

## April 2005 - Building Better Communities Award - Longford Water Company, LLC

Building Better Communities Award - Longford Water Company, LLC

Given on the Floor of the U.S. House of Representatives

by Congressman Jerry Moran

April 26, 2005

Mr. Speaker, I rise today to recognize the efforts of the citizens of Longford, Kansas in their work to create and support Longford Water Company, LLC.

For years, this town of 89 people has had a reputation for providing high quality, good tasting water. Road signs near the community advised, "For Good Health and Longevity Drink Longford Water, Kansas Purest." Groundwater from Longford is clean and soft because it is naturally filtered by a distinctive group of underground rocks known as the Kiowa Formation. Years ago, communities used to compete at the Kansas State Fair regarding the quality of their water. Water from Longford was a frequent winner.

More than a year and a half ago, a group of local individuals formed Longford Water Company, LLC. The reason: to research the possibility of capitalizing on Longford's reputation for high quality water by bottling it for sale. They discovered that most of the bottled water for sale has been treated by reverse osmosis, a process used to purify water through removal of unwanted chemicals. This procedure is expensive and removes natural minerals from the water that contribute to good physical health. Due to its high quality, Longford water does not need to be subjected to this added expense.

---

Following extensive research, the company took the following actions: announced that the production facility will be

located in Longford; agreed to purchase water from the City of Longford; in order to minimize marketing and shipping costs, established a marketing distribution system that focuses on a 50-mile area around the community; selected KIWATA as the marketing name for the water and financed the entire project through private funds.

Because of this team effort, The Longford Water Company is now ready to produce, market and distribute KIWATA water. According to Wava Kramer, president of the board of managers, the company has raised the real estate tax base of the city, provided local employment and contributed to the positive image of the Longford community.

Ms. Kramer also noted the entire effort has resulted in other benefits. "Longford water has been long known as nature's finest gift to Kansas," said Kramer. "Another gift is that the process of creating Longford Water Company has brought our community together. Our town is small in size but big in spirit."

For rural communities to survive and prosper into the future, citizens must be willing to create their own opportunities for success. The Longford Water Company is an example of how hard work, innovation, professional management and community pride can create just such an opportunity.

Citizens throughout the First Congressional District of Kansas are working together to enhance the quality of life in their communities. Longford Water Company, LLC is a success story that demonstrates how teamwork and creative thinking can make a positive difference in rural America.