



**News Release
For Immediate Release**

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Lundberg Family Farms® Receives Natural Legacy Award

Pioneers of the natural and organic industry receive recognition

RICHVALE Calif. (March 26, 2007) —

On Saturday, March 10th, New Hope Natural Media presented Lundberg Family Farms® with the Natural Legacy Award at Natural Products Expo West in Anaheim, California. The Natural Legacy Award was an acknowledgment given to the Lundberg family for 70 years of environmental stewardship and also for its contributions to the Natural Products Industry. The *Natural Foods Merchandiser* magazine highlighted Lundberg Family Farms' accomplishments with a six-page feature story in the March edition. The feature covered the 70 year history of the family and their successes in the Natural Products Industry.

Members of the Lundberg family, from the founders to their grand children, attended the ceremony and were honored with the award received. "Our family is quite pleased," said company CEO Grant Lundberg, "this year is our 70th Anniversary and it's a privilege to be able to celebrate a long and successful history with our colleagues, friends and fans in the natural industry."



The Short History of Lundberg Family Farms:

Lundberg Family Farms was born from a true environmental crisis: the Nebraska Dust Bowl of the 1930's. Severe droughts and poor farming practices created dust storms that carried away topsoil, making it impossible to farm. More than 200,000 people fled to California; among them were Albert and Frances Lundberg, and their four sons Eldon, Wendell, Harlan and Homer.



In 1937, the Lundberg Family made their new home in Northern California. There, Albert impressed upon his young sons the need to care for the soil and the environment. The Lundberg family went on to pioneer organic and environmentally sustainable rice growing in America. With deep respect for the land, waterways and animal life, the Lundberg Family farmed in a sustainable manner long before the word "organic" came into play.

In the 1960s, Eldon, Wendell, Harlan and Homer Lundberg recognized the opportunity to offer their rice, which was produced without chemical pesticides and fertilizers, directly to the public, rather than combining it with rice grown using conventional methods. This gave consumers a choice in the rice they purchased, and began the Lundberg Family Farms® brand, which has become synonymous with great tasting, healthful rice products that are grown with care for the environment.

Today, the third generation of Lundbergs continue to grow the family business with a focus on continued improvement of the company's environmental practices. They are guiding the company in its innovative use of green energy, solar power and low-impact farming techniques and maintain focus on stewardship of land and natural resources for the future.

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Editor's note: Samples and photos available upon request.

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