



## THE LUNDBERG FAMILY

Babé Farms, which began in 1986 as a producer of delicate spring mixes, has grown to become one of the country's major suppliers of more than 70 different varieties of gourmet vegetables, including a wide variety of colorful root vegetables, baby cauliflower, baby lettuces, specialty greens and organic kales.

The fourth generation business has always been a family enterprise and its roots run deep in the farming and ranching of California's Central Coast. The grandparents of company founder Judy Lundberg-Wafer, Joseph and Anna Machado, emigrated from the island of Pico in the Azores in the early 1900s and settled in the Santa Rita Hills east of Lompoc.

In the 1940s, Judy's father and mother, Ed and Margaret Cardoza, settled west of Lompoc in the rich, fertile fields of the Lompoc Valley. Judy worked in the fields with her family, hoeing beans, driving tractor and moving sprinkler pipe.

The family moved to the Santa Maria Valley in the early 1960s and Judy graduated from Santa Maria High School. The family was now growing lettuce, broccoli and celery and the entire family was involved in the operation. Judy married Frank Lundberg and they formed Cardoza & Lundberg Farms. The couple took over the operation when her father retired and Frank managed the production while Judy kept the books and raised three children, Jeff, Brad and Kim.

In the early 1980s, Frank Lundberg was approached by Will Souza to help manage and steer Souza and Boster Farms, which evolved in Frank

immersing himself in this new specialty veggie direction. Babé Farms was established by Frank and Judy in 1986, along with partners Will Souza and Greg Pedigo. At first, the small company specialized in just mesclun greens and baby carrots. On the cusp of a food revolution in the 1980's, Babé Farms was inspired to expand their gourmet vegetable product line. Judy Lundberg, a 4' 11" dynamo of energy, developed Babé Farms' initial marketing campaign and traveled the nation promoting and introducing the company to the produce industry. With their quality baby vegetables, Babé Farms grew quickly with the motto of 'Only Tomorrow's Harvest is Fresher.'

In 2004 Judy's husband of 39 years passed away. Knowing the farm was worth fighting for, the decision was made to buy out the remaining partners in July, 2005. Judy and her son Jeff have taken the company to the next level in the specialty vegetable industry.

The torch was passed to the fourth generation in 2015 when Judy's son, Jeff Lundberg, took on the role of President and CEO. Like his father, Jeff studied Agriculture at Cal Poly San Luis Obispo. He grew up working the fields, with his mother and father and like grandfather and great-grandfather, he loved the farm. As a young boy he always knew that he would follow their footsteps.

Today the Lundberg family manages over 1,400 acres of specialty and baby vegetables. They have over 300 full-time employees who they credit as the most important asset in making this operation the success that it is today. Although it has become a large operation, Babé Farms still has the heart of a small family farm which reflects the way that they were raised.

Innovative, creative, collaborative and blessed with an ideal growing climate, Babé Farms continues to expand on its colorful profusion of high quality gourmet vegetables that are packed and shipped across the U.S and Canada.