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MEDIA CONTACT:

Holly Hansen
 (707) 545 3280
 hansen@mackenzieagency.com

**LUNDBERG FAMILY FARMS® COMPLETES TRANSITION TO NEXT
 GENERATION OF DIRECTORS**

In Long-Planned Succession, Dads and Uncles Hand Over the Tractor Keys

RICHVALE, Calif. (February 4, 2008) — Don’t call it retirement. Homer and Wendell Lundberg, the last two members of the second generation of Lundbergs to operate the family-owned business, are giving up their seats on the Board of Directors, completing the long-planned transition to a new generation of leaders.

The election of cousins Ingrid and Alyscia Lundberg to the company’s board of directors is a milestone for the nation’s premier producer of organic rice and rice products.

“My brother and I have served on the board since 1974, and we’ve been grooming our kids to take over for almost as long,” said Homer Lundberg, who, with his brother Wendell will continue to play active roles in the business, as do their brothers and former board members Eldon and Harlan.. “We’ll still be involved in the farm—it’s such a big part of our lives but it’s time to hand over the keys to the tractor,” he added.

In an era when globalization and industrial-scale agriculture increasingly threaten the traditional family farm, the Lundbergs are bucking a national trend. “We are committed to keeping this family business securely in the family,” said CEO Grant Lundberg. “For us, this farm is much more than a business; it’s a way of life that we want to protect and nurture and pass on to our own kids.”

More...

[LUNDBERG FAMILY FARMS](http://WWW.LUNDBERG.COM)

5370 CHURCH ST
 PO BOX 369
 RICHVALE, CA 95974

PHONE (530) 882-4551
 FAX (530) 882-4500

WWW.LUNDBERG.COM

Lundberg Family Farms® Board of Directors, 2-2-2-2

According to Jessica Lundberg, who chairs a board of directors now comprised entirely of the family’s third generation, “in a tradition established by our grandparents, Albert and Frances, our fathers and uncles instilled in us an unshakeable commitment to the bedrock values that have always guided this company: operate with integrity, respect people and the land, and strive for continuous improvement.”

The board members for the 2007-08 fiscal year are Grant Lundberg, Jessica Lundberg, Bryce Lundberg, Kevin Parrish, Tim Schultz, Mark Lundberg, Alysicia Lundberg and Ingrid Lundberg. Each member will serve a one-year term.

Lundberg Family Farms is a family-owned corporation whose board of directors is ultimately responsible for corporate governance. In addition to their board responsibility, most board members play key roles in day-to-day management of the company’s extensive operations, from its stewardship of the land to the processing, packaging and marketing of its best-selling organic and sustainably-farmed products.

Although the four Lundberg brothers who comprise the family’s second generation have made way for the third generation, they balk at the notion of retirement. Harlan and Homer are still actively involved with the company’s research farm, while Eldon is a tireless promoter of the Lundberg brand. Wendell regularly serves as the family representative to local community groups and all four brothers serve as goodwill ambassadors to the company’s employees, suppliers and customers.

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 eco-positive farming practices to produce wholesome, healthful rice products while protecting and improving the environment for future generations. For more information, visit www.lundberg.com.

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