



**News Release
For Immediate Release**

For More Information Contact:
Angie Traver
The Fresh Ideas Group
(413)582-7079
angie@freshideasgroup.com

Lundberg Family Farms Invests in Solar

On-site solar array contributes power to the grid; helps improve company's environmental impact.

Richvale, Calif. (April 28, 2006) — Lundberg Family Farms, the pioneering rice grower in California's Sacramento Valley, announced today that it has made a major investment in solar power. For more than 65 years Lundberg Family Farms has used sustainable farming methods that care for the soil, wildlife, air and water. The company also carefully examines its business practices, seeking alternatives to traditional resource use, including purchasing renewable energy to power its headquarters and production facilities and now, generating power through the new solar array.



Jessica Lundberg, Nursery Manager, and Chair of the company's Board of Directors, spearheaded the effort. "This project demonstrates the ongoing commitment our entire company has toward reducing our environmental footprint," said Lundberg. "As new innovations become available, our company will continue to find novel ways to embrace the values of environmental stewardship taught to us by my grandparents." During the course of the year, the system will produce more than 350,000 kilowatts per year (kWh/yr) of clean energy from plentiful California sunshine. Energy generated by the solar array will avert more than 11,000 tons of carbon dioxide pollution over 25 years. The environmental impact of the system is the equivalent to not driving more than 28 million miles, or of planting 130 acres of trees.

Situated in the heart of the company's Richvale farmlands, the project consists of a full acre of solar panels to harvest the sun's vital energy. In addition to making good environmental sense, the construction of this solar project makes good economic sense as well. Lundberg will contribute plenty of solar power to the electrical grid when energy prices are at their highest – a time when Lundberg's energy needs are somewhat low. Then, in the fall, when the company needs more energy to power its rice dryers, Lundberg will take power back out of the system when the rates have decreased. This will create the net effect of rolling the power meter back for Lundberg, as energy is contributed when it is most needed in the state, then taken back out of the system when the state's demand for energy is less.

For more information about Lundberg Family Farms and the new solar system, visit <http://www.lundberg.com>.

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Editor's note: Photos available upon request.

Since 1937, Lundberg Family Farms have been produced high quality with a respect for the environment. Now a third generation family business, Lundberg Family Farms remains committed to improving our precious natural resources.