

Lundberg Family Farms Response Statement September 14, 2006

Lundberg Family Farms does not support the use of GMO ingredients. Although the USDA and FDA have stated LLRice601 is safe for human consumption, we have taken the following steps in response to the LLRice601 event:

- An assessment to determine if any Lundberg products were affected began when The California Rice Commission notified us of the discovery of trace amounts of GMO in Southern long grain rice on August 18, 2006.
- Samples of our California long grain and aromatic seed were submitted for LLRice601 testing. We have received results confirming they tested negative for LLRice601.
- We immediately suspended production of all Lundberg products containing long grain rice from the Southern United States, and ingredient samples were sent for LLRice601 testing.
- We tested ingredient samples of products that use southern rice and have found [some that tested positive](#) for trace amounts of LLRice601. Based on our [Position on GMO's](#), we have replaced those ingredients with California grown rice ingredients, and have resumed production.
- To date, [California rice has tested negative for the LLRice601 strain](#). Almost all [Lundberg Family Farms items are grown and produced in California](#). Our California grown products have not been affected by the LLRice601 strain. We stand behind our promises to customers, and are proud to offer over 150 all natural, quality rice products.
- The appearance of unapproved, genetically engineered rice in the Southern United States is very disturbing to us as a company. Prior to August 18th, 2006, all commercially grown rice in the United States was believed to be free of genetically engineered varieties.
- This incident reinforces our company's commitment to keep genetically engineered rice out of commercial production. We have implemented testing programs to increase our vigilance in keeping our rice free of genetically engineered materials. We value the trust our consumers place in our products, and work to continue to earn that trust every day.

October 26, 2006 – Update

- We have resumed distributing rice grown in the Southern United States by a limited number of growers, after implementing a comprehensive GMO testing program. “We have worked closely with select growers in the south over the past two years to obtain rice grown in compliance with our standards,” says Grant Lundberg, CEO of Lundberg Family Farms, “and are pleased to be able to resume distribution of the rice they have grown for us.”
- Our family has worked for 70 years to develop and refine rice farming techniques that promote a healthy environment, and are delighted to expand these ecologically friendly practices with other farmers around the country. At the same time, we have implemented a rigorous testing and monitoring program to provide our consumers with confidence in our products.