

10.3



Resolution

of the City Council

Honoring Blue Diamond Growers 90th Anniversary

WHEREAS, almond growers first experimented with commercial almond production in California in the 1840s and by the 1880s an industry had been born – as such Blue Diamond Growers, formerly The California Almond Grower’s Exchange, celebrates its 90th anniversary; and

WHEREAS, in Sacramento on May 6, 1910, J. P. Dargitz organized nine local cooperatives representing 60 percent of the state’s production into a single marketing cooperative, and in 1914, under the leadership of T. C. Tucker, Blue Diamond pioneered almond processing and manufacturing, with a shelling plant on C Street in Sacramento; and

WHEREAS, in 1937 the Exchange moved its headquarters from San Francisco to Sacramento to be located closer to its members and to reduce costs, and in 1939 David R. Bailey became manager of the Exchange; and

WHEREAS, the almond market slumped in the early 1940s with higher prices for small crops, but Mr. Bailey commissioned the California Foods Research Institute to determine the nutritive value of almonds, the findings of which began a sales campaign based on nutrition; in 1940, Blue Diamond Smokehouse almonds appeared, and to this day continue to be a consumer favorite; and

WHEREAS, from 1960 to 1975, under the leadership of W. Glenn Stalker, California almond acreage more than doubled, the state’s almond crop grew from 85 million pounds to over 222 million, but the 1970’s brought a slow to almond consumption with an Arab oil embargo, worldwide recession and currency imbalances; however, almond production continued to set records; and

WHEREAS, in response to these problems, President Roger Baccigaluppi initiated an aggressive marketing program, promoting almonds to the health and natural food industry and foodservice industry, and in 1986, one of Blue Diamond’s most successful ad campaigns appeared, “A can a week, that’s all we ask.”; and

WHEREAS, in the late 1980s the board of directors adopted a new mission: Beat the competition rather than strive for higher overall prices for the industry, at which time Walter F. Payne became chief operating officer, and in February 1995, after a detailed study, the board of directors decided that main plant should remain in Sacramento; a decision that launched a ten-year \$30 million plant improvement program.

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and Council of the City of Sacramento, that we do hereby commend Blue Diamond Growers for it’s top quality product, recognize that they are a major employer in the City of Sacramento, an excellent neighbor in the Midtown area, and do hereby congratulate them on the occasion of their 90th Anniversary, wishing them continued success.

ISSUED: This 12th Day of December 2000.

Heather Fargo
HEATHER FARGO, MAYOR

Sandy Sheedy
SANDY SHEEDY, DISTRICT TWO

Steve Cohn
STEVE COHN, DISTRICT THREE

Jimie Yee
JIMIE YEE, DISTRICT FOUR

Lauren R. Hammond
LAUREN R. HAMMOND, DISTRICT FIVE

Dave Jones
DAVE JONES, DISTRICT SIX

Robbie Waters
ROBBIE WATERS, DISTRICT SEVEN

Bonnie J. Pannell
BONNIE J. PANNELL, DISTRICT EIGHT

Valerie Burrowes
VALERIE BURROWES, CITY CLERK