

## 2011 Florida Ranches Calendar pays tribute to the beauty of Florida's oldest and largest industry

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PALM CITY — A statewide community collaboration now in its sixth year, the 2011 Florida Ranches Calendar is officially on sale to the public through <http://www.fireflyforyou.com>! The award-winning calendar is known for striking photography that captures the spirit and beauty of Florida's oldest and largest industry. Each page is a unique look at generations of environmental stewardship on Florida's ranches and the critical role they play in honoring and preserving Florida's agricultural heritage.

As in past years, the photography of renowned photojournalist Carlton Ward Jr. serves as the cornerstone of the calendar, with this year's additional images provided by photographers Steven Martine and Matt Dube. Set amidst a backdrop of cultural snapshots and breathtaking landscapes, the calendar also serves as an educational tool and provides information about cutting edge conservation planning efforts and agricultural initiatives.

Clay Henderson, author of *The Floridas* and senior counsel at Holland & Knight, expounds on the role ranches play in healthy ecosystems and the critical work being done in conservation today. Carlton Ward, Jr. provides highlights on his book, *Florida Cowboys - Keepers of the Last Frontier*, and shares his vision of what is at stake for cattle ranches as the face of Florida changes. Ernie Cox, president of Family Lands Remembered, offers a glimpse of the cutting-edge sustainable planning tools being used on ranches throughout the state.

“We get a tremendous amount of satisfaction collaborating on the production of the Florida Ranches Calendar each year,” explained Stacy Ranieri, president of The Firefly Group and

publisher of the calendar. “It’s important to us to tell the story of Florida’s ranches to our fellow citizens who may not be aware of the beauty, culture and environmental value of these exceptional places.”

Calendars are \$15 each and make a great gift. Bulk order discounts and non profit fundraising rates are also available. For more information or to purchase calendars contact The Firefly Group at 772-287-5272 or [info@fireflyforyou.com](mailto:info@fireflyforyou.com) or order online at [www.fireflyforyou.com](http://www.fireflyforyou.com).

The calendar has won numerous awards for the past several years, including 3 regional and statewide Image Awards from the Florida Public Relations Association and 3 Gold ADDYs from the American Advertising Federation. This year's calendar is a collaborative partnership between the Florida Cattlemen’s Association and Family Lands Remembered, the major underwriters of the calendar, along with Legacy Institute for Nature & Culture (LINC) and The Firefly Group. With widespread sponsorship support from environmental organizations, ranches, companies involved in land planning and others, the 2011 Sponsors include: Southeastern Printing; Mabry Carlton Ranch; Evans Properties; Deseret Cattle & Citrus; Williamson Cattle Co.; Holland & Knight; Kitson & Partners; Florida Farm Credit; Pine Creek Sporting Club; Siboney Ranch; Adams Ranch; Conservation Trust for Florida; Dean Mead; ENTRIX; Florida Power & Light; GCY; Indian River Land Trust; Johnson Engineering; JW Turf Farms; Kimley-Horn & Associates; Law Offices of Johnathan Ferguson; The Nature Conservancy; and Venture Four, LLC.

Featured Ranches include:

- Williamson Cattle Company, Okeechobee County
- Babcock Ranch, Charlotte County
- Apalachicola National Forest, Liberty County
- Mabry Carlton Ranch, Sarasota County
- Deseret Ranch, Orange County
- Adams Ranch, Osceola County
- Evans Properties, Pasco County
- Smoak Ranch, Highlands County

- Hendrie Ranch, Highlands County
- Seminole Tribe's Brighton Reservation, Glades County

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