

Senate Resolution No. 1610

BY: Senator BORRELLO

RECOGNIZING February 12-18, 2024, as Jell-O Week
in the State of New York

WHEREAS, It is the sense of this Legislative Body to support and promote the historic and significant observance of Jell-O Week in the State of New York; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to recognize February 12-18, 2024, as Jell-O Week in the State of New York, in conjunction with the observance of National Jell-O Week; and

WHEREAS, Jell-O, as it was originally called, has existed as a product since 1897, when a carpenter from Le Roy, New York, named Pearle Wait experimented with gelatin and came up with a fruit flavored dessert which his wife, May, named Jell-O; and

WHEREAS, In 1899, Jell-O was sold to Orator Francis Woodward, whose Genesee Pure Food Company produced the successful Grain-O health drink; succeeding years saw Jell-O change from a hand-packaged business to a highly mechanized factory, and one of Le Roy's most important industries; and

WHEREAS, On December 31, 1925, the Jell-O Company was sold to the Postum Cereal Company, Inc., thereby becoming the first subsidiary of a large merger that would eventually become General Foods Corporation; and

WHEREAS, The first four Jell-O flavors were orange, lemon, strawberry and raspberry, with lime introduced in 1930; and

WHEREAS, The Jell-O Company left its hometown of Le Roy in 1964, yet remains a vital component of the town's distinguished history; today, a Jell-O Museum, located on East Main Street, displays the company's original advertising art, molds, spoons, toys, collectibles and recipe books; and

WHEREAS, Known as America's Most Famous Dessert, the Jell-O brand is currently owned by Kraft/General Foods in Dover, Delaware, and sells more than 300 million boxes each year; and

WHEREAS, Officially declared by the Utah Legislature in 2001, the second week of February is National Jell-O Week and is celebrated by various communities throughout the country; and

WHEREAS, It is the custom of this Legislative Body to recognize and applaud the leaders of commerce and industry whose accomplishments contribute to the economic health and prosperity of the communities of the State of New York and to the quality of life of its people; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to recognize February 12-18, 2024, as Jell-O Week in the State of New York; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to Greg Rogers, Mayor, Le Roy, New York.