



Lundberg Family Farms Celebrates 80 Years of Sustainable Farming and Innovation

RICHVALE, Calif., March 7, 2017—Eight decades ago in 1937, the story of [Lundberg Family Farms](#) began when founders Albert and Frances Lundberg escaped the Dust Bowl in Nebraska to settle in Richvale, Calif., where they made a commitment to care for the soil and preserve it for future generations. In the 1960s, Albert and Frances' four sons Eldon, Wendell, Harlan and Homer started their own rice mill to support their new organic rice farming operation, and to give consumers an opportunity to purchase it directly.

“My grandfather said to ‘leave the land better than you found it,’ and my father and uncles carried on that tradition and further impressed that upon my generation and the next,” said Grant Lundberg, CEO of Lundberg Family Farms and son of Eldon Lundberg. “We’re proud to continue the family legacy of sustainable farming, today extending beyond our local community to other regions in the U.S. and even outside the country, as well as innovation in whole grain products that offer consumers more organic and non-GMO choices.”

In recent years, Lundberg Family Farms has become the national leader in the production and marketing of [domestically-grown organic quinoa](#), launching both Tri-Color and Antique White varieties, and working closely with a trusted network of growers to harvest more than two million pounds of the crop from up and down the Pacific Coast and Northwest regions. More recently, Lundberg has expanded outside U.S. borders, in partnership with the Thai Organic & Fair Trade Association, establishing organic rice farming practices in hand-selected, remote communities in Thailand to grow [Thai Hom Mali Jasmine Rice](#) for American consumers.

Starting with organic short grain brown rice, still Lundberg’s most popular product today, the Lundberg’s have since expanded to grow 18 different varieties of rice. The brand also produces healthy whole-grain products that range from a wide variety of easy-to-prepare [sides](#) and gluten-free [pastas](#), to sweet and savory snacks including [rice cakes](#) and [rice chips](#), all made with real, whole ingredients.

The latest Lundberg innovations include [Grounded Snacks](#), organic red rice and quinoa tortilla chips that are corn-free and made for the allergen-conscious consumer, and Arancini frozen appetizers in three savory varieties – the brand’s first foray into the frozen food aisle.

“We’re humbled to be stewards of what my grandparents established eight decades ago and hope future generations will continue to be inspired as much as we have been,” added Lundberg.

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For more information about the Lundberg Family Farms story and products, visit Lundberg.com.

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 rice and quinoa products while protecting and improving the environment for future generations. For more information, visit Lundberg.com and follow us on [Facebook](#), [Pinterest](#), [Twitter](#) and [Instagram](#).

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