



Seneca Foods Corporation Retains ICR for Investor Relations Services

Company Presenting at 12th Annual ICR XChange Conference

Marion, NY, December 23, 2009 -- Seneca Foods Corporation (NASDAQ: SENE, SENE), a leading nationwide producer of canned fruits and vegetables, today announced that it has retained ICR, a leading investor relations and strategic advisory firm, to assist in the Company's shareholder communications program.

ICR, founded in 1998 by a group of former institutional capital markets professionals, is headquartered in Westport, Connecticut, with additional offices in New York City, Los Angeles, Boston, Chicago, Minneapolis, Beijing, and Shanghai. ICR provides comprehensive communication services ranging from ongoing investor relations and public relations to crisis and transaction support, corporate governance and digital media projects. Employing more than 100 professionals and representing more than 225 companies, ICR is one of the fastest growing IR firms in the United States.

Roland E. Breunig, Chief Financial Officer, stated, "We are excited to announce our partnership with ICR as we seek to increase our visibility within the investment community and more effectively target our communications to interested stakeholders. As one of the leading national producers of canned produce, Seneca Foods is positioned well to benefit from several favorable industry and consumer trends, including the ongoing shift in food and beverage consumption towards better-for-you products and the increasing acceptance and demand for private label canned produce. Therefore, we feel it is appropriate to expand our investor relations outreach to ensure all potential stakeholders are aware of Seneca Foods' growth and development opportunities. We are confident that ICR's extensive knowledge of the capital markets, as well as considerable background in the food and beverage industry, will be instrumental in driving this effort."

Seneca Foods is scheduled to present at the upcoming 12th Annual ICR XChange Conference to be held at the St. Regis Monarch Beach Resort & Spa in Dana Point, CA. The presentation will begin at 11:35am PT on January 14th.

Investors and interested parties may listen to the live webcast of this presentation. To access the webcast, please visit www.senecafoods.com and click on "Company Profile" and then "Investor Information" at the appropriate time. A replay of the presentation will be available for one week.

About Seneca Foods Corporation

Seneca Foods is one of the country's largest processors of canned fruits and vegetables with manufacturing facilities located throughout the United States. Its products are sold under the Libby's, Aunt Nellie's Farm Kitchen, Stokely's, READ, and Seneca labels as well as through the private label and industrial markets. In addition, under an alliance with General Mills Operations, LLC, a successor to the Pillsbury Company and a subsidiary of General Mills, Inc., Seneca produces canned and frozen vegetables, which are sold by General Mills Operations, LLC under the Green Giant label. Seneca's common stock is traded on the Nasdaq Global Stock Market under the symbols "SENEA" and "SENEB".

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