

August 28, 2017

RN 17 53298

MEMBER'S RESOLUTION

By the Honorable Cecilia M. Aguiar-Curry, 4th Assembly District; and the Honorable James Gallagher, 3rd Assembly District; Relative to commending

LUNDBERG FAMILY FARMS

WHEREAS, Begun earlier in the year 2017 as a celebration of 80 years of sustainable farming and innovation, Lundberg Family Farms will continue its eightieth anniversary commemoration on August 31, 2017, with a focus on honoring Lundberg Family Farms' venerable legacy as a family-owned and -operated rice agriculture enterprise in the Sacramento Valley, and upon this milestone occasion, Lundberg Family Farms, and the four generations of Lundberg family members whose hard work, dedication, and love of the land have sustained the renowned Lundberg rice farming venture, are deserving of special public recognition and the

highest commendations of the people of California; and

WHEREAS, Tracing its rice growing roots to 1937, when Albert and Frances Lundberg, together with their four sons, joined thousands of other families moving from Nebraska and other states in the aptly named Dust Bowl to California to begin farming anew after having experienced firsthand the "Dirty Thirties" during which a legacy of years-long poor soil management and short-sighted farming techniques combined with years-long drought to produce dust storms that wreaked agricultural and ecological havoc across more than 100 million acres of American prairies; and

WHEREAS, After settling with his family in Northern California's fertile Sacramento Valley in the small rural community of Richvale, where agriculture was focused on rice cultivation, Albert Lundberg impressed upon his four sons, Eldon, Wendell, Harlan, and Homer, the need to care for the soil by respecting and sustaining the earth, and his straightforward admonition to "leave the land better than you found it" has served as a guiding principle of Lundberg Family Farms' soil management and farming practices ever since family members first began growing rice in Butte County; and

WHEREAS, With the passage of time and the growth of

the Lundberg's unique rice growing venture in Richvale, in the 1960s, the four Lundberg brothers started their own rice mill to support their new organic rice farming operation, and recognizing the need to sell the rice they were growing directly to the public since it was being grown so differently from conventional rice, they launched the Lundberg Family Farms brand to give consumers the opportunity to purchase their rice directly, with the result that the Lundberg brand quickly became synonymous with quality and great-tasting rice products; and

WHEREAS, An acknowledged early leader in organic farming, energy conservation, the use of renewable energy, the provision of safe and fair working conditions, and many other practices that are environmentally and socially responsible, Lundberg Family Farms has garnered a number of awards for its innovative and earth-friendly practices while continuing to hold distinction as the top grower and marketer of rice and rice products in the natural foods channel; and

WHEREAS, Guided by its passionate commitment to organic and eco-positive farming practices, Lundberg Family Farms, and the four generations of Lundberg family members who have nurtured its growth and sought to honor their successive forebears' laudable commitment to produce wholesome, healthful,

rice products while improving and protecting the environment for the benefit of generations to come, have earned the abiding respect and admiration of their customers throughout California, across the nation, and around the world; now, therefore, be it

RESOLVED BY ASSEMBLY MEMBERS CECILIA M. AGUIAR-CURRY AND JAMES GALLAGHER, That they take great pleasure in congratulating Lundberg Family Farms during its eightieth anniversary year, commend all the members of the Lundberg extended family for their exemplary record of leading the way in agricultural and business practices that protect the State's soils, air quality, and water resources while simultaneously providing consumers with wholesome and healthful food products, and extend their best wishes for the success of Lundberg Family Farms in the future.

Dated this 31st day of August 2017.

Honorable Cecilia M. Aguiar-Curry

4th Assembly District

Honorable James Gallagher

3rd Assembly District