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## Lundberg Family Farms Hires Lynn Conyers as Canadian Sales Manager

**RICHVALE, Calif., January 21, 2015** – Lundberg Family Farms, a leader in organic rice and rice products, has appointed Lynn Conyers to the newly created position of Canadian Sales Manager to oversee Lundberg’s growing retailer and distributor relations and expanding product offerings in Canada.

A natural foods industry veteran, Ms. Conyers will work to increase sales revenue to not only meet, but exceed assigned targets, formulate and implement strategic sales plans, and participate in market research. She will grow relationships with industry leaders and key strategic associates as well as oversee promotional activities within Canada, including support for the recently launched Sriracha flavor and Canadian-exclusive Ketchup flavor of Lundberg Rice Chips. Ms. Conyers will retain her Canadian residency within her position at Lundberg Family Farms.

“With more than 30 years in the consumer packaged goods industry, Lynn has an exceptional understanding of the Canadian market and will take a leading role in expanding our reach to consumers in Canada,” said Grant Lundberg, CEO of Lundberg Family Farms. “Additionally, her innovative analysis skills and commitment to natural, wholesome foods make her a perfect fit for the Lundberg team.”

Ms. Conyers previously served for six years as Western Regional Sales Manager at Nature’s Path Organic Foods, and prior to that in account management roles in the Canadian natural market for over ten years. She also owned and operated Scott Sales for more than eight years as a broker representing national brands.

### **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 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 [Lundberg.com](http://Lundberg.com) and follow us on [Facebook](#), [Pinterest](#), [Twitter](#) and [Instagram](#).

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