



**News Release
For Immediate Release**

For More Information Contact:

Angie Traver
The Fresh Ideas Group
(303) 449-2108, ext. 15
angie@freshideasgroup.com

Green Energy, Ecological Innovation Reduces Pioneering Grower's Footprint

Lundberg Family Farms recognized for using a complement of forward looking solutions to further reduce ecological impact.

Richvale, Calif. (Oct. 29, 2004) — On October 4, 2004 Lundberg Family Farms was recognized for its environmental leadership at the 9th National Green Power Marketing conference held in Albany, New York. The Green Power Leadership Awards are competitive awards, given annually by the Environmental Protection Agency and the Department of Energy, that recognize outstanding commitments and achievements in the green power marketplace.

Lundberg Family Farms, a family-owned and operated grower and marketer of natural and organic rice products, offsets 100 percent of its energy use through the purchase of wind energy certificates. This commitment ranks among the largest renewable energy purchases in California (approximately 4,367,000 kilowatt-hours per year) and the first among farmers and manufacturers of organic and natural rice products nationally.

“We are honored to be recognized for our continuing efforts to sustain our precious natural resources. The good people of this company take pride in these innovations, and are inspired by this award,” said Homer Lundberg, Chairman of the Board for Lundberg Family Farms. “We will continue to push forward in finding new ways to preserve our delicate ecology.”

The company was recognized with the Green Power Purchasing award, which distinguishes organizations that have made outstanding and unique commitments to purchase green energy. The award distinguishes Lundberg as a national and influential leader.

In addition to its exclusive use of wind energy, Lundberg's farming practices are sustainable, using a variety of low impact agricultural techniques, including certified organic growing and processing methods and facilities.

###

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. Lundberg's rice and rice products are available nationwide through conventional supermarkets and natural foods stores.