



# County of Sonoma

## State of California

Date: August 14, 2026

Item Number: 2026-0755

Resolution Number: \_\_\_\_\_

☐ 4/5 Vote Required

### Resolution of The Board of Supervisors of the County of Sonoma, State of California, Recognizing and Honoring the JLT Ranch

#### 2026 Sonoma County Fair Dairy of the Year Recipient

**Whereas,** In California, statistics indicate that over 90 percent of dairies in the state are family owned, with a large majority being multigenerational; and

**Whereas,** the JLT Ranch, recipient of the 2026 Sonoma County Fair's Dairy of the Year Award, has roots in the industry dating back more than 100 years; and

**Whereas,** JLT Ranch is currently a partnership between Luci Mendoza and her son JV. The JLT Ranch originated in 1979 when the Joe Mendoza family branched out from Pt. Reyes into Petaluma where Luci, her late husband Jim, and their three children made their home; and

**Whereas,** The JLT Ranch name chosen by Jim emphasized family - with the "J" representing himself, his father Joe and sons JV and Jamie; the "L" for Luci; and the "T" for daughter Teresa; and

**Whereas,** Operating the dairy provided the Mendoza's, in Luci's words, with "a good life", one that allowed them the freedom to be their own bosses, to be outdoors and work together as a unit. Although it wasn't always easy, and despite the increasing difficulties associated with being in the dairy business in California, they have endured while at the same time being committed to community involvement; and

**Whereas,** Jim served on the Farm Bureau Board while Luci was on the Board of the Sonoma-Marin Fair where she was a driving force behind the Horse Show. Additionally, the couple hosted teachers at their ranch supporting a Farm bureau program called “Shadow a Farmer” while also partnering with the California Milk Advisory Board providing school tours to give children and educators a first-hand look at the agricultural lifestyle; and

**Whereas,** This passion for the dairy industry and support of others was not lost on Sonoma County Fair Ag Committee member Marily Herzog who said, “Their involvement in the community has been legendary. Both Luci and Jim served on several agricultural boards and committees. From the American Cancer Society to Pt Reyes 4-H to the Sonoma Marin Fair, the family has served their community in so many capacities”; and

**Whereas,** When told by Mrs. Herzog that JLT Ranch had won the award, Luci explained it was a bittersweet moment. “I was stunned, blown away really. It is an honor for our family to be recognized, but I wish Jim was here to receive it with us. Ours has always been a family effort, and I couldn’t have done it without him”; and

**Whereas,** Today, JV, who has built many of the outdoor structures on the dairy, runs the day-to-day operations, while Luci handles the books and still gets up at 5:00 a.m. to help out where she can and enjoys following her grandkids various pursuits; and

**Whereas,** Honoring the Mendosa’s is a fitting tribute to a family whose history is steeped in the dairy industries of Sonoma and Marin counties.

**Now, Therefore, Be It Resolved** that the Sonoma County Board of Supervisors does hereby recognize, honor and congratulate the JLT Ranch, as the Sonoma County Fair 2026 Dairy of the Year.

**Supervisors:**

|             |          |          |          |          |
|-------------|----------|----------|----------|----------|
| Hermosillo: | Rabbitt: | Coursey: | Gore:    | Hopkins: |
| Ayes:       | Noes:    | Absent:  | Abstain: |          |

**So Ordered.**