

FOR IMMEDIATE RELEASE



## Lundberg Family Farms Debuts New American-Grown, Organic Quinoa

### *Lundberg Becomes First Brand to Bring Homegrown Quinoa to Consumers Nationally Through Whole Foods Market*

RICHVALE, Calif., August 18, 2015 — [Lundberg Family Farms](http://LundbergFamilyFarms.com), a national leader in organic rice and whole grain products, today announced the availability of Lundberg American-grown [Organic Tri-Color Blend Quinoa](#) at Whole Foods Markets across the country. Lundberg Family Farms has initiated the partnership between farm and retailer to become the first national brand to market American-grown, organic quinoa through Whole Foods Market.



“Through new and valued relationships with an incredible network of quinoa growers, we’ve been able to partner with talented farmers that are able to grow quinoa right here at home,” said Grant Lundberg, CEO of Lundberg Family Farms. “We’re proud to work with Whole Foods Market to bring American-grown, organic quinoa to consumers on a national scale and at a consistent price and quality folks have come to expect from Lundberg Family Farms.”

Grown in Humboldt County, California, [Lundberg Organic Quinoa Tri-Color Blend](#) (SRP: \$7.99) is a versatile seed grain providing all nine essential amino acids as well as a good source of protein, iron, and dietary fiber. This variety naturally produces a blend of colored quinoa in the field, including white, brown, red, and black seeds.

When cooked, each seed has its own unique texture and savory, nutty flavor that comes together to make a great meal on its own, as a popular addition to salads, or as a base for a variety of colorful recipes.

#### **About Lundberg Family Farms**

Since 1937, the Lundberg Family has been farming rice and producing rice products at their farms in the Sacramento Valley. Now led by its third generation, Lundberg Family Farms uses organic and eco-positive farming practices to produce wholesome, healthful rice products while protecting and improving the environment for future generations. For more information, visit [Lundberg.com](http://Lundberg.com) and follow us on [Facebook](#), [Pinterest](#), [Twitter](#) and [Instagram](#).

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