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LUNDBERG LAUNCHES “RAISING ORGANIC FAMILY FARMS” PROGRAM TO HELP

*New initiative seeks to inspire a new generation of organic farmers
by offering financial, education and mentoring support*

RICHVALE, Calif. (August 10, 2011) – [Lundberg Family Farms](#)[®], the nation’s #1 producer of organic rice and rice products, today launched a new initiative to help nurture, grow and redefine a new generation of organic family farmers.

[Raising Organic Family Farms](#) is a multi-year program designed to inspire a new generation of organic family farmers and provide financial, education and mentoring support to aspiring agricultural entrepreneurs.

“Our heritage is firmly rooted in the practice of organic and sustainable farming,” said Grant Lundberg, chief executive officer of Lundberg Family Farms. “*Raising Organic Family Farms* is our way of encouraging responsible land stewardship and sustainable agriculture remains a priority for emerging and aspiring farmers.”

By sharing the Lundberg family’s legacy of expertise and success, *Raising Organic Family Farms* hopes to advance the importance of organic farming methods that produce wholesome, healthful foods while improving and protecting the environment.

“New farmers often need a boost to get their businesses to the next level,” Lundberg said. “Whether it’s a piece of equipment, advice from an expert, an opportunity to expand their networks, or just a kernel of wisdom that brings a big idea to life, *Raising Organic Family Farms* and its partners will provide the support these farmers need to establish their own legacies in sustainable agriculture.”

How to Apply

Now through October 31st, aspiring commercial organic family farmers can self-nominate or be nominated at <http://www.raisingorganicfamilyfarms.com>. Entrants submit a 500-word essay – along with optional photos and/or video content – in one of three categories:

- **Seed money** for equipment, supplies or repairs
- **Education funding** towards schooling or conference registration
- **Mentorship** with experts in business planning, marketing, retail, livestock management or crop planning

The deadline for submissions is October 31, 2011.

Judging

A judging panel, including representatives from Lundberg Family Farms, will choose recipients in each category. Judges will determine the amount to be awarded for each category based on need. Up to \$50,000 total in grants and scholarships will be awarded.

Who Should Apply

[Raising Organic Family Farms](http://www.raisingorganicfamilyfarms.com) is open to commercial farmers of all ages and experience levels, including beginning or transitioning organic farmers, college students, organizations and influencers active in growing the organic farming movement.

To view and share organic farming stories and resources, or if you'd like to submit an application, visit www.raisingorganicfamilyfarms.com.

Program Partnership and Sponsorship

Promotion and support for Raising Organic Family Farms by reputable and trusted organizations is a key component of its success. In cooperation with organizations including the National Family Farm Coalition, National Young Farmers Coalition, Midwest Organic and Sustainable Education Service (MOSES) and Renewing the Countryside, the program is able to provide more in-depth content and resources to help farmers engage with a plethora of new information.

Accordingly, Raising Organic Family Farms will pair farmers with available experts in five areas (i.e., business planning, marketing, retail, livestock management, crop planning) in its “mentorship” category. Selected mentors will supply 8-16 hours of assistance in return for a \$2,000 donation to his or her charity of choice.

About Lundberg Family Farms

Since 1937, the Lundberg family has been farming rice and using eco-positive farming methods to produce rice products at their farms in the Sacramento Valley. Now led by the third generation, Lundberg Family Farms produces wholesome, healthful rice products while protecting and improving the environment for future generations. For more information and rice recipes visit www.lundberg.com.

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