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LUNDBERG AWARDED “GAME CHANGER” OF THE YEAR

Company Honored for its Innovation in Organics

Richvale, CA (July 14, 2011) – Lundberg Family Farms has been selected as one of “California’s 2011 Leaders In Agriculture Innovation” by Grow-California for its cutting-edge approach to business which has a positive impact on California’s agricultural industry and economy.

The award will be presented by California Secretary of Agriculture, Karen Ross, and USDA Rural Development State Director, Dr. Glenda Humiston, at a special ceremony during the inaugural California Agriculture Innovation conference on the campus of U.C. Davis on July 21st.

“We are proud to be named a California Game Changer, especially in a category that is near and dear to our hearts – organics,” said Grant Lundberg, CEO and a member of the company’s third generation family farmers. “The special integrated rice growing system that we developed many years ago makes growing organic rice easier for farmers as our method is an improvement on many typical conventional rice growing practices.”

The California Agriculture Innovation conference marks the first time that the Silicon Valley will be focusing on the Central Valley and beyond for potential investment opportunities within the state’s agricultural industry to help ag entrepreneurs grow and develop while at the same time

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creating new companies and jobs which will help rebuild the economy. Conference organizers hope that by bringing the venture capital community together with the agricultural community, there will be tremendous potential to create an innovative technology hub for agriculture in the Central Valley which will spawn new companies, jobs and economic activity.

Lundberg is a true game changer in its innovative approach,” said Jon Gregory, president and CEO of Grow California. He added, “It is a business that has caught the interest of numerous investors, bankers and economic development organizations who consulted with us to identify California agricultural companies who were impressed by their focus on innovation.”

To be considered as a Game Changer of the Year, companies must be headquartered in California or have significant operations or facilities in the state; have at least \$5 million in annual revenue in 2010; and, be in existence for at least four years. A selection committee comprised of investment banks, venture capital funds, academia and conference sponsors reviewed nominations and determined the winners.

For more information about the California Agriculture Innovation conference and the “Game Changer of the Year” awards, visit: <http://www.grow-california.com/>

About Lundberg Family Farms

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 still 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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