



**News Release
For Immediate Release**

For More Information Contact:

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

Wendell Lundberg to be Honored as Distinguished Citizen of the Year

The Golden Empire Council of the Boy Scouts of America to recognize veteran rice grower.

Chico, Calif. (Nov. 4, 2004) — The Golden Empire Council of the Boy Scouts of America has announced that it will honor Wendell Lundberg for outstanding achievement, during its annual dinner on November 17. The event, to be held at the Sierra Nevada Brewery, recognizes area leaders who have excelled in the fields of agriculture, medicine, and business.

Wendell Lundberg moved to Richvale, California with his family in 1937 from the farm in Phelps, Nebraska, that his grandfather homesteaded in the 1870's. He attended the University of California at Davis, before completing his Bachelor of Arts degree at Chico State University. He later went on to receive his teaching credential. After a series of jobs that allowed him to travel and explore his love of the outdoors, Wendell returned to Richvale to go into the family rice farming business with his three brothers, Eldon, Harlan and Homer. Wendell Lundberg farmed short grain rice, and was a member of the Butte County Rice Grower's Association.

Following Lundberg's return to the Richvale area, the first local Boy Scout troop was formed. Wendell Lundberg served as a troop leader, and formed many cherished memories while mentoring the young men involved. The Butte County Rice Grower's Association generously sponsored the troop during this time.

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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.