



THE RICE PAPER

ISSUE 3: SEPTEMBER 2008

Harvest 2008 Underway

The combines have been busy harvesting cover crops and wild rice this summer. Now as we enter the Autumn Season, our main rice crop is turning golden brown as we wait to harvest each field when the rice is just right. Harvest is the busiest time of the year, completing the rice growing season, but not the farming year – as we will work the straw into the soil and prepare the fields for cover crops and water fowl.



About six weeks before the rice is ready to harvest, each individual kernel needs to be pollinated. As the rice pollen forms in the growing plant, the plants need warm days and nights. If the night time temperatures fall below 57°F the forming pollen can become sterile and prevent rice kernels from filling into grains of rice. California Basmati and California Jasmine rice are especially sensitive to cool nights and we always are relieved when the kernels begin to fill with rice – confirming that the crop will complete the growing cycle.

Fast-growing wild rice is the first rice harvested, growing six to eight feet in just 90 days. Wild rice is well suited to the growing conditions around Richvale; it competes well with weeds, so there is no need for harmful chemical herbicides, and it thrives in the cold waters of the Sierra snowmelt that flow to the farm.

Harvest of traditional rice varieties begins about three to four weeks after the wild rice harvest is complete and usually continues to mid November.

In This Issue

**Harvest 2008 Underway
Officially “Heart Healthy”
Lundberg’s 4th Generation
New Arrival**

Lundberg in the News

Oprah Winfrey Show

More than nine million people saw Oprah and Julia Roberts sing the praises of Lundberg® organic rice during “Oprah’s Earth Day Event” on April 22, 2008.

Fitness Magazine

June 2008

Fitness Magazine’s June 2008 included Lundberg® Organic Brown Rice Cakes among its “Top 100” healthiest, most satisfying products, recommending the brand to its circulation of more than 1.6 million.

Natural Foods

Merchandise

August 2008

The leading magazine serving the natural foods industry featured Lundberg Family Farms® Chair of the Board, Jessica Lundberg, 33, as one of their “40 Under 40” leaders in the natural foods industry. The magazine’s August 2008 issue quizzed Jessica on the current state and future direction of the natural foods market, and to the challenges facing family farmers.

Lundberg® Brown Rice is Officially “Heart Healthy”



It’s not often that something as naturally good-for-you as brown rice makes big news. But in May 2008 the U.S. Food and Drug Administration added brown rice to the list of whole grain foods that can reduce the risk of heart disease and some cancers. This is welcomed news to Lundberg Family Farms®, which specializes in growing organic brown rice.

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Lundberg® Brown Rice is Officially “Heart Healthy” continued...

At Lundberg, we let our brown rice naturally ripen in the field before harvesting. Most brown rice is intended to be milled to white rice and isn't allowed to grow to its full maturity and flavor. One taste of our brown rice and you'll notice the difference right away.

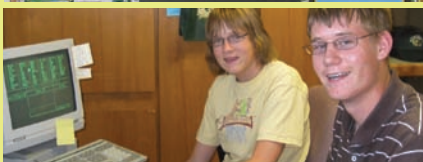
Heart-healthy brown rice is the mainstay of our product line, and over the years we have perfected the plant variety and growing techniques that have made Lundberg Family Farms® America's number-one organic brown rice brand.

4th Generation of Lundbergs Learn the Ropes

Nine of the 18 members of Lundberg's fourth generation spent this summer as interns on the farm, in more than one sense proving just how “green” these future farmers are.

The summer internship consists of learning every aspect of the family business, from working the land, to working in the Sales, Production and Human Resources Departments. The teen interns kept busy participating in the weekly Managers' meetings, staffing the Lundberg® booth at the local Farmer's Market, and tackling the company's environmentally minded green projects. Those projects included creating artwork for the company garden with scrap metal and reused materials; developing a composting system with a bin made from scrap metal; and starting an employee Green Board in the break room, reminding everyone to live a little greener.

The nine Summer Interns were Ansel, Anne, Emily, Regan, Lars, Brita, and Emma Lundberg, and Maddie and Georgia Parrish. For these nine hardworking kids, the return to school provides a nice change of pace.



Clockwise from top left: employee Green Board; compost bin; Maddie and friend in the garden; Anne and Emily next to the compost bin; garden art created by Regan; Anne, Emily and Jessica Lundberg staff Lundberg's booth at the local Farmer's Market; Ansel and Regan in the front office.

The Newest Member of the Lundberg Family



James Albert Lundberg
Born July 2, 2008
Nine pounds, seven ounces

Proud parents, Kent and Cynthia Lundberg, and big sister Julia, of Weston, Massachusetts welcome baby James to the family. Homer and Carol Lundberg are James's proud grandparents.



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Got News?

If you have an item or story for the Rice Paper newsletter, e-mail: kweighall@lundberg.com and we'll put it in the hopper for our next issue.