



Abbie Mobley Leeson Class of 2025

Abbie graduated from Las Plumas High School (LPHS) in 1980, with a 3.75 GPA, and was active in Associated Student Body (ASB) activities, being a song leader for one year, and serving as ASB treasurer and vice-president.

Her community involvement was, as she stated, *“A bit unconventional, as my mother had a remarkable ability to engage children in community service. She organized groups of kids, primarily through 4-H, to put together care packages for soldiers overseas, ensuring that they felt a sense of comfort from afar. During the holidays, she led us in visiting rest homes, where we sang for the residents – a tradition that was both heartwarming and poignant. She also took us to farms to harvest our own produce, teaching us the value of hard work and connection to the land.”*

Abbie earned her AA degree at Butte College and put herself through Chico State, graduating Cum Laude.

Abbie’s career was launched in 1983, serving as a communications intern with Blue Diamond Almonds, playing a pivotal role in shaping corporate communications and editorial content for four years. She then spent two years with Leeson Communications as a freelance consultant, serving the City of Orinda and the Buderim Ginger Farmers’ Cooperative. It was here that Abbie met her future husband and business partner, Bruce Leeson, who worked for an Australian multi-national company that grew macadamias.

Working together, Abbie and Bruce started selling a variety of Australian foods. Within three years, they were selling only ginger products, particularly candied ginger, to specialty stores. In 1997, they launched the Ginger People brand, with their vision to be the most trusted ginger brand in the world, through quality, innovation, social responsibility, education, and commitment. They now focus on healthier ginger products. Abbie says, *“Our goal has always been to make people aware of the benefits of ginger, and we strive to provide healthy ginger consumption options to global customers.”*

The Ginger People are a family that seeks to create and promote great-tasting, healthful ginger products. By partnering with farmers and producers in the premier growing regions of the world, they support communities and create loyal relationships with those around them. They exist to share experiences where their passion for ginger and its purpose come together.

Abbie played a pivotal role in expanding The Ginger People’s annual revenue from zero to \$10 million in 2007 to over \$40 million today. Under her direction and alongside Bruce, the company secured global distribution to approximately 23,000 retail locations across 30 countries, establishing itself as the world’s #1 ginger brand with 69% brand awareness in the ginger candy category. As head of innovation, Abbie led the company’s successful entry into the

supplement category, launching Ginger Rescue digestive wellness lozenges. She also expanded the company's product offerings, most recently adding dietary supplements to its range of ginger chips, spreads, and juices.

Numerous honors and recognitions from sources throughout the world have come to Abbie throughout her career, a highlight being named a **Forbes 50 Over 50 Honoree** in 2024. This award recognizes individuals for exceptional achievements and innovation after the age of 50.

Abbie is set to release her first children's book, *Mr. Knobe & The Enchanted Ginger Farm*, in 2025. This work highlights themes of teamwork, friendship, and farming sustainability, reinforcing her role as a storyteller and advocating positive messages.

Abbie and her husband fostered a partnership with Kaiming Agro Processing PTE. LTD. (KAPL) in Fiji, providing equipment to modernize operations and underwriting the purchase of fresh ginger crops. This initiative has significantly boosted Fiji's agricultural economy, ensuring stable incomes for farming families and fostering sustainable farming practices.

Abbie and her husband Bruce have two married sons and two grandchildren and make their home in Carmel.