



**News Release  
For Immediate Release**

**For More Information Contact:**

Angie Traver  
The Fresh Ideas Group  
(413) 582-7079  
angie@freshideasgroup.com

## **Lundberg Family Farms Goes Solar**

*Solar panels compliment the company's overall commitment to sustainability*

**Richvale, Calif. (September 21, 2006)** — Lundberg Family Farms hosted a celebratory “Solar Harvest” event here today to formally dedicate its new solar energy project. The event, which included a ribbon-cutting, organic lunch and facility tours, demonstrated the company’s ongoing commitment to improving the environment. “This solar energy option,” said Jessica Lundberg, board chair and nursery manager for Lundberg Family Farms, “not only falls in line with the company’s environmentally focused philosophy, but it makes good business sense.” Through PG&E’s Self Generation Incentive Program, Lundberg Family Farms installed a 196.85kW flat panel Photovoltaic Electric Generating System.

PG&E’s Self Generation Incentive Program mandated by state legislature, “is making it more affordable to go solar,” said Lundberg. “If you’re willing to put up the capital and you have the space available, the money is there to help you with it.” The Lundberg family expects the investment to pay for itself in about 8 years and the solar panels should last well past the 20-year warranty. “Being a family business, when we invest, we’re planning long-term, both in terms of sustaining the soil and environment and in making sure there’s a viable business to pass on to the future generations.”



Grant, Eldon, Homer, Wendell and Jessica Lundberg

On hand for the event were Glen Minyard, CEO of Minyard Solar and the architect of the project; Dan Kalafatas, Vice President of 3 Phases Energy Services – Lundberg’s wind energy provider; and Keri Bolding, Director of Business and Promotional Services for Green-e, an organization that helps consumers identify products made with renewable energy. At the event, Lia White, North Valley Area Manager for Pacific Gas & Electric, presented a check for \$693,980 in grant funding as part of the company’s Self Generation Incentive Project. Grant Lundberg, the company’s CEO, and Jessica Lundberg, the Chair of the Board of Directors, hosted the event.

In the long run, it's not just the farm that will benefit. 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 reduce more than 11,000 tons of carbon dioxide pollution over 25 years, which is the equivalent to planting 130 acres of trees or not driving 28 million miles.

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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.*