

CARES Recipient Profile



THIS FARM
CARES

Farm: George Ross Farm

Location: Live Oak, Suwannee County

Date of Origination: 1883

Commodities: Beef cattle, corn and peanuts



George Wayne Ross and his family own and operate George Ross Farm in Live Oak, Florida. The farm has been in the family for over 130 years and was homesteaded by his great grandfather John Oliver Ross, in 1883. They proudly produce beef cattle, corn and peanuts.

Mr. Ross has been implementing Best Management Practices (BMPs) on the farm for five years now. 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. George Ross Farm incorporates a strip-till system that is considered a conservation tillage practice for crop land in Florida. This practice helps to reduce soil erosion, conserve soil moisture and provides wildlife habitat. Mr. Ross also uses GPS technology to apply crop protection tools and nutrients. By using precision agriculture Mr. Ross is able to increase production, reduce inputs and improve the quality of the environment.

Mr. Ross is actively involved in his local community. He is a member of the Florida Farm Bureau and he and his family attend First Baptist Church in Callahan where Mr. Ross is involved with the audio/video ministry and serves as a deacon.

When asked why he is a farmer who CARES, Ross responded, "it is important to protect our environment to ensure that the land and environment are available for generations to come."