

July 1

**OTA mourns the loss of longtime member and organic rice pioneer Eldon A. Lundberg**

The Organic Trade Association (OTA) today recognized the death of Eldon Albert Lundberg, the eldest of four brothers who built Lundberg Family Farms into the nation's leading producer of organic rice and rice products.

In 2009, OTA honored Eldon and his brothers Wendell, Harlan and Homer with its Organic Leadership Award, "Achievement I Growing Organic Agriculture," for pioneering organic rice farming and increasing the number of organic acres and farmers.

Eldon and his brothers, who began farming organically in the 1960s, were the second generation of Lundberg farmers. They were deeply influenced by their late father, Albert, who believed in ecological farming. Albert and his sons devised several innovative ways to care for the soil that are still in use today.

The Lundberg brothers began their operation as a small niche player with 80 acres dedicated to organic rice. Today, that acreage has expanded to 5,000. It also includes an additional 9,000 acres of land contracted to local farmers who were attracted to the Lundberg's positive approach to business. About 70 percent of the acreage is organic.

In 1997, Eldon's son, Grant, became CEO of Lundberg Family Farms. In 1999, Eldon retired from day-to-day management of the business. He had been a long-time member of the U.S. Rice Council.

A full obituary can be found at: <http://www.lundberg.com/info/documents/EldonLundberg.pdf>