



# LaGrande Ken LaGrande

Ken LaGrande is the founder of LaGrande Family Foods Group, a leading provider of food products and processes. In 1851 the LaGrande family moved to the Sacramento Valley, where they run their fifth-generation family farm. Among other things they grow, dry, mill and market rice. In addition, Ken and his family are also multi-generation cattle farmers. Their businesses include:

- Sun Valley Rice
- Planet Rice (voted "best whole grain" for *Delicious Living* Magazine's Best Bite Award)
- Valley Select
- Foothill Warehouse
- So Good Sake



“ How you handle your business in extreme circumstances is remarkably similar to how you handle it in normal times. If you prepare today for tomorrow’s emergencies, you will respond better when the next crisis hits.  
— Ken LaGrande



The New York Times



Ken is a longtime activist for California water issues and the former chairman of the board for the Tehama-Colusa Canal Authority, the water service provider to over 130,000 acres of irrigated agriculture in the Sacramento Valley. Ken is also the former chairman of the Sites Project Authority, a public agency whose mission is to promote the development of off-stream storage reservoirs in Northern California.

In 2019, Ken's company Sun Valley Rice was the first US rice miller to sell rice to China. He has been featured on CNN, CNBC and in The New York Times and Harvard Business Review

In addition, Ken is a member of the board of the USA Rice Millers Association and Delta Water Fowl, an organization dedicated to the conservation of duck habitat in North America. Ken is also an active member of YPO (Young Presidents' Organization), the world's premier peer network of chief executives and business leaders.

Ken and his wife, Julie, grow rice and run a cow-calf operation in California and Oregon.

## Handling Extremes in Business: 3 Tips for Leaders in Challenging Times

### #1 Be on the lookout

Be on the lookout for the next extreme situation and put a "response" Triage process in place.

### #2 Lean into transparency

Lean into transparency and keep your team from telling themselves a story.

### #3 Build government relationships

Build government relationships early on and before you need them.

We live in fast-changing and volatile times and handling extremes in business is something every leader needs to know how to navigate. As CEO of Sun Valley Rice and founder of LaGrande Family Foods Group, Ken LaGrande has had to encounter numerous extremes through the years including:

- Being the first US company to sell rice to China in the middle of a trade war. (<https://www.cnbc.com/video/2019/08/15/us-rice-growers-hope-for-china-trade.html>)
- Dealing with rice production in the middle of a California drought.
- Facing a shutdown of energy by PGE in California during the fire seasons of 2019.
- Increasing production to 24/7 Due to COVID19, in order to feed the community and provide rice for local groceries and Northern California Costco despite the move costing the company money.

[kenlagrande.com](https://www.linkedin.com/company/kenlagrande)

For Media Inquires Contact: [karen@karenleland.com](mailto:karen@karenleland.com)