

The Lundberg Family Honored in New Hope Media's Hall of Legends

Richvale, CA, March 13, 2018 – On Friday, March 9, at Natural Products Expo West 2018 in Anaheim, the Lundberg Family was inducted into the prestigious [Hall of Legends](#). Each year in the Hall of Legends ceremony, New Hope Media honors individuals who have devoted significant portions of their lives to making the natural products industry what it is today. This year, New Hope Media honored the Lundberg Family, alongside seven other industry innovators, including individuals from Blackmores, Earth's Best, Unicorn Village Natural Marketplace and Restaurant, and more. Those recognized as legends are individuals at the center of stories about change.

The Lundberg Family is being recognized for its legacy contribution to the industry and its impactful role in growing and advocating for organic food and agriculture. Additionally, Lundberg has expanded to offer a wholesome and delicious line-up of more than 250 products, featuring 18 varieties of rice, and became the first brand to offer two varieties of organic American-grown quinoa on a national scale.

“Since 1937, the Lundberg Family has been committed to producing quality rice products, while upholding organic and sustainable farming practices that care for the soil, wildlife, air and water – treating them as important resources while respecting the delicate balances of nature,” said Grant Lundberg, CEO of Lundberg Family Farms. “We hold ourselves to a high standard in environmental stewardship, so we're thrilled to be recognized as a pioneer in the natural products industry by New Hope Media. It's a great honor to be included in this year's Hall of Legends.”

In addition to being inducted into the Hall of Legends, Lundberg Family Farms was also presented with the UNFI Supplier Award 2018 in the area of Social Responsibility for the company's continuous drive to deliver outstanding service to customers. Lundberg prides itself on recognizing the importance of a natural environment and purity of the foods we eat, and want customers to understand where their food comes from so they can make educated choices.

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](#).