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## **LUNDBERG FAMILY FARMS TAPS JEFF TRAILER AS FIRST NON-FAMILY BOARD MEMBER**

**RICHVALE, CA, July XX, 2011**—Lundberg Family Farms, the nation’s #1 brand of organic rice and rice products, recently elected Jeff Trailer to its Board of Directors. Trailer is the first board member outside the family to serve in this capacity.

A professor of management at California State University, Chico, and currently Chair of the Business College’s Department of Management, Dr. Trailer’s primary role is to provide an independent perspective on the strategic issues facing the company, with a focus on developing sustainable systems for managing the company’s rapid growth.

For the past year he has served as a consultant to the board, helping the company develop strategies to achieve sustainable, profitable growth in an increasing complex and dynamic market. His appointment to the Board of Directors is especially noteworthy in that he is the first non-family board member in the history of Lundberg Family Farms.

“Jeff offers a unique combination of academic rigor and real-life experience that has been invaluable to the company during a period of rapid growth,” said Jessica Lundberg, Chairman of the Board of Lundberg Family Farms and a member of the third generation of Lundbergs to operate the business. “Going forward, Jeff will help us create the management systems we need to continue to grow even as we successfully transition the business to our family’s fourth generation in the coming years.”

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Until now, the company's Board of Directors has been populated exclusively by family members—direct descendants of Albert and Frances Lundberg who founded the family farming operation in the Sacramento Valley in 1937. The Board of Directors is the governing body for the corporation, overseeing the work of the management team and setting strategic priorities for the business.

“I'm proud and honored to be part of an organization dedicated to creating healthful rice products in a sustainable manner while respecting consumers, employees and the planet,” commented Dr. Trailer. “I've long admired the talent and integrity of the Lundberg board, which has guided the business through a period of extraordinary growth. I'm gratified to have more direct responsibility for growing the business while maintaining the core values of the company.”

A former U.S. Navy Surface Warfare Officer, Dr. Trailer earned his Ph.D. in Management at the University of Houston, studied system dynamics at M.I.T.'s Sloan School of Management, and recently completed Stanford University's Advanced Project Management Program.

#### About Lundberg Family Farms

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](http://www.lundberg.com).

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