



Lundberg Family Farms® Enriches Leadership Team

RICHVALE, Calif., March 5, 2019 – [Lundberg Family Farms](#), a national leader in organic rice, rice products and US-grown quinoa, today announced the appointment of George Orosz to its leadership team. Orosz has been named vice president of sales, a newly created role, and will oversee the company’s sales operation. Mr. Orosz’s hire gives the sales functions additional leadership, guidance and focus to continue the growth of the business.

The opportunity to work in the organic and natural products industry, along with the organizational culture, attracted Orosz to his new position at Lundberg Family Farms. He brings with him extensive experience in Consumer Package Goods, including assignments with Nabisco, Gillette, Coca Cola, Mother’s Cookies and Schwan’s in national and regional sales, marketing, category management, business development and leadership roles.

“George brings energy and experience to Lundberg Family Farms,” said Grant Lundberg, CEO of Lundberg Family Farms. “He is an outstanding addition to our team and will help us continue our growth and representation at retail.””

Separating the sales and marketing leadership functions will help Lundberg Family Farms continue to meet the needs of our retailers and consumers. Todd Kluger, past vice president of sales and marketing, will now lead marketing operations as the company’s vice president of marketing. “This will allow us to grow consumer demand for quality made organic rice and quinoa products that are sustainably farmed and produced,” continued Lundberg.”

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](#).