *and on the web!*

In June, the Lundberg family was featured on the AgDay TV segment "Leave a Legacy". The episode focused on the women of America's agricultural community who make a difference as they take the reins in a male-dominated industry – in our case, Jessica Lundberg.

Western Farm Press Magazine profiled the Lundberg family in their August 2010 issue calling Lundberg's organic farming methods "ahead of the trend".

One of our favorite dietitians (and customers), Ashley Koff, RD, recommends Lundberg's brown rice to reduce Diabetes – and she adds "make it organic".

What's for Dinner? Over at Yum-Sugar.com, blogger Cupcakemasta, is serving steak, salad and Lundberg's gluten-free risotto saying, "Thank goodness for Lundberg Family Farms and their gluten-free risotto from Fry's Marketplace."



Join the Discussion.  
Find us on Facebook.

## *Fresh from the Farm:* New Lundberg Family Farms® Website



We are pleased to announce the launch of our newly redesigned website at [www.Lundberg.com](http://www.Lundberg.com)!

The site has long been a source for healthy recipes and offers consumers a wealth of information about the family and their sustainable and organic farming. Now, the newly redesigned website allows users to rate,

comment on, and print dozens of original recipes. Users can also rate and comment on their favorite Lundberg rice and rice products. In addition, the easy-to-navigate site introduces online coupons that can be downloaded and used in stores where Lundberg products are sold.

In the next few weeks, the site will also introduce a new blog about life on the farm written by Lundberg family and employees. The blog will chronicle, among other things, the family's efforts to minimize the farm's environmental impact by producing and purchasing renewable energy, safeguarding wildlife habitats, and utilizing sustainable agricultural practices in all of its operations.



# Crop Watch 2010



Crop Watch is the photographic journey of one field from prep, planting, and growing, to harvest. This season of Crop Watch will take you on the journey of “Field 44-2”, as reported by our very own Farm Manager, Marc Breckenridge.

*Fall update:* The rice in field 44-2 is healthy and growing strong, but is not yet ready for harvest. Due to an unseasonably wet spring and a cool summer, harvest will begin later than usual, but hopefully before Santa makes an appearance this winter. Read more about it [here](#).

## The Green Corner by Rebecca Thistlethwaite

### Compost Happens!

Lundberg Family Farms works hard to keep most of our food waste out of the landfills. Food scraps make up 12% of U.S. landfill space and produce much of the harmful methane gas that those landfills release, but it does not have to be this way!

First off, all of our rice processing waste that is suitable for animals is sold to feed companies. In our kitchens and break rooms, we collect our food scraps in composting buckets and deposit those scraps daily into compost-

ing bags and a couple of rotating drum composters that we built out of scrap metal (we have some amazing fabricators in this company!). To those scraps, we add a little bit of rice hulls to provide carbon, close the lid, and give it a few spins to mix the ingredients together and provide oxygen. In 40-60 days we will have finished compost that looks and smells like clean soil and we can use this compost in our employee garden or on our landscaping. Turning waste into resources is the name of the game!



Composting drums and bags filled to the brim with all our compostable food scraps and waste!





*Amy's*

## Gluten-Free Recipe Challenge



In August, a group of Internet bloggers were challenged to create their own gluten-free recipe using Amy's Kitchen Gluten-Free pasta sauces and Lundberg Family Farms gluten-free pastas. After narrowing down the recipes to the top five, Amy's and Lundberg commissioned their Facebook fans to vote for their favorite. After two weeks of voting, Rebekah Duerksen's Spicy Mushroom Penne took top honors winning a basket full of gluten-free goodies from Amy's Kitchen & Lundberg Family Farms.

Congratulations to Rebekah Duerksen for winning the Gluten-Free Recipe Challenge!

### Spicy Mushroom Penne *submitted by Rebekah Duerksen*

#### Ingredients:

- 1 jar Amy's Organic Tomato Basil Pasta Sauce
- 2 oz finely chopped peperedews (sweet piquant peppers), divided
- 1 oz finely chopped sundried tomatoes in olive oil
- 3 large portabella mushroom caps
- 2 boxes Lundberg Family Farms Organic Brown Rice Penne Pasta
- ½ oz freshly shredded Parmesan cheese (for garnish)
- olive oil

1. Put 8 quarts of water on stove to boil. Once it is boiling, put pasta in water and start timer for 7 minutes. Water should remain at a rolling boil throughout cooking time. Stir pasta frequently while boiling. As soon as timer sounds, drain pasta completely and rinse with cool water to stop cooking. Once water has drained, drizzle pasta with olive oil to stop pasta from sticking.

2. Empty pasta sauce into 4 qt. saucepan and set over low heat.

3. Coarsely chop 2 portabella

mushroom caps and sauté in small amount of olive oil in frying pan over medium heat.

4. Set aside small amount of peperedews for garnish. Stir remaining peperedews, sundried tomatoes and sautéed mushrooms into pasta sauce and raise heat to medium. When it starts to bubble, stir it thoroughly and put a lid on it and lower the heat to simmer.

5. While the sauce is simmering, thinly slice remaining portabella cap and lay on baking sheet under broiler flame. Watch it carefully! Once it starts to cook, it will cook



quickly. When portabella slices have begun to roast slightly, pull them out of the broiler.

6. Divide pasta between 9 bowls, ladle sauce over them. On top of each bowl, lay some of the roasted portabella slices, sprinkle some freshly shredded Parmesan cheese and garnish with a small amount of the chopped peperedews. Serve immediately.

Makes 9 1-cup servings.

Per 1 cup serving: 360 calories, 9 g Protein, 66 g carbohydrate, 9 g fat (2 g saturated), 0 mg cholesterol, 420 mg sodium, 8 g fiber.