



### **Lundberg Family Farms® Welcomes New Regional Sales Manager to the Team**

**RICHVALE, Calif., March 5, 2019** – [Lundberg Family Farms](#), a national leader in organic rice, rice products and US-grown quinoa, today announced Michael DiCarlo as the new Midwest Regional Sales Manager. DiCarlo brings more than 20 years of diverse selling experience to the Lundberg sales team and his addition will help strengthen their presence in key grocery markets.

“Mike is an experienced professional whose passion for the food industry and years of experience are a perfect match for our sales organization,” said George Orosz, VP of Sales at Lundberg Family Farms. “As we continue to expand distribution of our products to retailers, DiCarlo will focus on developing strategic, collaborative relationships with Lundberg’s retail and foodservice customers.”

DiCarlo will work to increase sales revenue implementing strategic sales plans for the Midwest region. He previously served for six years as the Midwest Regional Sales Manager at Hodgson Mill, Inc. where he managed Walmart, Kroger and several regional accounts and distributors.

DiCarlo said he applied for the position at Lundberg Family Farms because it was an opportunity to work with a company whose products and reputation he had long respected. “For over 80 years, Lundberg has been using eco-positive farming methods to improve the environment,” said DiCarlo. “The company is known for its environmental commitment, great products, and for treating people well. I am proud to be associated with Lundberg Family Farms.”

#### **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](#).