



**Press Release
For Immediate Release**

For More Information Contact:
Angie Traver
The Fresh Ideas Group
(413) 582-7079
angie@freshideasgroup.com

Lundberg Family Farms to be recognized for conservation efforts

Rice grower recognized for ongoing conservation and environmental management practices

Richvale, Calif. (Sept. 8, 2005) — In a signing ceremony to be held here next Tuesday, September 13, lands owned and farmed by Lundberg Family Farms will be recognized by the Conservation Security Program (CSP) of the USDA's Natural Resources Conservation Service (NRCS). The Tier Three designation awarded lands farmed by Lundberg is the highest of three available designations. In addition to lands owned and managed directly by Lundberg, the company also contracts with conservation-minded growers – many of whom have achieved Tier One and Two designations from CSP.

“We are delighted to have earned this recognition for our family’s lands,” said Jessica Lundberg, Nursery Manager and Chair of the Board of Directors for Lundberg Family Farms. “When my grandparents began farming in the Sacramento Valley in 1937, they made a commitment to protect the area’s delicate ecology. Today, our third generation of leaders is proud to remain true to their vision.”

The Conservation Security Program is a voluntary conservation program that supports the ongoing stewardship of private agricultural lands by recognizing and rewarding those farmers and ranchers who meet the highest standards for environmental management on their lands. To achieve the Tier Three designation, the producer must have addressed a comprehensive set of ecological concerns – including air, water and soil quality. In addition, Tier Three farms must take special care to nurture riparian zones.

Expected to attend the ceremony are a number of local and national policymakers, including DC Jones, President of the Butte County Resource Conservation District; Doug Rudd, President of the Butte County Farm Bureau; Ed Burton, the NRCS State Conservationist, and representatives from the California Rice Commission.

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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.