



News Release

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Introducing “Eco-Farmed”

Lundberg’s environmental practices help to nurture the soil, and result in superior rice products

Richvale, Calif. (Jan. 24, 2005) — This spring, Lundberg Family Farms will transition its non-organic rice products *in name only* from Nutra-Farmed to Eco-Farmed in order to better help consumers recognize the company’s long term environmental commitment and practices. Since 1937, the Lundberg family has been growing rice sustainably in the fertile soils of Northern California. Having moved west after losing their topsoil to the scathing winds of the Dust Bowl, the Lundbergs have always had a special understanding of the importance of preserving natural resources, and building and maintaining soil fertility.

Eco-Farmed products preserve and protect natural resources by utilizing a combination of modern and heritage farming techniques designed to be *Always In Balance with Nature*[™]. These methods build soil fertility while protecting wildlife, as well as maintaining the quality of air and water.

“We decided to change how we referred to our growing practices in an effort to be more evident to consumers about what we do and why,” said Grant Lundberg, the company’s CEO. “We invest substantial time and energy using methods that are beneficial to our environment, and we want those who enjoy our products to understand the positive ecological effects of the choices they make.”

The Eco-Farmed program includes the following innovative environmental measures:

- Returning the rice straw to the fields (as opposed to burning it) to enrich the soil and preserve air quality.
- Rotating nitrogen fixing crops into the fields to improve soil fertility.
- Using the least amount of chemical pest controls, and only when strictly necessary, to preserve water and air quality, and maintain soil fertility.
- The use of green power in Lundberg’s offices and processing facility.

There are many other ways in which Lundberg Family Farms’ Eco-Farmed products benefit and improve our environment. More information on Lundberg’s ecological efforts can be found at the company’s web site, at www.lundberg.com.

As part of the transition, Lundberg’s non-organic products will also undergo a package redesign. Consumers will see new labels in stores in the spring of 2005.