



**Media Alert  
For Immediate Release**

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## **School Children, Community Members And Farmers Save Wildlife**

*“Egg Aid 2007” a Huge Success*

**Richvale, Calif. (May 10, 2007)** — On Friday, May 4<sup>th</sup> children from Richvale Elementary and Chico’s Sierra View Elementary School rescued 109 mallard duck eggs and 27 pheasant eggs at this year’s “Egg Aid” at Lundberg Family Farms® in Richvale, California.

Rescuing waterfowl eggs is just one example of Lundberg Family Farms’ commitment to sustainable farming practices. Each fall, Lundberg Family Farms plants purple vetch in a portion of their rice fields to protect and enrich the soil. These “cover crops” create lush habitat ideal for duck nesting. As spring begins, the fields are prepared for planting, which involves mowing the cover crops often before the eggs have hatched. To help protect this precious wildlife, Lundberg and friends work in the fields to rescue the eggs. The school children learn about the wildlife while helping the farmers preserve the area’s wonderful waterfowl population.

The eggs are cared for by members of the District 10 Wild Egg Salvage Program and Darrold Daley; these volunteers are licensed by Fish and Game to handle the eggs and ducklings. The ducklings are banded and released back into the wild when they are 5 weeks old, and able to care for themselves. The ducks return to the fields the following winter to repeat the cycle.

For 70 years Lundberg Family Farms has been dedicated to sustainable business practices that care for the soil, wildlife, air and water. Lundberg continues to support ecological farming methods that work in harmony with nature to maintain wholesome standards of living today and for future generations.

Lundberg Family Farms can provide photos of Egg Aid 2007, as well as interviews with Lundberg family members.

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*Since 1937, Lundberg Family Farms has been producing high quality rice with respect for the environment. Now a third generation family business, Lundberg Family Farms remains committed to improving our precious natural resources. Visit [www.lundberg.com](http://www.lundberg.com) for more information.*