

CARES Recipient Profile



Farm: Peace River Ranch

Location: Hardee County

Date of Origination: 1941

Commodities: Beef Cattle



Ben Hill Griffin Inc, owns and operates Peace River Ranch in Hardee County. The farm was originally purchased by Ben Hill Griffin Jr, the founder of the company. Ben Hill Griffin, Inc. is a private family owned company that has direct management by the owners.

Peace River Ranch has implemented BMPs prior to their registration in 2010. BMPs are a set of guidelines that advise producers on how to manage the water, nutrient, and pesticides they are using to reduce agriculture's impact on the state's natural resources. Some of the BMPs that have been implemented include rotational grazing and a GPS guidance application.

Rotational grazing is a system that improves pasture longevity, allows for more timely utilization of forage and increases the stocking rates without a negative impact on the land. Rotational grazing utilizes cross fencing or fencing of sensitive areas to allow for animal rotation and protection of waterbodies. By rotating the herd from pasture to pasture, it gives the grass enough time to grow tender leaves for cattle grazing and enhances efficiency to the pastures' growth. These practices ensure that their land will remain productive and viable for future generations.

Ben Hill Griffin, Inc. is involved in their local community by always supporting their community and its members. The company believes it is important to protect our environment because "proper stewardship is necessary for maintaining any agricultural operation for long term viability." Peace River Ranch has become a generational property that has benefited from proper management; great for the property and environment.