



**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT:**

Mysty Stewart  
MacKenzie Agency  
(707) 545 3280  
stewart@mackenzieagency.com

## **LUNDBERG FAMILY FARMS MOURNS PASSING OF HARLAN LUNDBERG**

**RICHVALE, CA, August 17, 2011 --** Harlan Dean Lundberg, the third of four brothers who built Lundberg Family Farms into the nation's #1 producer of organic rice and rice products, passed away yesterday at his home in Richvale. He was 77 years old.

Born September 20, 1933 to Albert and Frances Lundberg in Phelps County, Nebraska, Harlan Lundberg moved to Richvale, California, at age four. Raised on the family rice farm, Harlan graduated from Biggs High School 1951 and Yuba College in 1953, where he earned a degree in agronomy. He went on to study agronomy at California Polytechnic University San Luis Obispo until, in 1954, he was drafted into the US Army. He served in Germany from 1955 - 1958, returning to Richvale in May 1958 to marry Carolyn Marie Murray.

Harlan joined his brothers Eldon, Wendell, and Homer in the family rice farming business, and over the next 50 years transformed their parents' small rice farm into the nation's largest producer of organic rice and rice products. Harlan was particularly interested in developing new rice varieties in the company's state-of-the-art nursery, and over the years developed numerous specialty rice varieties including Wehani®, Black Bran, and Arborio Rice. He was instrumental in the development and launch of rice-based products bearing the Lundberg Family Farms® brand name, including their best-selling rice cakes.

Harlan and Carolyn Lundberg were married for more than 50 years. In addition to their three sons, Mark, Bryce, and Eric, Harlan had eight grandchildren and, with his wife, was a foster parent to dozens of children.

Active in a variety of industry and community activities, Harlan Lundberg served on numerous rice industry boards, dabbled in local politics—including an unsuccessful 1983 run for the Democratic nomination to the U.S. House of Representatives--and supported a wide variety of community and church-related programs and causes.

Harlan Dean Lundberg is survived by his wife, Carolyn; sons Mark, Bryce and Eric; brothers Wendell and Homer; and eight grandchildren. A memorial service will be held at the Evangelical Free Church in Oroville, California on Saturday, August 27, 2011 at 2:00 p.m.

###