

RICE



PAPER

SPRING 2005

INTRODUCING

Lundberg's RiceXpress™ Rice

*The health benefits of delicious, organic whole grain rice
— ready in just 60 seconds!*

Lundberg Family Farms, producers of rice and rice products, is excited to announce a new, convenient way for consumers to enjoy flavorful, organic whole grain brown rice. Lundberg's RiceXpress™, a new line of pre-cooked brown rice pouches, provides healthful, fiber-rich, brown rice in just 60 seconds. Typically, brown rice prepared on the stovetop takes about 50 minutes to cook.

"We believe Lundberg's RiceXpress™ line will help our busy consumers add more whole grains to their diets in a way that is easy, convenient and delicious," says Grant Lundberg, the company's CEO.

The rice in Lundberg's RiceXpress™ is USDA certified organic and grown without GMO's or harmful pesticides. Each 8.8-ounce microwavable packet contains two servings of shelf-stable, pre-cooked brown rice. The savory flavor profiles include Chicken Herb, Classic Beef and Sesame Teriyaki, which are gluten free and Santa Fe Grill, which is vegan. All four flavors do not contain artificial preservatives or trans fats.

The convenient Lundberg RiceXpress™ pouches are now available wherever natural and organic products are sold. The suggested retail price is \$2.79.



Get Your Whole Grains!

On Jan. 12, new Dietary Guidelines for Americans were released by the USDA in conjunction with the Dietary Guidelines Advisory Committee. One of the "Key Recommendations" of the report states that Americans should consume "Three or more ounce-equivalents of whole grain products per



day," with an average of at least half of all grain servings coming from whole grains. Whole grains, such as those in Lundberg brown rice, are considered healthier than processed grains because they contain the entire edible portion of the grain or seed (which includes germ and bran).

TRUE OR FALSE?

"The power meter only runs in one direction."

FALSE!

Lundberg Family Farms was founded on respect for the land, and a strong commitment to preserving and protecting our natural resources. As part of our ongoing commitment, Lundberg Family Farms has begun construction on a large solar energy array on its property in Richvale, California.

As peak demand for power has outstripped the available supply, many in our nation have become all too familiar with rolling blackouts. Utilizing renewable energy sources is one way that manufacturers can reduce the load on the energy grid. This solar energy project will allow Lundberg to collect energy from the sun's rays during the hottest months—when energy is at its highest demand—and contribute it back into the local power grid for general use by businesses and consumers.

In addition to making good environmental sense, the construction of this solar project makes good economic sense as well. Lundberg will contribute plenty of solar power when energy prices are at their highest—a time when Lundberg's energy needs are somewhat low. Then, in the fall, when the company needs more energy to power its rice dryers, Lundberg will take power back out of the system when the rates have decreased. This will create the net effect of rolling the power meter back for Lundberg, as energy is contributed when it is at a premium, then taken back out of the system when prices are much lower.

Working in partnership with Pacific Gas & Electric's Self Generation Incentive Program, Lundberg Family Farms has already begun construction, and is expected to be completed by fall, 2005.



Egg Aid to the Rescue

Each year, Lundberg growers take special care to rescue thousands of duck eggs before mowing their fields for spring planting. Lundberg Family Farms calls in help from farm crews and The District 10 Wild Egg Salvage Program volunteers to help in this effort to preserve and enrich local avian life.

In the fall, Lundberg farmers plant purple vetch in a portion of their fields to protect and enrich the soil. These "cover crops" create a lush habitat that is ideal for duck nesting. However, as spring begins, the fields need to be prepared for

planting, which often requires mowing these cover crops before the eggs hatch. This is where the Egg Aid Rescue comes in, when Lundberg farmers and friends take to the fields to recover duck eggs.

Consistent with California environmental law, the eggs are removed from their nest within 24 hours of cultivating the field. The eggs are taken to a private facility where they are incubated and hatched. After about five weeks, the ducks are banded and released back into the wild.

Egg Aid is a beloved ecological tradition for all involved, and Lundberg invites local youngsters to participate in a small part of the effort. This hands-on environmental field trip is fun and educational for kids, teachers, and veteran egg collectors alike. Egg Aid is just one way in which Lundberg Family Farms shows its dedication to environmentally friendly farming, and is a complement to its many other organic and Eco-Farmed practices.



Children from Sierra View School in Chico, California, line up to help salvage duck eggs. Total eggs rescued by the Wild Egg Salvage program returns about 2,500 ducks to the wild every year.



These eggs were rescued from Lundberg Family Farms on April 21 and sent to an incubator house to hatch.



What's Cooking?

Lundberg Family Farms is proud to offer consumers a comprehensive guide to cooking our favorite food. "Cooking with Lundberg Rice—Nutritious and Comforting Recipes Using the World's Staple Grain," is a new cookbook, we are offering to our customers.

The guide offers a wealth of recipes for all occasions, including tips for handling and storage, and a handy rice cooking guide. A glossary of rice terms is also included to help consumers understand the nuances of rice and rice cookery.

For a free copy of the new, full-color cookbook, customers should send proofs of purchase from any two Lundberg products to:

Lundberg Family Farms
Free Cookbook Offer
P.O. Box 369
Richvale, CA 95974

FREE COOKBOOK

Mail in Two (2) UPC bar codes from any Lundberg Family Farm product and receive our "Cooking with Lundberg Rice" cookbook FREE!

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