



**Media Alert
For Immediate Release**

For More Information Contact:

Julie Lunn
The Fresh Ideas Group
(303)449.2108, ext.10
Julie@freshideasgroup.com

MEDIA ALERT: Egg Aid to occur in Richvale

A visual, environmentally-themed story opportunity happening locally this week

Richvale, Calif. (April 18, 2004) —Each spring, Lundberg Family Farms takes special care to rescue thousands of duck eggs before preparing its rice fields for planting. Lundberg calls in help from farm crews and The District10 Wild Egg Salvage Program volunteers to assist in this effort to preserve and enrich local avian life. This year's **Egg Aid** has been set for Thursday, April 21, 2005. That day, children from Richvale Elementary and Chico's Sierra View Elementary School, will pitch in to help with the effort as part of an environmental learning excursion.

Who: Lundberg Family Farms, with help from community members.

What: Egg Aid – Wild duck eggs are rescued from rice fields in advance of spring planting activities. The eggs are transferred to a local hatchery, where they are cared for, hatched, and banded. The ducklings are then released back to the wild. This is a hands-on environmental activity, with excellent potential for appealing visuals.

When: On Thursday, April 21, 2005, Lundberg will receive help combing one of its fields from local schoolchildren. Work will begin on the field at 9:00 a.m., and will wrap up by noon.

Why: Lundberg has been dedicated to environmentally sustainable business practices for nearly 70 years. This commitment is company-wide, and includes a wide array of ecological growing practices, the use of green energy, and more.

How: For directions, background, and detailed event specifics, please contact Julie Lunn at 303.449.2108 ext. 10 or Julie@freshideasgroup.com. On the day of the event, Julie can be reached via cell at 720.937.4917.

Additional information:

Each fall, Lundberg Family Farms plant purple vetch in a portion of their rice fields to protect and enrich the soil. These "cover crops" create a lush habitat ideal for duck nesting. As spring begins, the fields are prepared for planting, which requires mowing these cover crops before the eggs hatch. This is where the Egg Aid comes in, when Lundberg and friends take to the fields to recover duck eggs. The eggs are taken to a private facility where they are incubated and hatched. After about six weeks, the ducks are banded and released back into the wild.

Lundberg Family Farms will be happy to accommodate video or photography crews, as combing the fields for the purpose of saving duck eggs makes for great visuals. We can also provide photos after the event, as well as interviews with Lundberg family members who participated in Egg Aid.

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Editor's note: Photos available upon request.

Since 1937, the Lundbergs have been producing the highest quality rice in concert with a respect for the environment. Now a third generation family business, Lundberg Family Farms remains committed to improving our precious natural resources.