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BRYCE LUNDBERG APPOINTED TO CALIFORNIA STATE BOARD OF FOOD AND AGRICULTURE

RICHVALE, CA, February 27, 2013 -- Bryce Lundberg, a Sacramento Valley family rice farmer and executive of Lundberg Family Farms, was recently appointed to the [California State Board of Food and Agriculture](#) (CDFA) by Governor Jerry Brown.

Bryce Lundberg is a third-generation member of the Lundberg Family Farms, a leading producer of organic rice and rice products. Since joining the family-owned business in 1985, Mr. Lundberg has served as Director of Organic Certification, Vice President of Agriculture, and as a member of the company's Board of Directors.

"My first priority as a CDFA board member is to promote and protect California agriculture, and to help reframe our industry's challenges into opportunities for California's farmers," said Bryce Lundberg. "California is the most diverse state agriculturally, and our agriculture has so many great stories just waiting to be told. I hope to help tell those stories to consumers who increasingly want to know where their food comes from."

According to Mr. Lundberg, his appointment gives organic farming another voice on the State Board of Food and Agriculture. "The Governor's appointment reinforces that valuing resources and protecting the environment is good for the people, good for business, good for farmers, and good for our future."

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BRYCE LUNDBERG APPOINTED TO STATE AG BOARD, 2-2-2-2

In addition to his work in the family business, Bryce Lundberg currently serves as chairman of the [Northern California Water Association](#) and is a member of the [California Certified Organic Farmers](#) government affairs committee. He also serves on the boards of both the [California Farm Water Coalition](#) and the [Western Canal Water District](#).

Mr. Lundberg was nominated for a seat on the Board in early 2012 by Chris Zanobini, Executive Vice President of the [California Grain & Feed Association](#). Following his formal appointment this month, Mr. Lundberg attended his first meeting of the board on February 5, 2013.

Mr. Lundberg holds a degree in Political Science / Public Service from the University of California at Davis. In addition to his leadership role at Lundberg Family Farms, Bryce Lundberg actively farms with his wife, Jill, brother Eric and sister-in-law, Heidi, who are all partners of B & E Lundberg Farm, where they share their vision of sustainable farming with the next generation.

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

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