

# INDUSTRY NEWS

Here you'll find updates on industry news, a number of our clients' achievements and milestones, and the great things happening in their organizations or companies. We invite

you to share your business highlights in this space. Send any press releases, newsletters, or endeavors to Camille at [chogan@morrisonco.net](mailto:chogan@morrisonco.net).



## COMMUNITY GRAINS PARTNERS WITH ONE OF THE NATION'S LARGEST ORGANIC BREAD BRANDS



Morrison client Community Grains recently announced the launch of two new breads in partnership with Rudi's Organic Bakery®, one of the country's largest organic bread brands. Rudi's Organic Bakery® Whole Wheat Bread made with Sacramento Valley Whole Grain Flour and Whole Wheat Bread made with Hungry Hollow Whole Grain Flour will launch at Whole Foods Markets nationwide in March 2017, made with whole grain wheat flour grown by Community Grains farmers' and whole milled by Community Grains. The new breads allow consumers to trace the grain used in each loaf back to the farm where it was grown.

For more details visit: [bizjournals.com/prnewswire/press\\_releases/2017/03/16/NY37429](http://bizjournals.com/prnewswire/press_releases/2017/03/16/NY37429)



## VOLUNTEERING AT AN OROVILLE DAM EVACUATION SITE

Northern California hit national news this February. After years of drought and then heavy rains, Lake Oroville (the state's second largest reservoir) hit maximum capacity at 901 feet and the dam's emergency spillway was used for the first time since its

construction in 1968. Shortly after, the initial erosion that was already on the spillway quickly escalated causing extreme damage and an emergency evacuation to the area due to extensive flood concerns. Residents of the area were evacuated to Chico and surrounding areas

for emergency shelter. Morrison & Company staff and family members volunteered at an evacuation site to help clean-up after residents were able to return home. It was encouraging to see all the support given during a time of need and how everyone played a part, big or small (including Consultant Hilary Triccerri's sons, photographed on the bottom left). We are all grateful the evacuation warnings have been lifted and the officials continue to investigate repairs to the spillway.

<http://morrisonco.net/blog/article/everyone-plays-a-part>



## PATRICK LENCIONI PRESENTS AT A MORRISON CO-SPONSORED EVENT

On March 30, 2017, New York Times best-selling business author and founder of Table Group Inc., Patrick Lencioni, presented at Chico Executive Group's 2017 Symposium. Morrison & Company

was proud to be one of many businesses to help sponsor the event. Photographed are Morrison team members with Mr. Lencioni (middle).

[chicoexecutivegroup.com/events/](http://chicoexecutivegroup.com/events/)



## 2018 FARM BILL LISTENING SESSION WITH CDFA SECRETARY KAREN ROSS

In February, California Department of Food and Agriculture Secretary Karen Ross hosted a listening session in Chico, CA (along with a number of other cities in

California) to seek input from farmers, ranchers, and other stakeholders on priorities for the 2018 Farm Bill. Photographed are Morrison team members with Secretary Ross (second from the left).