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MEDIA CONTACT:
Mysty Stewart
(707) 545-3280
stewart@mackenzieagency.com

LUNDBERG FAMILY FARMS TWICE HONORED AS TOP WORKPLACE

Wellness, Fitness & Employee Development Programs Cited in Prestigious Awards

RICHVALE, CA, October 13, 2008 – Lundberg Family Farms®, the nation’s leader in organic rice, is named a 2008 “Top Small Workplace” by Winning Workplaces™, a non-profit group, and *The Wall Street Journal*. The award is presented to 15 small workplaces across North America, culled from 35 finalists and more than 850 nominees.

Lundberg Family Farms takes great care to see that its 198 employees get everything they need to be their best. An on-site wellness committee organizes fitness events and free, fresh produce is available on a daily basis. Tuition for staff is supplemented by the company, and they reward the good grades of employees’ children. Now led by its third generation, Lundberg has developed a formal strategic planning program to transfer ownership and the company culture to future generations of family members. The intention is to preserve these timeless values for many years to come.

“Taking care of our employees is one of our biggest priorities,” says Grant Lundberg, CEO of Lundberg Family Farms. “This is a family owned company, and our employees are extension of that family. We are honored to have been recognized by Winning Workplaces and *The Wall Street Journal* for this.”

In its second annual ranking of the Top Small Workplaces, Winning Workplaces and *The Wall Street Journal* collaborated to recognize exceptional small organizations – private, nonprofit or publicly held – that foster teamwork, flexibility, high productivity and innovation while also helping their employees grow personally and professionally, and providing them benefits that improve their lives and communities.

Winning Workplaces is a nonprofit that helps leaders of small and midsize organizations create better workplaces. According to Ken Lehman, Winning Workplaces founder and board chair,

"The winners share a commitment to valuing, trusting, and respecting their employees, and viewing them as the key to achieving business success."

Small businesses continue to be the engine of innovation and economic growth in the U.S., and tend to be role models for larger companies by creating an environment that encourages productive behavior.

Nominees for the Top Small Workplaces award must be independent organizations, not a unit of a larger corporation; have no more than \$200 million in annual revenues with 500 or fewer employees; and have been in business at least five years.

The 15 winners are featured in the Journal Report on Small Business in today's print and online editions of *The Wall Street Journal* <http://online.wsj.com/article/SB122347733961315417.html>. They were judged by a national panel of small-business experts chosen by The Journal and Winning Workplaces, based on both metrics and qualitative assessment of their success in creating workplaces that nurture, challenge and reward employees.

Lundberg is a "California Fit Business"

Lundberg Family Farms also announces that it is a "California Fit Business" Bronze Award winner for its employee wellness programs, presented by the California Task Force on Youth and Workplace Wellness. The Fit Business Award recognizes efforts by California-based businesses to ensure the health and wellness of their employees through a variety of workplace-based programs. Among the programs evaluated for the award are benefits like reduced-fee gym memberships, free flu shots and blood-pressure screening, and generous preventive care services through the company's health insurance plan. Such employee wellness initiatives are rare in American workplaces, and all but unique in the agricultural sector.

"Our core value of operating our business responsibly doesn't end with eco-friendly agriculture and pure, wholesome products," said Grant Lundberg, CEO of Lundberg Family Farms and a member of the third generation of Lundbergs to operate the family-owned business. "It's also about respecting our employees by providing a healthy, supportive and fair workplace with opportunities for personal and professional growth and development. These awards recognize our ongoing commitment to our employees, our customers and our environment."

Since 1937, the Lundberg Family has farmed rice and produced 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 www.lundberg.com.

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