

By: González

H.R. No. 1405

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

H.R. No. 1405

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.