

HALPERN BARUCH  
Form 3  
January 20, 2012

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL  
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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
Â HALPERN BARUCH		(Month/Day/Year)	NUTRACEA [NTRZ]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
			(Check all applicable)	
6720 N SCOTTSDALE ROAD,Â SUITE 390			<input checked="" type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
(Street)			<input type="checkbox"/> Officer	<input type="checkbox"/> Other
			(give title below)	(specify below)
SCOTTSDALE,Â AZÂ 85253			6. Individual or Joint/Group Filing(Check Applicable Line)	
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Form filed by One Reporting Person	
			<input type="checkbox"/> Form filed by More than One Reporting Person	

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	440,000	D	Â
Common Stock	350,000	I	Baruch Halpern Revocable Trust

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of	5. Ownership Form of Derivative	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Derivative Security	Security: Direct (D) or Indirect (I) (Instr. 5)	
Common Stock Warrant, right to buy	07/01/2009	01/17/2017	Common Stock	1,406,720	\$ 0.1	I	Baruch Halpern Revocable Trust
Common Stock Warrant, right to buy	07/01/2009	01/17/2017	Common Stock	640,000	\$ 0.1	I	Baruch Halpern Revocable Trust
Common Stock Warrant, right to buy	07/01/2009	01/17/2017	Common Stock	2,800,000	\$ 0.1	I	Baruch Halpern Revocable Trust
Common Stock Warrant, right to buy	07/01/2009	01/17/2017	Common Stock	219,800	\$ 0.1	D	Â
Common Stock Warrant, right to buy	07/01/2009	01/17/2017	Common Stock	100,000	\$ 0.1	D	Â
10% Secured Convertible Promissory Note Due 2015	01/18/2012	01/18/2015	Common Stock	25,000,000	\$ 0.1	I	The Shoshana Shapiro Halpern Revocable Trust
Common Stock Warrant, right to buy	01/18/2012	01/18/2017	Common Stock	25,000,000	\$ 0.12	I	The Shoshana Shapiro Halpern Revocable Trust

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HALPERN BARUCH 6720 N SCOTTSDALE ROAD SUITE 390 SCOTTSDALE, AZ 85253	Â X	Â	Â	Â

## Signatures

J. Dale Belt, by power of attorney  
01/20/2012

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 5(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.