



**News Release
For Immediate Release**

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Jessica Lundberg selected for prestigious leadership program

USA Rice Federation educates emerging leaders in U.S. rice industry

RICHVALE, Calif. (April 26, 2007) — Jessica Lundberg, a third-generation Lundberg family member and Lundberg Family Farms nursery manager and board chair, has been selected to attend the 18th class of the USA Rice Federation's Rice Leadership Development Program. The program gives rice industry professionals a comprehensive understanding of the U.S. rice industry, with an emphasis on personal development and communications training. Lundberg is one of only seven, chosen by a special committee of rice industry and agribusiness leaders, to attend the 2007-2008 class. According to the USA Rice Federation, applicants are selected first and foremost on their leadership experience and "potential to serve the U.S. rice industry."

Lundberg has already attended the first of four one-week-long sessions taking place over a two-year period. The first session looked at rice production and marketing in the Gulf Coast states of Louisiana and Texas. "It's a wonderful opportunity to learn about other methods of farming and talk to other producers about what works for them and what doesn't," Lundberg said. "It's also very satisfying to be part of a global community — to be reminded how connected we are and how much goes into producing our food."

In September 2005 Lundberg was elected chairwoman of Lundberg Family Farms board of directors, continuing an ongoing transition in leadership from the second to the third generation of stockholders. The board of directors helps to guide all aspect of the company's operation, ensuring that Lundberg Family Farms remains in integrity with the company mission while operating successfully in the business environment.

Lundberg has worked at the company her grandparents founded for most of her adult life. Her duties include managing Lundberg's seed nursery for proprietary rice varieties. She has also taken a lead role in some of the company's energy conservation efforts, including the current installation of a half-acre array of solar panels on the roof of the company warehouses. The solar project will allow the company to gather and contribute energy to the power grid during the hottest (highest demand) months of the year, when Lundberg's energy needs are at their lowest.

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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 for more information.