

RICE



PAPER

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Lundberg Family Farms Celebrates 70 Years



The year 2007 marks a special anniversary for Lundberg Family Farms. It is the 70th year of growing eco-friendly rice in California's Sacramento Valley. Since 1937, Lundberg Family Farms has used farming methods that care for the soil, wildlife, air and water. As we look forward to this commemorative year, we take a moment to reflect on the history that has made Lundberg Family Farms the company that it is today.

Lundberg Family Farms traces its roots back to 1937, when Albert and Frances Lundberg moved to California from Nebraska. They had experienced the ravages of the Dust Bowl that resulted from poor soil management and short-sighted farming techniques.

This environmental crisis was a defining moment for the Lundberg family. After moving the family to the Sacramento Valley, Albert impressed upon his four sons the need to care for the soil and the environment. With this respect for the land, the Lundberg family pioneered organic and environmentally sustainable rice growing in America.

In the 1960's, the four sons—Eldon, Wendell, Harlan and Homer—recognized the opportunity to offer their “environmentally friendly” farmed rice directly to the public, instead of combining it with rice grown using conventional methods. This gave consumers a choice in the rice they purchased, and began the Lundberg Family Farms brand.

Today, Lundberg Family Farms is the market leader in natural and organic rice. They offer a full complement of wholesome rice varieties and rice products, including entrees, side dishes, and snacks.

The third generation of Lundbergs are now guiding the company with their innovative use of green energy, solar power and low-impact farming techniques. The company leaders have taken the Dust Bowl lessons of their grandparents to heart. They continue to apply these lessons in forward-thinking ways to ensure Lundberg Family Farms stays true to its mission of sustainable farming for future generations.



Harlan, Wendell, Eldon, & Homer Lundberg

TRUE OR FALSE?

“Rice growing consumes an exorbitant amount of water.”

FALSE!

When people see a flooded rice field, they may think that it contains water that is several feet deep. Actually, the water is only several inches deep at most.

Today's modern rice fields have been precisely laser leveled, which allows superb water management. The area in the Sacramento Valley that Lundberg Family Farms calls home is ideal for growing rice. The heavy clay soil and underlying hardpan prevent water loss through deep percolation.

In nearby mountains, seventy to one-hundred-twenty inches of rainfall create a healthy watershed. We carefully monitor rice fields to maintain the optimal levels of water for growing our Eco-Farmed and Organic rice varieties.

Rice is amazingly efficient in its use of water to produce a serving of healthful food. Contrary to a common misconception, California rice farmers are among the best stewards of this valuable resource. Only 25 gallons of water are needed to produce one serving of rice. That's about the same as oranges and less than half needed for a serving of almonds.



Lundberg Family Farms purchases renewable energy for our headquarters and our own production facilities.



Lundberg Family Farms Goes Solar!



Left to Right: Grant, Eldon, Homer, Wendell & Jessica Lundberg

Lundberg Family Farms hosted a celebratory “Solar Harvest” event on September 21, 2006 to formally dedicate its new solar energy project. The event, which included a ribbon-cutting, organic lunch and facility tours, demonstrated the company’s ongoing commitment to improving the environment. “This solar energy option,” said Jessica Lundberg, Board Chair and Nursery Manager for Lundberg Family Farms, “not only falls in line with the company’s environmentally focused philosophy, but it also makes good business sense.” Through PG&E’s Self Generation Incentive Program, Lundberg Family Farms installed a 196.85kW CEC flat panel Photovoltaic Electric Generating System.



PG&E’s Self Generation Incentive Program mandated by state legislature, “is making it more affordable to go solar,” said Lundberg. “If you’re willing to put up the capital and you have the space available, the money is there to help you with it.” The Lundberg family expects the investment to pay for itself

in about 8 years and the actual solar panels should last well past the 20-year warranty. “Being a family business, when we invest, we’re planning long-term, both in terms of sustaining the soil and environment, and in making sure there’s a viable business to pass on to the future generations.”

Grant Lundberg, the company’s CEO, and Jessica Lundberg, hosted the event. On hand were Glen Minyard, CEO of Minyard Solar and the architect of the project; Dan Kalafatas, Vice President of 3 Phases Energy Services—Lundberg’s wind energy provider; Keri Bolding, Director of Business and Promotional Services for Green-e, an organization that helps consumers identify products made with renewable energy. At the event, Lia White, North Valley Area Manager for Pacific Gas & Electric, presented a check for \$693,980 in grant funding as part of the company’s Self Generation Incentive Program.

In the long run, it’s not just the farm that will benefit, our environment will benefit too. During the course of the year, the system will produce more than 350,000 kilowatts per year (kWh/yr) of clean energy from plentiful California sunshine. Energy generated by the solar array will reduce more than 11,000 tons of carbon dioxide pollution over 25 years, which is the equivalent to planting 130 acres of trees or *not* driving 28 million miles.

New Rice Chips Add **Sizzle** to Snacking!

Introducing spicy Wasabi & Nacho Cheese Rice Chips

Consumers now have two new delicious snacking options. Lundberg Family Farms is pleased to announce two spicy new additions to its popular line of brown rice chips: *Wasabi* and *Nacho Cheese*. The new crunchy brown rice chips join *Sea Salt*, *Santa Fe Barbecue*, *Sesame Seaweed*, *Pico de Gallo*, *Honey Dijon* and *Fiesta Lime* in this family-friendly snack line. Lundberg’s brown rice chips are wheat and gluten-free, contain no artificial flavors or colors, and are made with healthy, whole grain rice. In addition, because they don’t contain hydrogenated oils, all of Lundberg’s rice chips are free of trans-fats.



Wasabi is the Japanese version of the spicy root horseradish, used to make the bright green condiment found in sushi restaurants and throughout Asian cuisine. Its refreshing, sharp taste is a popular flavor with consumers. Wasabi and Lundberg’s crunchy brown rice chips combine to form a highly flavorful treat.

Nachos are a classic snacking indulgence and comfort food. Lundberg’s Nacho Cheese rice chips combine cheddar cheese and flavorful natural spices with the satisfying crunch of brown rice chips. Each bite is bursting with flavorful crunch and whole grain goodness.

Find these tasty snack sensations nationwide where natural products are sold for a suggested retail price of \$2.49. Each 6 oz. bag contains approximately 6 servings.

