



Seneca Foods Completes the Acquisition of Independent Foods LLC

Marion, NY, January 15, 2013 -- Seneca Foods Corporation (the “Company”) (NASDAQ: SENE, SENE) announced today that it completed the acquisition of Independent Foods, LLC. This business, based in Sunnyside, Washington, is a processor of canned pears, apples and cherries in the United States. Its product suite is sold via branded and private label items to the retail, foodservice and industrial markets.

“We believe that these operations are a complementary fit with our existing canned fruit business. We are very excited about this acquisition and the addition of the Sunnyside, Washington facility to our production facilities, and the extension of our product offerings it brings to our company,” stated Kraig Kayser, Seneca Foods' President and CEO. “On behalf of the entire Seneca team, I welcome them to the organization.”

About Seneca Foods Corporation

Seneca Foods is a processor of canned fruits and vegetables with manufacturing facilities located throughout the United States. Its products are sold under the Libby's, Blue Boy, Aunt Nellie's Farm Kitchen, Stokely's, READ, Seneca Farms 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 “SENE” and “SENE”. SENE is included the S&P SmallCap 600, Russell 2000 and Russell 3000 indices.

Forward-Looking Statements

Statements that are not historical facts, including statements about management's beliefs or expectations, are forward looking statements as defined in the Private Securities Litigation Reform Act (PSLRA) of 1995. All forward-looking statements involve risks, uncertainties and contingencies which may cause actual results, performance, or achievements to differ materially from anticipated results, performance, or achievements. Factors that may cause actual results to differ materially from those in the forward-looking statements include those set forth in Seneca Foods Corporation's filings with the SEC, including the disclosure under the heading “Risk Factors” in Seneca Foods' Annual Report on Form 10-K. There can be no assurance that the merger will close on the expected schedule or that the merger will be consummated at all. We are under no obligation to update or alter our forward-looking statements, whether as a result of new information, future events or otherwise.

Contact:

Timothy J. Benjamin, Chief Financial Officer
315-926-8100

#####