



FOR IMMEDIATE RELEASE
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Press Release

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California Ranching Family Honored for Environmental Stewardship

DENVER (July 27, 2012) — Sparrowk Livestock, owned by Jack and Beverly Sparrowk from Clements, Calif., was recognized as a 2012 regional Environmental Stewardship Award Program (ESAP) winner during the 2012 Cattle Industry Summer Conference in Denver, Colo. Sparrowk Livestock is the Region VI ESAP award winner and will compete with six other regional winners for the national ESAP award, which will be announced during the 2013 Cattle Industry Annual Convention and Trade Show in Tampa, Fla.

The positive impacts of the Sparrowk family's ranching practices and environmental preservation projects on public and private land is vast. The Sparrowks operate their family ranching business on 85,000 acres including U.S. Forest Service permit lands, encompassing four ranches in Northern California and Southern Oregon. The Sparrowks have been instrumental in working with range scientists and other industry professionals to evaluate grazing practices and their effect on natural resources. California Cattlemen's Association President Kevin Kester, a rancher from Parkfield, Calif., commented on the Sparrowk family's accomplishment at the Denver meeting.

"The commitment of Jack and Beverly to the well being of our natural resources is impressive to say the least," Kester said. "Their reputation for land conservation, riparian restoration, habitat preservation, and their ability to build relationships with environmental agencies is known throughout the west. To say they are deserving of this award, is a dramatic understatement."

To illustrate their personal commitment to the environment and their ranching heritage, Sparrowk Livestock's mission statement reads: "... to sustain and improve an efficient, economically-sound cattle operation that supplies wholesome, nutritious beef for the consuming public while protecting and enhancing the environment, natural resources and wildlife habitat that occur on our ranches."

Now in its 22nd year, ESAP was created to recognize beef producers who make environmental stewardship a priority on their farms and ranches while they also improve production and profitability. The Environmental Stewardship Award annually recognizes the outstanding stewardship practices and conservation achievements of U.S. cattle producers from across the nation. Regional and national award winners have been commended for their commitment to protecting the environment and improving fish and wildlife habitats while operating profitable cattle operations. The common trait among all winners is the desire to leave the land in better shape for future generations while also

inspiring the next generation of land stewards.

The award program is sponsored by Dow AgroSciences, Natural Resources Conservation Service and the U.S. Fish and Wildlife Service.

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Founded in 1917, the California Cattlemen's Association (CCA) represents California's \$1.78 billion beef cattle industry on legislative and regulatory affairs and remains the #1 voice for the industry today. CCA is an affiliate of the National Cattlemen's Beef Association, which represents America's cattle farmers and ranchers.