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**MARK LUNDBERG ELECTED CHAIRMAN OF FAMILY-OWNED RICE PRODUCER**

**RICHVALE, CA, July 31, 2012**—Lundberg Family Farms, a leading producer of organic rice and rice products, announces that Dr. Mark Lundberg has been elected Chairman of the Board in a planned succession that continues the company’s 75-year tradition of Lundberg family leadership.

In his new position, longtime Board member Mark Lundberg leads the company’s board of directors, which helps to guide all aspects of the company’s operation, ensuring that Lundberg Family Farms remains aligned with the founders’ vision, while operating successfully in the current business environment. Mark has served as Vice-chair for the past seven years and is committed to maintaining Lundberg Family Farms’ core values of product quality, environmental stewardship, and corporate responsibility.

“It’s a tremendous honor to lead our family business into the future while holding fast to the traditions and values that have guided us in the past,” said Mark Lundberg, a member of the third generation of Lundbergs to operate the family-owned business. “I especially want to acknowledge my cousin, Jessica Lundberg, for her steadfast leadership as board chair during the past seven years.” Jessica will continue to serve on the Board of Directors and hold a senior management role with the company.

Mark Lundberg is a family practice medical doctor and has served as the Butte County Public Health Officer for the past 16 years. Mark is the eldest son of Harlan Lundberg, one of the four brothers who developed Lundberg Family Farms branded consumer food products, to complement their farming operations. Mark received his undergraduate degree from Stanford University, his Masters in Public Health from UC Berkeley, and his Doctor of Medicine degree from UC San Francisco Medical School.

*More...*

### 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 still 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 [www.lundberg.com](http://www.lundberg.com) or follow us on [Facebook](#), [Pinterest](#) and Twitter (@lundbergfarms).

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