



# THE RICE PAPER

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## Lundberg Honored with Three Industry Awards

Lundberg Family Farms® is honored to announce it is a 2008 Green Power Leadership Award winner, recognized by the U.S. Environmental Protection Agency and the U.S. Department of Energy for efforts to generate and purchase renewable energy.

The Green Power Leadership Award was formally presented at a ceremony in Denver on October 28, 2008 as part of the National Renewable Energy Marketing Conference.

Winners include companies that demonstrate industry leadership in the production or consumption of renewable energy.

Lundberg Family Farms was recognized for its efforts to generate renewable energy through its investment in solar power, and its purchase of wind energy through Renewable Energy Credits (RECs). Since 2003, the company has purchased or generates more than 4.8 million kilowatt-hours of green power annually -- the equivalent to avoiding the carbon dioxide (CO<sub>2</sub>) emissions of nearly 600 passenger vehicles per year, or the equivalent amount of electricity needed to power more than 500 average American homes annually. The farm's purchase is enough to supply more than 100 percent of the operation's total electricity use, placing the company on the EPA's 100% Purchasers list.

Also in October, Lundberg Family Farms was named a 2008 "Top Small Workplace" award winner as determined by Winning Workplaces, a non-profit group, and *The Wall Street Journal*. The award is presented to 15 small workplaces across North America, culled from more than 780 nominees. The 15 winners were featured in the *Journal's* "Report on Small Business" last month.

This is the second year that Winning Workplaces and *The Wall Street Journal* have collaborated to recognize small private, non-profit or publicly held organizations that foster teamwork, flexibility, high productivity and innovation while also helping employees grow personally and professionally, and providing them benefits that improve their lives and communities.

Lundberg Family Farms was also named a "California Fit Business" Bronze Award winner for its employee wellness programs, presented by the California Task Force on Youth and Workplace Wellness. The Fit Business Award recognizes such programs as reduced-fee gym memberships, free flu shots and blood-pressure screening, and preventive healthcare services.



## In This Issue

**Lundberg Awarded Three Industry Awards**

**New Product in the Line-Up:  
Heat & Eat Organic Brown  
Rice Bowls**

**Post Harvest Work Underway**

## Lundberg® in the News

### **California Heartland September 2008**

KVIE Public Television's weekly series that focuses on the California agricultural industry, featured Lundberg Family Farms in a story titled "Heritage of Our Heartland: Rice Relatives."

### **America's Heartland October 2008**

A PBS show that celebrates agriculture across the nation, aired their own version of the Lundberg Family Farms Heritage Story titled "Goin' for the Grain" that was seen by public television audiences nationwide.

### ***The Wall Street Journal* October 2008**

Included Lundberg Family Farms in their roundup of winners of the Top Small Workplaces for 2008. The story was also covered by the ***San Francisco Chronicle***, ***ChicoER.com***, ***AgriMarketing*** and ***The Gridley Herald***.

## New in the Line-Up: Heat & Eat Organic Brown Rice Bowls

What do you get when you pair the wholesome goodness of organic brown rice with ready-to-eat convenience? HEAT & EAT ORGANIC BROWN RICE BOWLS, the newest products in the Lundberg Family Farms® line-up.



New HEAT & EAT ORGANIC BROWN RICE BOWLS are rolling out nationally this winter in three ready-to-eat varieties: Short Grain Brown, Long Grain Brown and Countrywild® Brown Rice. Precooked and ready to eat, the bowls are perfect as a simple side dish or as the basis for a main course. Each bowl contains nothing artificial - just certified organic brown rice, a heart-healthy whole grain as recommended by the USDA. All three varieties are trans fat-free and gluten free.

HEAT & EAT ORGANIC BROWN RICE BOWLS will be available this winter in natural foods stores and supermarkets nationwide.

## Post Harvest Work Underway

With a bountiful 2008 harvest now behind us, work is underway to ready the fields for the winter ahead by planting purple vetch, among other cover crops, which minimizes the need for supplemental fertilizer. Cover crops improve soil fertility and tilth, and supply organic matter to the field.

We'll also leave about three tons of straw per acre in the field, not only to add organic matter but also to control erosion and provide habitat for migrating water fowl. We incorporate the straw by chopping and tilling it with chisel plows or disks. The visiting flocks of geese, ducks and swan further decompose the straw and stubble by trampling it into the soil.

Soon we'll be flooding the fields to provide a habitat - call them "duck hotels" - for our feathered guests who visit us each winter.



## Lundberg® in the News continued...

### KPAY Radio 1290am October 2008

Interviewed Grant Lundberg on October 28th about Lundberg Family Farms winning EPA's Green Power Leadership Award. *The Sacramento Bee, The Gridley Herald, Environmental Leader, and The Chico News & Review* all ran a blurb about the award as well.

### *The Western Farm Press*

Featured a news story about Jessica Lundberg's participation in the California Rice Commission Leadership Development class in which she gave participants an overview of rice marketing, production practices, specialty product development, clean water and air issues, and a first hand tour of the ongoing rice harvest at Lundberg Family Farms®.



Lundberg Family Farms®  
Richvale, CA 95974  
530.882.4551  
[www.lundberg.com](http://www.lundberg.com)

## Got News?

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