

R E S O L U T I O N

1 WHEREAS, Locally owned and operated businesses play a vital
2 role in the prosperity of the Lone Star State, and Licon Dairy of El
3 Paso County has built a well-deserved reputation for excellence
4 over more than 50 years in the community; and

5 WHEREAS, The company began in 1948 as a small operation, with
6 founders Soltero and Isabella Martinez producing a few packages of
7 Mexican-style string cheese daily and selling them door to door;
8 their daughter, Maria, married Eugenio Licon, and in 1963 the
9 couple took over the family business; Licon Dairy became especially
10 well known for its asadero cheese, which remains a popular and
11 sought-after item today; eventually the facility expanded to
12 include a pond and petting zoo, and it continues to frequently
13 welcome groups from day cares and schools; and

14 WHEREAS, Currently, the company is owned by Eugenio Licon Jr.
15 and his wife, Sandra, with their son, Angel, also playing an active
16 role; they have modernized to make their products available to
17 customers nationwide while still retaining a strong local following
18 and the unique quality of their family recipes; and

19 WHEREAS, After more than half a century, Licon Dairy holds a
20 special place in the life of the community, and all those associated
21 with the enterprise may take pride in its achievements; now,
22 therefore, be it

23 RESOLVED, That the House of Representatives of the 84th Texas
24 Legislature hereby recognize Licon Dairy of El Paso County for its

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1 many years of service and extend to the company's ownership and
2 staff sincere best wishes for continued success; and, be it further

3 RESOLVED, That an official copy of this resolution be
4 prepared for the business as an expression of high regard by the
5 Texas House of Representatives.

González

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Speaker of the House

I certify that H.R. No. 1405 was adopted by the House on April 9, 2015, by a non-record vote.

Chief Clerk of the House