



# THE RICE PAPER

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## Introducing New Brown Rice Pasta Elbows!

Continuing our tradition of innovative new product introductions, Lundberg Family Farms® unveils Brown Rice Pasta Elbows, made with 100% USDA - certified organic whole grain brown rice.

The new elbow-shaped pasta is perfect for homemade Macaroni & Cheese recipes or pasta salads, and is our fourth pasta shape (along with Spaghetti, Penne and Rotini) to feature our new brown rice pasta formulation with a consistent, non-gritty texture and rich gourmet taste. All four brown rice pasta varieties are gluten-free, vegan and Kosher, and all proudly bear the USDA's heart-healthy "Whole Grain" seal on the bright new eye-catching packages.

The new Brown Rice Pasta Elbows are priced at \$3.99 and are rolling out now to supermarkets and natural food stores nationwide. Please visit us on the farm for delicious recipe ideas and more information at [www.lundberg.com](http://www.lundberg.com).



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## Featured Recipe: Spicy Macaroni & Cheese

- 1 to 2 tablespoons chopped chipotle chilies in adobo (canned)
- 4 tablespoons unsalted butter
- ¼ cup flour
- 2 ½ cups whole milk
- 1 ½ teaspoon dry mustard
- 12 ounce box of Lundberg® Brown Rice Elbow Pasta, cooked for 7 minutes (al dente)
- 1 pound Cheddar cheese, grated
- 1 cup seasoned bread crumbs

### Cooking Instructions:

Preheat oven to 375°F. Melt butter in a large saucepan over medium heat. Stir in flour, cooking 1 minute. Gradually whisk in milk and mustard and simmer, whisking occasionally, 3 minutes until thickened. Add chopped chipotle chilies. Stir in cheese to melt. Add to cooked elbow rice pasta and mix well. Fill 9X13 inch baking dish treated with no-stick spray. Sprinkle with seasoned bread crumbs. Bake 30-40 minutes, until casserole is heated through and bubbly. Serves 6 to 8.



## A Great Place to Work, Again

For the second year running, Lundberg Family Farms® was named California Workplace of the Year by The Employer Resource Institute. The ERI cited Lundberg's emphasis on wellness programs - the employee garden, health screenings, free fruit and vegetables, and free flu shots - among the stand-out "Best Practices" worthy of recognition.

The Grand Prize honors employers of any size and from any industry for programs and policies that directly benefit employees in the workplace. In addition to its wellness programs, Lundberg Family Farms was honored for its "open-door" policy, which encourages every employee to offer suggestions and share concerns, and for the company's generous Bonus and Profit-sharing Programs and 100% tuition reimbursement for employee training.

"We never forget that our employees are the #1 reason for the company's success," said Grant Lundberg, company CEO, a member of the third generation of Lundbergs to operate the business. "Winning this prestigious award two years in a row validates our efforts to be a great place to work."



(L to R) Pam Lucke harvesting squash; Vegetables galore! Employees enjoyed the organic vegetables and herbs grown in our garden; Jorge Castaneda fills his hat with garden grown vegetables.

## Jessica Lundberg Completes Rice Leadership Program

Jessica Lundberg, Chairwoman of the Board of Lundberg Family Farms®, completed the Rice Leadership Development Program presented by the USA Rice Federation to train the next generation of rice industry leaders.

During four sessions over a two-year period, Jessica and six classmates met with government, regulatory and rice industry officials to deepen their understanding of the rice industry, including USDA programs, International Trade Policy issues, credit and finance, and the complex dynamics of the U.S. and global rice markets.

## Lundberg® e-coupons Available!

### Want to save money on your favorite Lundberg rice?

Lundberg and EatingWell.com have teamed up to provide a valuable printable coupon good for \$1 off any of our sixteen wholesome, healthful, delicious 2 lb. rice varieties.

Download this coupon at [www.Eatingwell.com/coupons](http://www.Eatingwell.com/coupons).  
Hurry, this offer expires on March 31, 2009!



## Lundberg® in the News

### **The Associated Press**

Reporter Steve Lawrence wrote an article featuring Lundberg Family Farms and the company's commitment to solar and sustainable power. The story was seen in **The San Francisco Chronicle**, **AgWeek**, and other publication nationwide.

### **The Nutrition Action Healthletter**

**December 2008**

recommended Lundberg's Purely Organic Rice Cereal as one of its "Best Bites" in their newsletter titled "Oatmeal & Beyond."

### **Gardening by the Yard** **March 1, 2009**

Lundberg Family Farms was featured on HGTV's show Gardening by the Yard. If you missed it you can view it on their website [www.hgtv.com](http://www.hgtv.com).  
Click on episode #1804.

### **Delicious Living Magazine**

In an article titled "Rice Revisited" Lundberg specialty rice varieties, Wehani® and Black Japonica™, are recommended as a good source of vitamins and minerals, but also as a way to bring color to your rice dishes. The story includes recipes that feature Lundberg® rice and can be downloaded at [www.deliciousliving.com](http://www.deliciousliving.com).



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