

Adams Ranch and St. Lucie Cattlemen's Association present first state-qualifying Ranch Rodeo

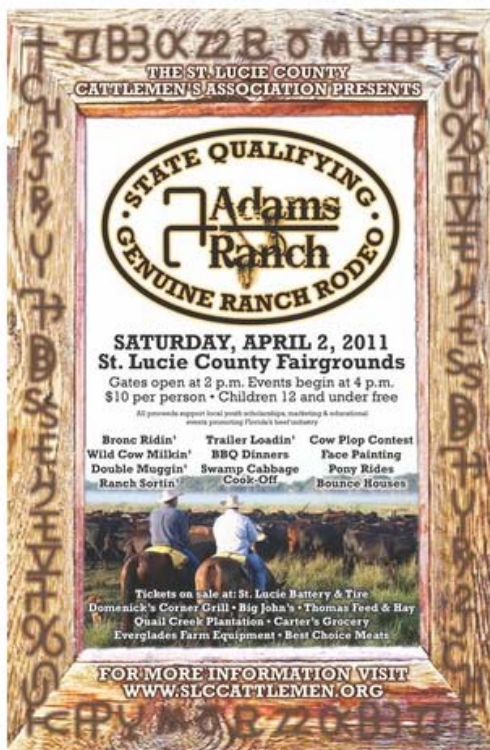
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FORT PIERCE — For many residents of St. Lucie County, boot spurs, belt buckles and cowboy hats are part of stories about the Wild West. But on April 2, the St. Lucie County Fairgrounds will be host to the first state-qualifying Genuine Ranch Rodeo presented by the Adams Ranch of Fort Pierce.

Open to the public, the rodeo will give residents unfamiliar with this way of life a chance to get an up-close look at this exciting part of Florida's heritage.

In years past, local cowboys with dreams of getting to the Florida Cattlemen's Association State Rodeo had to travel to Okeechobee or farther to compete and qualify.

"This is a great opportunity for the talented cowboys in our area," said Billy Adams, coordinator for the Ranch Rodeo. "Typically, other rodeos have a high entrance fee with no monetary prize to the winners. Thanks to the strong support we received through business sponsorships, winners will receive 100 percent of their entrance fees back. Additional proceeds will be donated to local agricultural youth scholarships and towards the promotion of Florida's beef industry.

"While these events are fun for the competitors and the attendees, it's also a glimpse into the Florida Cracker lifestyle," he added. "The participants are working cowmen and women, and for them, these rodeo competitions represent a vanishing way of life, and give them a place to showcase their heritage."

In addition to the competition, the rodeo will feature face painting, pony rides, bounce houses, a cow plop competition, barbecue dinners and a swamp cabbage cook-off. Gates will open at 2 p.m., and the rodeo competition will begin at 4 p.m.

With 75 registered competitors, the 15 five-member teams will compete in divisions including Bronc Ridin', Wild Cow Milkin', Double Muggin' and Ranch Sortin'. Each team consists of four men and one woman, and the qualifying teams will compete in Kissimmee during the State Rodeo in October.

Tickets for the event are on sale now at locations throughout St. Lucie County, including Best Choice Meats, Big John's, Carter's Grocery, Domenick's Corner Grill, Everglades Farm Equipment, St. Lucie Battery & Tire, Thomas Feed & Hay and Quail Creek Plantation. Children 12 and under are free, and all others guests are \$10.

Sponsors for this year's event include, Southern Eagle/Budweiser, WW Supply, Push Hard Cattle Company, C&J Cattle Company, South Florida Trucking, Walpole, Diamond R, Women in the Outdoors, Quail Creek Plantation, Crescent Bar 3 Cattle Company, Russakis Ranch, Eli's Western Wear, Thomas Feed & Hay, B&G Charolais, Everglades Farm Equipment and Carter's Grocery.

For more information about the Genuine Ranch Rodeo, visit <http://www.slccattlemen.org> or call Bryan Beaty at (772) 201-5371.

About Adams Ranch

Founded in 1937, Adams Ranch is a fourth-generation cattle business operating in St. Lucie, Okeechobee and Osceola counties and headquartered in Fort Pierce. As developers of the Braford breed of cattle, Adams Ranch is the 15th largest cow-calf ranch in the United States and was named the Ranch of the Century by the National Cattlemen's Beef Association. Adams Ranch has also won numerous awards for environmental stewardship and best management practices for the land. The ranch is also a cultural and historical treasure for St. Lucie County and the Treasure Coast. The very way in which the family has managed the land has been at the heart of sustaining the balance between the natural environment and a successful family-run cattle operation. For more information, call (772) 461-6321 or visit <http://www.adamsranch.com>.