

CARES Recipient Profile



THIS FARM
CARES

Farm: Grass Valley Ranch

Location: Zolfo Springs, Hardee County

Date of Origination: 1966

Commodities: Cattle and hay



Pershing Platt, John Platt and the Platt family own and operate Grass Valley Ranch in Zolfo Springs, Florida. The farm has been in the family for over 45 years and was established by Pershing Platt in 1966. They proudly produce cattle and hay.

The Platt family has been implementing Best Management Practices (BMPs) on the farm for decades. 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. Grass Valley Ranch uses risers on culverts in the ponds to control the water flow which in return allows nutrients to stay on the land. During hay season, the Platt's have the hay tested for nutrition and moisture before being bailed. They also minimize erosion by moving mineral feeders throughout the land. Grass Valley Ranch implements rotational grazing for their cattle, to manage forage and invasive weeds.

Pershing and John Platt are actively involved in their local community, serving as members of the Hardee County Farm Bureau and Hardee County Cattlemen's Association. John is involved with the Wounded Warrior Project and a member of the National Wild Turkey Federation in Hardee County. The Platt family is also heavily involved in the local church community.

When asked why he is a farmer who CARES, Platt responded, "the rancher is the true environmentalist of the land."