

Hearst Ranch



We've all heard about Hearst Castle® in San Simeon, the fabled 161-room home of publishing tycoon William Randolph Hearst who entertained United States presidents, Hollywood movie stars, foreign dignitaries, and five-star generals from the late 1920s to the early 1940s. But what you may not know is that surrounding Hearst's architectural attraction is 128-square miles of prime ranchland teeming with free-range, 100 percent grass-fed cattle.

It all started in 1865, when George Hearst, one of the few to strike it rich during the California Gold Rush, acquired the undulating ocean-view acreage and began the legacy of breeding quality beef cattle—Hereford, Angus, and Shorthorn—while maintaining careful stewardship of the environment. In 1919, George's son, William, continued where his father left off, overseeing the prized cattle operation as he built his illustrious mansion. Some 50 years later, 73,000-acre Jack Ranch in Cholame was acquired to complement the Hearst Ranch operation. At Jack Ranch, not only have the cattle been raised for generations, but the Circle C brand used at the ranch is number 0002 in the California Brand Book, making it the oldest registered brand still in use. Today, Hearst Ranch, which envelops Hearst Castle®, is comprised of 80,000 pristine acres, constituting one of the largest and best-managed working cattle ranches on the California coast. Along with Jack Ranch, the mission at Hearst Ranch remains the same since its inception: treat every animal with great care. At present, over 3,000 cows, calves, and steers live a completely natural existence as foragers and grazers — the way they have for thousands of years. Grazing enhances a complex and balanced mosaic of native grasslands, which in turn maintains vigor and distribution of these habitats, ensuring a sustainable food system. Allowing cattle to graze on the range also helps fertilize the land naturally, along with producing superior meat with a flavor as authentic as the American West.

"I've spent much of my life on our ranches and I know firsthand the quality of beef we raise," says Steve Hearst, the great-grandson of William Randolph Hearst. Recently, Steve and his signature beef were featured on the Food Network's *BBQ with Bobby Flay*. "I'm not saying our beef is better, but what I am saying is that our cattle are raised in a free-range, low-stress environment which is all-natural." Hearst Ranch cattle are also given free access to fresh air and clean water, are never fed antibiotics or growth hormones, and are treated in the most humane way. Before harvest, all the cattle are finished on native vegetation instead of feedlot corn. This high-quality, nutrient-rich foraging, and the freedom of the cattle to roam, is the secret behind Hearst Ranch healthful beef. "If you are a beef lover, you're much better off with grass-fed cattle than those raised on factory farms and fed grain," says Dr. Andrew Weil. "Cattle evolved to graze on grass; they are not adapted to digest grains, which wreak havoc with their digestive systems, even though they promote faster weight gain." Dr. Weil goes on to say that meat from grass-fed cattle is lower in saturated fat than meat from grain-fed cattle. Grass-fed beef also has more omega-3 fatty acids, vitamin E, and conjugated linoleic acid—all good for human health.

To have Hearst Ranch grass-fed beef delivered to your home, office, or as a gift, simply order online at www.hearstranch.com. Choose from delicious New York, Rib Eye, Filet Mignon, and Sirloin steaks, Tri-tip roasts, and superb hamburgers and hotdogs also made from grass-fed beef. Each cut is individually sealed and arrives in a handsome gift box. Since grass-finished beef is a seasonal product, after the meat is perfectly aged for tenderness and expertly trimmed by hand, it is flash-frozen to preserve the integrity of the beef.

For more information, contact Hearst Ranch at 1-866-5H RANCH (1-866-547-2624).