



Proclamation of the Board of Supervisors of the County of El Dorado

Celebrating 50 Years of Family Fun, Apple Hills Growers™, El Dorado County

WHEREAS, The Apple Hill Growers™ was established in 1964 in response to a near agricultural disaster that saw the rapid decline of the existing pear growing industry; and

WHEREAS, A small group of farmers decided they needed to find a way to solve the potential loss of hundreds of acres of orchards; and

WHEREAS, After visiting an apple growing direct-marketing area in Southern California, four local farmers; Gene Bolster, Ed Delfino, Dick Bethell and Bob Tuck, convinced local farmers to follow that business plan; and

WHEREAS, Normally extremely independent farmers met and spent over a year in planning how they could work together to establish a new crop to grow – apples – and a new and revolutionary way to market that commodity. The accepted view of local agriculture was to wholesale the products grown, transport them to be marketed elsewhere. The new plan was not to export commodities, but to import tourists to buy directly from the farmer; and

WHEREAS, The Apple Hill Growers™ found an amazing lode of talent among its members and utilized those abilities to create their brand, now recognized throughout the state and beyond; and

WHEREAS, The group realized early on that diversification and innovation were the only ways to grow and prosper and they increased their membership to include crops that span the growing season from grapes to Christmas trees; and

WHEREAS, Reaching the milestone of 50 years is highly unique for any business, but for a group of 50 plus agriculturists, it is down right amazing.

NOW, THEREFORE, BE IT PROCLAIMED that in this the 50th year of their existence, the Board of Supervisors of El Dorado County send congratulations and wish continued success to Apple Hill Growers™. A success that washes across the entire County of El Dorado. Celebration events begin August 24, 2014!

Passed and adopted by the Board of Supervisors of the County of El Dorado at a regular meeting, held the 17th day of June, 2014.

Attest:

James S. Mitrisin
Clerk of the Board of Supervisors

By _____
Deputy Clerk

Norma Santiago, Chair, Board of Supervisors