



innovate north state



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**LUNDBERG FAMILY FARMS HONORED AS WINNER FOR AG INNOVATIVE COMPANY OF THE YEAR
AT THE 29TH ANNUAL REGIONAL INNOVATION AWARDS**

December 18, 2013, Richvale, CA – Lundberg Family Farms has earned top honors for Ag Innovation at the coveted 29th annual Regional Innovation Awards. The Innovation awards are a testament of the commitment to business success occurring in the '530' region. The lively evening was host to an audience that came to see the winners selected from among 100 finalists in 25 categories.

Hosted and organized originally by CEPCO and since 2012 by Innovate North State, the 29th annual Innovation Awards are an annual event since 1984 and have expanded to include the entire 530 area code, encompassing most of California North of Sacramento. Prior award winners include market leading companies such as Sierra Nevada Brewing Company, and Build.com. Companies and professionals are honored because of their tremendous achievements conducive to innovation and their game changing impact, not only locally, but statewide, nationally and globally. Homer Lundberg accepted the award on behalf of Lundberg Family Farms.

"The Lundberg Family has always been known as an agriculture innovator in the Sacramento Valley. At times, we were even called '*those crazy Lundbergs*' for some of our groundbreaking inventions," said Homer Lundberg, second generation family member and organic rice pioneer. "I am proud that Lundberg's third generation continues the family tradition of agricultural innovation and am thrilled that they are being recognized for their efforts by their peers with this award."

Innovate North State's Managing Director Jon Gregory stated, "The annual Innovation Awards Dinner represents our once-a-year hallmark gala event honoring the phenomenal business success occurring organization performance, products and services, executives and professionals, educators and civic throughout the '530' region. Mr. Gregory continued "We are honored to have the opportunity to showcase the tremendous success stories of business and civic leaders, entrepreneurs, educators, and professionals who are leaders in their respected industries."

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, healthful rice products while protecting and improving the



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environment for future generations. For more information, visit www.lundberg.com or follow us on [Facebook](#), [Pinterest](#), [Twitter](#) and [Instagram](#).

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ABOUT INNOVATE NORTH STATE

Innovate North State (www.innovate-northstate.com) – a public/private partnership driven by CEOs of leading California North State businesses – was established in early 2012. Innovate North State's goal is to assist the region's most innovative companies who have the largest growth potential garner a larger share of their national and global markets resulting in a more vibrant regional economy. It focuses on 5 key industry sectors: Sustainable Agriculture and Food; Manufacturing and Consumer Products; Cleantech and Environmental; Web, Mobile, and IT; and Healthcare and Medical Technology. With the mantra of “connecting to compete” Innovate North State's strategy involves helping innovative companies connect with each other and also to vital resources located outside the region, making the the Northstate the most economically competitive non-metropolitan region in the U.S. by 2017.