

RESOLUTION URGING JELL-O® RECOGNITION

2001 GENERAL SESSION

STATE OF UTAH

Sponsor: Leonard M. Blackham

Ron Allen
D. Edgar Allen
Curtis S. Bramble
D. Chris Buttars
Gene Davis
Mike Dmitrich
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Beverly Ann Evans
David L. Gladwell
Karen Hale

Parley Hellewell
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Peter C. Knudson
Al Mansell
Ed P. Mayne
Millie M. Peterson
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Terry R. Spencer
David H. Steele
Howard A. Stephenson
Pete Suazo
John L. Valentine
Michael G. Waddoups
Carlene M. Walker
Bill Wright

This Senate resolution of the Legislature recognizes Jell-O® brand gelatin as a favorite snack of Utah.

Be it resolved by the Senate of the state of Utah:

WHEREAS, Jell-O® brand gelatin was introduced to the country in 1897, just one year after Utah was admitted to the Union as the 45th state;

WHEREAS, Utah has been the number one per capita consumer of Jell-O® brand gelatin for many years;

WHEREAS, Jell-O® is representative of good family fun, which Utah is known for throughout the world;

WHEREAS, Salt Lake Magazine proclaimed Utah "the Jell-O® State" in a cover story in 1996;

WHEREAS, Jell-O® brand gelatin recipes, which often include bananas, apples, marshmallows, pretzels, carrots, and grapes, are a traditional favorite at family, church, and community dinners throughout the Beehive State;

WHEREAS, in 1997, Salt Lake Tribune editorial cartoonist Pat Bagley drew a week-long series of political cartoons showcasing Jell-O® in Utah in conjunction with the 100th anniversary of Jell-O®;

WHEREAS, a 2002 Winter Olympic pin was designed that featured a bowl of green gelatin

and has become a valuable collector's item;

WHEREAS, when Des Moines, Iowa edged out Salt Lake City as the capitol of Jell-O® gelatin consumption in 1999, it sparked front page stories in Salt Lake City's newspapers;

WHEREAS, Utahns rallied to "Take Back the Title" as Chef Scott Blackerby hosted a recipe contest in the Hotel Monaco's Bambara Restaurant and Pat Bagley ran a cartoon persuading Utahns to purchase more Jell-O® gelatin;

WHEREAS, throughout 2000, Brigham Young University students campaigned to make Utah's love of Jell-O® official at festivals and fairs throughout Utah;

WHEREAS, more than 14,000 signatures have been collected from the people of Utah in support of the campaign to select Jell-O® as the Official Snack of Utah; and

WHEREAS, due to these and many other efforts, Salt Lake City has now successfully recaptured the title:

NOW, THEREFORE, BE IT RESOLVED that the Senate of the state of Utah recognize Jell-O® as a favorite snack food of Utah.

BE IT FURTHER RESOLVED that a copy of this resolution be sent to Kraft Foods, Inc.