

# CARES Recipient Profile

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THIS FARM  
CARES

**Farm:** Diamond in the Rough

**Location:** Greenville, Madison County

**Date of Origination:** 1996

**Commodities:** Cattle and timber



Robert Johnson and his family own and operate Diamond in the Rough in Greenville, Florida. He acquired the land in 1996 and has been proudly producing cattle and timber ever since.

Mr. Johnson has been implementing Best Management Practices (BMPs) on the farm since 2004. 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. Diamond in the Rough uses a rotational grazing system throughout its pastures to improve the pasture longevity, allow for timely utilization of forage, conserve the surplus of forage and increase stocking rates. Mr. Johnson takes soil samples to determine the correct amount of fertilizer and/or lime to apply. He has also installed a freshwater source for the cattle to prevent disturbing the nearby wetlands.

Mr. Johnson is actively involved in his local community. He is a Farm Bureau member and he and his family attend New Home Baptist Church in Madison.

When asked why he is a farmer who CARES, Johnson responded, "for the future farmers and so people can come behind us and have something worthwhile to do."