



## **For Immediate Release**

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### **Hearst Ranch Delivers Hefty Gift to Local Food Bank**

SAN LUIS OBISPO COUNTY (December 28, 2009) – During this time of great need for many local families, the Hearst Ranch has donated 3,000 pounds of premium grass-fed beef to the Food Bank Coalition of San Luis Obispo County.

The gift is especially welcome, said Food Bank Executive Director Carl Hansen, because of the vast number of people the Food Bank currently serves — over 40,000 — and because beef is a rare commodity for his organization to receive.

“This is really a blessing,” Hansen said. “Beef is hard to get at any price, so it’s wonderful to be able to include healthy, local Hearst Ranch Beef in our distributions.”

The premium diced beef, packaged uncooked in five-pound bags, is easily prepared in stews or on skewers and will be distributed to local families through the Harvest Bag Program and several of the 200 agencies that make up the Food Bank Coalition. “We’re happy to contribute to help the Food Bank and all they do to provide food for our community,” said Stephen Hearst, vice president and general manager of Western properties for Hearst Corporation.

The healthy grass-fed beef is produced without hormones or antibiotics at the Hearst Ranch in San Simeon and Jack Ranch in Cholame. It is low in fat and rich in beta-carotene, vitamin E, omega-3 fatty acids and other health benefits. Hearst Ranch Beef is served in the finest local restaurants and sold in local markets or online at [www.hearstranch.com](http://www.hearstranch.com).

“We are constantly trying to access local products like this to save on shipping costs, and of course protect the environment,” Hansen said. “And we’re always happy when we can help low-income people put high-quality food — grown right here — on the table.” Find more information at [www.slofoodbank.org](http://www.slofoodbank.org).

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**About the Food Bank Coalition of San Luis Obispo County:** The Food Bank Coalition of San Luis Obispo County opened in 1989. Today, the organization is the only countywide source of large quantity donated and low-cost food for low-income families, seniors, children, veterans and the disabled. Through direct programs like the Backpack Program for school children and the Senior Brown Bag Program, and in partnership with 200 SLO County agencies, the Food Bank will provide about five million pounds of food for the tables of about 15% of the county’s residents in 2009.

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