Introduced Version

HOUSE
RESOLUTION No. ___

Introduced by: Heaton

A HOUSE RESOLUTION urging the Indiana Department of Transportation to rename that section of State Road 59 from United States Highway 40 to State Road 42 the "Orville Redenbacher Memorial Highway".

Whereas, Orville Redenbacher was born in 1907 in Brazil, Indiana, and grew up on his family's farm;

Whereas, Orville Redenbacher began growing popcorn at 12 years old, saving enough money from this first business to attend college;

Whereas, Orville Redenbacher graduated from Brazil High School in 1924 in the top 5 percent of his class;

Whereas, Orville attended Purdue University, graduating with a degree in agronomy in 1928;

Whereas, Orville worked as a school teacher and county agricultural agent, managed a 12,000 acre farm, and worked as a low level executive in the fertilizer industry, but his real passion was popcorn;

Whereas, In 1951, business partner Charles Bowman and Orville Redenbacher purchased a local corn seed business near Valparaiso called George F. Chester and Son;

Whereas, Orville experimented with thousands of hybrid strains of popcorn before creating the perfect strain and launching the Orville Redenbacher brand in 1970;

Whereas, Orville Redenbacher Gourmet Popping Corn was introduced at Marshall Field's department store in Chicago, Illinois, and, within five years, was the leading national popcorn;

Whereas, Orville Redenbacher died on September 19, 1995; and

Whereas, The name Orville Redenbacher is synonymous with gourmet popcorn, and his product has become a national household snack: Therefore,

Be it resolved by the House of Representatives of the General Assembly of the State of Indiana:

SECTION 1. That the Indiana House of Representatives wishes to honor the memory of Orville Redenbacher for his many contributions to Indiana by renaming the section of State Road 59 from United States Highway 40 to State Road 42 in both directions the "Orville Redenbacher Memorial Highway".

SECTION 2. That the Principal Clerk of the House of Representatives transmit copies of this resolution to the family of Orville Redenbacher and the commissioner of the Indiana Department of Transportation.