

LEGISLATIVE RESOLUTION commemorating the 75th Anniversary of the production of Cheerios in Buffalo, New York

WHEREAS, It is the sense of this Legislative Body to recognize and pay tribute to those corporate enterprises throughout the State of New York which have substantially contributed to the economic vitality of their communities; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to commemorate the 75th Anniversary of the production of Cheerios in Buffalo, New York; and

WHEREAS, Production of Cheerios, then called CheerioOats, began in October of 1941, at the General Mills cereal and flour plant on the Buffalo River on South Michigan Avenue; the smell of Cheerios and other products of the plant often spreads across areas surrounding the facility and has become a true staple within the local community; and

WHEREAS, Construction on the current cereal building began in 1939, but a fire ripped through the structure on February 15, 1940, one week before it was set to open, delaying the start of production of CheerioOats until October of 1941; it was the world's first, oat-based, ready-to-eat cereal; and

WHEREAS, The oldest structure on the General Mills property, which is bordered by the Buffalo River and the City Ship Canal, dates to 1903, and many of the 400 current plant workers have parents or grandparents who baked cereal and milled flour on the site; and

WHEREAS, Flour-making began at the General Mills property in 1904, under the Washburn Crosby brand, a name still visible on a soaring chimney stack on the site; the grain elevator is the oldest building still in use, and a trek to the top offers expansive views of downtown Buffalo, north toward Niagara Falls and southwest along the Lake Erie shore; and

WHEREAS, Over the years, General Mills has modernized the plant and its production process, with computers and automation taking on tasks previously done by hand, but much remains the same, with grain still brought by rail or ship from Duluth, Minnesota, and stored in a grain elevator for later use; and

WHEREAS, Within the facility is one of the last working grain elevators in Buffalo, standing sentry at a complex that sprawls more than 27 acres and produces iconic cereal brands and Gold Medal flour for sale across the Northeast and eastern Canada; and

WHEREAS, The facility still brings in much of its grain by ship, and it still mills flour and bakes cereal in a process with roots in Buffalo's heyday as a grain market and bustling industrial port; and

WHEREAS, With a steadfast and unwavering commitment to excellence, employees of the plant take pride in ensuring that each and every time a customer gets a bowl of Cheerios from Buffalo, it is perfect; and

WHEREAS, A true asset to the Buffalo community, General Mills is a major donor to the Food Bank of Western New York, contributing 1,000 cases of cereal each month; and

WHEREAS, Over its distinguished 75-year history, the General Mills cereal and flour plant has demonstrated continuous service to the residents and communities which it serves; and

WHEREAS, The success of the General Mills cereal and flour plant of Buffalo, New York, is in direct correlation to the efforts of its staff, whose involvement is, and always has been, characterized by an impressive commitment, an unbridled enthusiasm, and an uncompromising standard

of excellence in all endeavors on behalf of the business and the community it serves; and

WHEREAS, It is with great pleasure that this Legislative Body acknowledges the General Mills cereal and flour plant's contributions to the local and State economies, and extends its highest commendation to this corporate enterprise, fully confident that it will continue to enjoy the sparkling success it has enjoyed thus far; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to commemorate the 75th Anniversary of the production of Cheerios in Buffalo, New York; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to the General Mills cereal and flour plant, Buffalo, New York.