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LUNDBERG FAMILY FARMS® NAMED “GAME CHANGER” OF THE YEAR
Company honored as one of California’s Most Innovative Clean Tech Businesses

RICHVALE, CA, October 25, 2011— Lundberg Family Farms® has been selected as a California Clean Technology “Game Changer” for 2011 in the Innovation in Energy and Agriculture category by Grow-California for its leadership, innovation and impact on California’s clean tech industry and economy. The company will receive its “Game Changer” award at the conclusion of the Clean Tech Innovation Conference at the Kaiser Center, in downtown Oakland, to be held on November 2nd and 3rd.

The Clean Tech “Game Changer” award is the second honor received by Lundberg from Grow-California. Earlier this year, the company was selected as one of “California’s 2011 Leaders in Agriculture Innovation” for its cutting-edge approach to business, which positively impacts California’s agricultural industry and economy. Lundberg is the only company to be named a Game Changer in both Agriculture and Clean Tech.

“We are extremely honored to be receiving a second award from Grow-California for our company-wide sustainability efforts,” said Grant Lundberg, the company’s CEO. “Being recognized for our business practices reinforces what we’ve always known to be true – that we can run a profitable business while maintaining our commitment to environmental stewardship, our employees, growers, vendors, and customers. We prove it every day.”

Clean technology is considered a key strategy across the nation and throughout the world to create much-needed jobs, improve the economy and lessen the demand for fossil fuels. Conference organizers hope that by bringing the venture capital community together with

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the clean technology industry, there will be tremendous potential to link much needed financial resources with innovation to create new companies, jobs and economic activity.

“Lundberg Family Farms is a prime example of a true game changer in the clean tech space,” said Jon Gregory, president and CEO of Grow California. He added, “There were more than 200 quality companies nominated which means that the 2011 Game Changes are an elite group and an excellent representation of California’s leading role in the world’s clean tech industry.”

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; or, developed innovative technology that could lead to a market leading company; 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 Clean Tech conference and the “Game Changer of the Year” awards, visit: 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 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 or follow Lundberg on [Facebook](#) and Twitter (@lundbergfarms).

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