



**News Release
For Immediate Release**

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Bryce Lundberg Honored by OFRF

Organic pioneer recognized at annual Organic Farming Research Foundation event in Larkspur

Richvale, Calif. (Oct. 29, 2004) — Bryce Lundberg, a lifelong California rice grower, and the Director of Organic Certification for Lundberg Family Farms, was recognized by the Organic Farming Research Foundation (OFRF) at its 12th Annual Fall Organic Harvest Benefit Reception and Dinner, held at the Lark Creek Inn in Larkspur, Calif., on September 28th.

The recognition came in honor of Bryce Lundberg's "significant and longstanding volunteer contribution to the organic farming community," according to Bob Scowcroft, OFRF's executive director. "We recognize that Bryce has always been there on a grassroots level for the Northern California organic farming community," said Scowcroft. On hand for the event was a group of OFRF supporters, including retailers, growers, chefs and other members of the organic community.

Lundberg's volunteer contributions have been extensive and varied, including a range of personal and professional commitments. His professional volunteerism has included serving on the California Certified Organic Farmers' board of directors (1988-1992), and as that organization's North Valley Certification Committee Chair (1992-present). He was a charter member of the California Organic Foods Advisory Board, serving in that role from 1991-2003. From 1998-2002 Lundberg served on the Organic Crop Improvement Association's Standards Committee. He has also volunteered for the California Rice Research Board, and co-hosted a community radio show featuring organic farming issues. On the personal side, Lundberg has coached recreational youth basketball for many years, and has led youth activities for his church.

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Editor's note: Photos available upon request.

Since 1937, the Lundbergs have been producing the highest quality rice in concert with a respect for the environment. Now a third generation family business, Lundberg Family Farms remains committed to improving our precious natural resources.