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**LUNDBERG FAMILY FARMS® ADDS CONVENIENT ONE-POUND BROWN RICE SKUS**

***Supermarkets Stock Two New WIC-eligible Brown Rice Varieties***

**RICHVALE, CA, February 2010** — Lundberg Family Farms®, the nation’s #1 producer of organic rice and rice products, introduces Eco-Farmed Short Grain Brown Rice and Eco-Farmed Long Grain Brown Rice in new WIC-eligible, convenient one pound bags.

Lundberg’s new one pound brown rice packages have been designated as WIC-eligible by several states’ WIC programs. Brown rice is recognized as a healthful addition to a balanced diet as it retains the bran and germ layers, which are loaded with beneficial antioxidants, phytonutrients, vitamins and minerals. WIC food packages and nutrition education are the chief means by which WIC affects the dietary quality and habits of participants.

“We believe that our healthy, Eco-Farmed rice should be available to everyone, regardless of income,” says Grant Lundberg, CEO of Lundberg Family Farms. “By having our new one-pound brown rice packages designated as WIC-eligible, we will help a new group of consumers gain access to the healthful benefits of Lundberg’s brown rice.”

Both varieties—Short Grain Brown Rice and Long Grain Brown Rice—offer 45 grams of whole grain per serving, are a good source of fiber and are heart-healthy, whole grains as recommended by the USDA. Brown rice is listed on the FDA’s list of whole grain foods that may reduce heart disease and some cancers, and one that is low in total fat, saturated fat and cholesterol. The USDA’s Dietary Guidelines recommend that Americans eat at least three 16-gram servings of

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**LUNDBERG'S NEW 1 LB. BROWN RICE SKUS, 2-2-2-2**

whole grains each day. Both rice varieties are gluten free, kosher and verified Non-GMO by the Non-GMO Project®.

Short and long grain brown rice are among the most popular of Lundberg's rice varieties. Short grain brown rice is one of the most full-flavored and after cooking, the grains are soft and cling together. Because of these qualities, short grain brown rice is especially suitable in recipes where a creamy texture is desired, such as puddings, rice balls, croquettes, paella, and risotto. Long grain brown rice also enjoys great popularity because, after cooking, the whole grains remain fluffy and separate making long grain brown rice especially suitable in stuffing, pilafs, salads, casseroles, and stir-fry dishes.

Lundberg Family Farms' Eco-Farmed Short Grain Brown Rice and Eco-Farmed Long Grain Brown Rice are available at natural foods stores and supermarkets nationwide. The one-pound packages have a suggested retail price of \$1.89.

**About Lundberg Family Farms**

Since 1937, the Lundberg Family has been farming rice and producing rice products at their farms in the Sacramento Valley. Now led by its third generation, Lundberg Family Farms still uses eco-positive farming practices to produce wholesome, healthful rice products while protecting and improving the environment for future generations. For more information and recipes using Short and Long Grain Brown Rice, visit [www.lundberg.com](http://www.lundberg.com).

**About WIC**

The WIC program provides Federal grants to States for supplemental foods designed to meet the special nutritional needs of low-income pregnant and breastfeeding or non-breastfeeding postpartum women, and infants and children up to five years of age who are at nutritional risk.