



## **Lundberg Family Farms Continues Expansion of American-Grown Organic Quinoa with New Antique White Variety**

**RICHVALE, Calif., September 14, 2016**—This harvest season, [Lundberg Family Farms](http://LundbergFamilyFarms.com) will work closely with a trusted network of growers to bring in more than two million pounds of domestically grown organic quinoa from up and down the Pacific Coast and Northwest regions, timed along with the launch of [Organic Antique White Quinoa](#) rolling out on store shelves this month.

A national leader in organic rice and whole grain products, Lundberg Family Farms became the first brand to offer American-grown quinoa to consumers on a national scale with the debut of their Organic Tri-Color variety last year. Since 2014, Lundberg’s quinoa efforts have expanded from just 40 acres to more than 800, with current trials being grown in the Sacramento Valley, Pescadero, the High Sierras, the Olympic Peninsula, and Idaho.

“There is tremendous potential for quinoa and we are thrilled to be working with pioneering farmers and academic institutions to increase production and supporting expansion into new varieties and climates,” said Grant Lundberg, CEO of Lundberg Family Farms. “Our continued success with American-grown quinoa would not be possible without our hard-working growers, field experts and researchers who have learned how to cultivate the crop across several regions along the Pacific.”



Quinoa is a versatile seed grain providing all nine essential amino acids, and is a good source of protein and dietary fiber. As Antique White Quinoa matures in the field, the plant turns to shades of fiery red and orange while producing a soft, off-white seed that tastes mildly sweet. With a fluffy texture and a mild flavor, this versatile ingredient can serve as a whole grain foundation or an easy addition to any meal. Antique White Quinoa provides 7g fiber and 7g protein per serving, and it cooks quicker than other varieties, ready to eat in just 15-20 minutes. (SRP: \$7.99)

For more information about Lundberg Family Farms and other whole grain products, visit [Lundberg.com](http://Lundberg.com).

### **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-

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positive farming practices to produce wholesome rice and quinoa 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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