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MEDIA CONTACT:

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

LUNDBERG FAMILY FARMS HONORED WITH RESPONSIBLE PACKAGING AWARD

October 5, 2011, Richvale, CA —Lundberg Family Farms®, the nation’s leading producer of organic rice and rice products, is a 2011 recipient of the Responsible Packaging Award for its use of 100% recycled paperboard with 65% post consumer recycled content packaging, the company announced today.

The bi-annual Responsible Packaging Awards recognize organic and natural industry achievements and innovations in environmentally responsible packaging, including materials reduction, the use of 100% post-consumer recycled, non-GMO, compostable and 3rd party certified packaging, and packaging that is returnable for reuse and easily recycled or reused by the end user. Nominees for the Responsible Packaging Award were evaluated based on criteria in three areas: commitment to transparency, extended producer responsibility, and ecological systems design principles, with a strong focus on achieving zero waste.

“Sustainability is good business,” said Grant Lundberg, chief executive officer of the family-owned rice producer and a member of the Lundberg family’s third generation of rice farmers. “It is a core value of our company reflected in every aspect of our operations. Responsible packaging is a big part of our philosophy that includes treating the land, our employees, our communities and our consumers with respect.”

The Awards are co-sponsored by the Responsible Packaging Project, a non-profit collaboration of the Food Trade Sustainability Leadership Association, Independent Natural Foods Retailers Association, National Cooperative Grocers Association, New Hope Natural Media, Organic Trade Association, United Natural Foods Inc. and Whole Foods Market’s Green Mission. Lundberg received the award on September 24th at Natural Products Expo East, held this year in Baltimore, MD.

More...

LUNDBERG WINS RESPONSIBLE PACKAGING AWARD 2-2-2-2

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 us on [Facebook](#) and Twitter (@lundbergfarms).

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