



Nation's largest grass-fed beef company named producer of the year
Hearst Ranch is certified by Food Alliance and Certified Humane

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The California Beef Cattle Improvement Association (CBCIA) named certified-sustainable Hearst Ranch the 2008 Commercial Producer of the Year.

Hearst is the nation's largest single-source supplier of free-range, all-natural, grass-fed beef.

Spanning 153,000 acres, Hearst Ranch is one of the largest cattle ranching operations on the California coast, and operates as part of the Sunical Land and Livestock division of Hearst Corporation, one of the nation's largest diversified media companies.

Hearst is certified by Humane Farm Animal Care, which administers the Certified Humane label, and Food Alliance, which certifies farms, ranches and food processors for sustainable agricultural and production practices.

Hearst is a member of the American Grassfed Association. The cattle it raises are Hereford, Angus and Shorthorn breeds.

The CBCIA award recognizes progressive beef cattle breeders who use practical, scientifically accepted selection and management methods and integrate them into successful ranching operations.

"Hearst Ranch, which my great, great grandfather George Hearst began in 1865, remains committed to sustainable agriculture, social and environmental responsibility and humane animal treatment," said Stephen Hearst, vice president at Hearst.

Hearst Ranch is comprised of: San Simeon Ranch, 80,000 acres in San Simeon, Calif. surrounding Hearst Castle -- built by William Randolph Hearst -- that maintains a 1,000-head base cowherd; and the 73,000-acre Jack Ranch, 60 miles east of San Simeon in Cholame, Calif., which maintains a base cowherd of 2,500 heads.