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LUNDBERG FAMILY FARMS MARKS 75 YEARS OF ORGANIC LEADERSHIP

RICHVALE, CA, March 7, 2012 – Lundberg Family Farms[®], a leading manufacturer of organic rice and rice products, celebrated its 75th anniversary.

The occasion arrives three-quarters of a century after Albert and Frances Lundberg fled the ravages of the Dust Bowl for the fertile soil of the Sacramento Valley. Arriving in Richvale, California in 1937, armed with lessons learned in their native Nebraska about poor soil management and short-sighted farming techniques, the Lundbergs resolved to undertake a different kind of farming. Albert impressed upon his four sons the need to treat the land, water, air, and community with respect—an ethos that guided Wendell, Homer, Eldon and Harlan Lundberg as they established the brand and expanded the business, and that sustains America’s leading organic rice producer to this day.

The second-generation Lundberg farmers earned a reputation for innovative farming techniques: the company invented various types of farming equipment, such as the cage roller; pioneered agricultural methods, such as no burning of straw; and developed new, proprietary rice varieties.

The third generation of Lundbergs now operates the family-owned business. They continue the family’s 75-year tradition of responsible environmental stewardship and ethical business practices. The family and the company that bears its name are widely recognized as pioneers of the organic farming movement, leaders in sustainable agriculture, and champions of the healthy workplace.

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Under the leadership of the third generation, Lundberg Family Farms is widely seen as a beacon of corporate responsibility, from its reliance on renewable energy (Lundberg Family Farms is a leader in solar energy production and the use of purchased renewable energy credits); to its advocacy of Non-GMO farming (Lundberg Family Farms is a founding member of the Non-GMO Council and its products are non-GMO verified); to its commitment to being a healthy workplace (gym membership discounts, carpool program, open-door policy, employee-garden). Its new corporate office building is built to the high standards for sustainable design.

These efforts have earned the company numerous industry and community awards, including California Leader in Agriculture Innovation, presented by Grow-California; California Clean Technology Game Changer, also presented by Grow-California 2011; Nutrition Business Journal's 2012 Sustainability Award; and a Responsible Packaging Award by the Responsible Packaging Project.

“For a company that’s very focused on the future, it’s important that we take opportunities like our 75th anniversary to celebrate our past,” said Grant Lundberg, CEO of the company. “As a family business, the history of Lundberg Family Farms is really the history of our family, so celebrations like this take on special significance.”

Lundberg Family Farms will formally kick off its 75th Anniversary celebration at the upcoming Natural Products Expo West in Anaheim, CA, March 8 – 11.

About Lundberg Family Farms

Since 1937, the Lundberg Family has been farming rice and producing rice products at their farms in the Sacramento Valley. Now led by its third generation, Lundberg Family Farms still uses organic and eco-positive farming practices to produce wholesome, healthful rice products while protecting and improving the environment for future generations. For more information, visit www.lundberg.com or follow Lundberg on [Facebook](#) and Twitter (@lundbergfarms).

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