FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

OMB Number: 3235-0287
Estimated average burden hours per response: 0.5

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person SACKS RODNEY C					NSEN NATU				(Ch	(Check all applicable) X Director 10% Owner						
(Last) C/O HANSEN 1010 RAILRO	(First) NATURAL CO: AD ST		ute of Earliest Trans	action ((Month	n/Day/Year)		X Officer (give title Other (specify below) Chairman and CEO								
(Street)	CA 92882			4. If Amendment, Date of Original Filed (Month/Day/Year)							6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting					
(City)	(State)	(Zip)								Person						
		Table I - N	on-Deriva	ative	Securities Ac	quire	d, Di	sposed of	, or Be	neficial	ly Owned					
1. Title of Security (Instr. 3)			2. Transacti Date (Month/Day		Execution Date,	3. Transaction Code (Instr. 8)		4. Securities Acquired Disposed Of (D) (Instr. 5)		(A) or 3, 4 and	5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
						Code V		Amount	(A) or (D) Price		Transaction(s) (Instr. 3 and 4)					
Common Stock	:		01/09/20	006		S ⁽⁷⁾		16	D	\$90.76	0	I	By HRS Holdings ⁽¹⁾			
Common Stock	:		01/09/20	006		S ⁽⁷⁾		400	D	\$90.78	0	I	By HRS Holdings ⁽¹⁾			
Common Stock			01/09/20	006		S ⁽⁷⁾		100	D	\$90.81	0	I	By HRS Holdings ⁽¹⁾			
Common Stock			01/09/20	006		S ⁽⁷⁾		100	D	\$90.84	0	I	By HRS Holdings ⁽¹⁾			
Common Stock			01/09/20	006		S ⁽⁷⁾		808	D	\$90.85	0	I	By HRS Holdings ⁽¹⁾			
Common Stock			01/09/20	006		S ⁽⁷⁾		350	D	\$90.86	0	I	By HRS Holdings ⁽¹⁾			
Common Stock			01/09/20	006		S ⁽⁷⁾		784	D	\$90.87	0	I	By HRS Holdings ⁽¹⁾			
Common Stock			01/09/20	006		S ⁽⁷⁾		593	D	\$90.88	0	I	By HRS Holdings ⁽¹⁾			
Common Stock			01/09/20	006		S ⁽⁷⁾		49	D	\$90.92	0	I	By HRS Holdings ⁽¹⁾			
Common Stock			01/09/20	006		S ⁽⁷⁾		6,478	D	\$91	0	I	By HRS Holdings ⁽¹⁾			
Common Stock			01/09/20	006		S ⁽⁷⁾		100	D	\$91.02	0	I	By HRS Holdings ⁽¹⁾			
Common Stock			01/09/20	006		S ⁽⁷⁾		100	D	\$91.03	0	I	By HRS Holdings ⁽¹⁾			
Common Stock	:		01/09/20	006		S ⁽⁷⁾		353	D	\$91.05	0	I	By HRS Holdings ⁽¹⁾			
Common Stock	:		01/09/20	006		S ⁽⁷⁾		400	D	\$91.06	0	I	By HRS Holdings ⁽¹⁾			
Common Stock			01/09/20	006		S ⁽⁷⁾		200	D	\$91.08	0	I	By HRS Holdings ⁽¹⁾			
Common Stock			01/09/20	006		S ⁽⁷⁾		200	D	\$91.09	0	I	By HRS Holdings ⁽¹⁾			
Common Stock			01/09/20	006		S ⁽⁷⁾		347	D	\$91.1	0	I	By HRS Holdings ⁽¹⁾			
Common Stock			01/09/20	006		S ⁽⁷⁾		200	D	\$91.11	0	I	By HRS Holdings ⁽¹⁾			
										_						

1. Title of	tle of Security (Instr. 3)			2. Trans Date (Month/I	2/ Ex	2A. Deemed Execution Date, if any (Month/Day/Year)		3. Transa Code (ction	4. Securit		es Acquired (A) or Of (D) (Instr. 3, 4 and		of y llowing	6. Ownership Form: Direct (D) or Indirect ing (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership	
							(Monain Bay, rear)		Code	v	Amount	(A) or (D)	Price	Reported Transactio (Instr. 3 an	n(s)	n(s)		(Instr. 4)
Common Stock					01/09/2006						500	D	\$91.12	0		I		By HRS Holdings ⁽¹⁾
Common Stock				01/09	9/2006				S ⁽⁷⁾		50	D	\$90.13	0		I		By HRS Holdings ⁽¹⁾
Common Stock				01/09	9/2006				S ⁽⁷⁾		100	D	\$91.15	0		I		By HRS Holdings ⁽¹⁾
Common Stock				01/09				S ⁽⁷⁾		751	D	\$91.16	0		I		By HRS Holdings ⁽¹⁾	
Common Stock				01/09/2006					S ⁽⁷⁾		243	D	\$91.17	0		I		By HRS Holdings ⁽¹⁾
Common	Stock			01/09	9/2006				S ⁽⁷⁾		200	D	\$91.18	0		I		By HRS Holdings ⁽¹⁾
Common Stock			01/09/2006					S ⁽⁷⁾		300	D	\$91.19	0		I		By HRS Holdings ⁽¹	
Common	Stock			01/09/2006				S ⁽⁷⁾		2,339	D	\$91.2	332,400		I		By HRS Holdings ⁽¹⁾	
Common Stock													2,783,	334	I		By Brandon Limited Partnership No. 2 ⁽¹⁾	
Common Stock														80,0	00	D)	
Common Stock													326,730		I Li Pa		By Brandon Limited Partnership No. 1 ⁽¹⁾	
Common	Stock													1,420,	.000	I		By Hilrod Holdings LP ⁽¹⁾
		-	Table II										neficially	Owned				
1. Title of Derivative Security (Instr. 3) 2. Conversion or Exercise Price of Derivative Security		3. Transaction Date (Month/Day/Year)	3A. Deen Execution if any (Month/E	ned on Date,	4. Transaction Code (Instr 8)		5. Number 6		6. Date Exercis Expiration Dat (Month/Day/Ye		able and	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	derivative Securities		10. Owners Form: Direct (I or Indire (I) (Instr	Beneficia Ownersh ect (Instr. 4)
					Code	v	(A)	(D)	Date Exercisa		Expiration Date	Title	Amount or Number of Shares					
Employee Stock Option (right to buy)	\$2.125								(2)		02/02/2009	Common Stock	200,000		200),000	D	
Employee Stock Option (right to buy)	\$1.785								(3)		07/12/2012	Common Stock	300,000		160),000	D	
Employee Stock Option (right to buy)	\$2.1								(4)		05/28/2013	Common Stock	300,000		300),000	D	
Employee Stock Option (right to buy)	\$26.25								(5)		03/23/2015	Common Stock	300,000		300,000		D	
Employee Stock Option (right to buy)	\$67.48								(6)		11/11/2015	Common Stock	150,000		150),000	D	

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

Explanation of Responses:

- 1. The reporting person is one of the general partners of each Brandon Limited Partnership No. 1, Brandon Limited Partnership No. 2, HRS Holdings, L.P. and Hilrod Holdings, L.P.
- 2. Immediately.
- 3. The options are currently vested with respect to 80,000 shares. The remaining options vest on July 12,2006.
- 4. The options are currently vested with respect to 180,000 shares. The remaining options vest in two equal installments on January 1, 2007 and 2008.
- 5. The options vest in five equal installments on March 23, 2006, 2007, 2008, 2009 and 2010.
- 6. The options vest in five equal installments on November 11, 2006, 2007, 2008, 2009 and 2010.
- 7. The sales reported in this Form 4 were effected pursuant ot a Rule 10b5-1 trading plan adopted by HRS Holdings, L.P. on December 29, 2005.

Rodney C. Sacks

01/11/2006

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4 (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.

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 Number.