



**FOR IMMEDIATE RELEASE**

**SANTA ROSA RANCH HAS SOLD**

CROCKETT, TX---Santa Rosa Ranch, the largest registered breeder of Brangus and Ultrablack cattle in the United States, was recently sold as a turn-key operation to a veteran group of livestock producers and professionals. The operation will remain on the current “River Ranch” location in Houston County, Texas with plans to expand into the broader domestic and international market while continuing to market cattle, semen and embryos as ‘Santa Rosa Ranch’.

“We could not have selected a more quality, aggressive, bright and progressive group of people to take the reins of this operation.”, said Gerald Sullivan, owner of Santa Rosa Ranch. Sullivan, along with his daughter, Kelley Sullivan Georgiades and General Manager Kent Smith, became the largest registered breeder by focusing on the development of their herd through disciplined expansion of the operation over the last 10 years. The current operation is set upon 14,000 acres along the Trinity River and market registered bulls and females by Private Treaty.

“Kent, Kelley and I had a plan. We were focused on our goal to become the largest registered producer of Brangus and Ultrablacks and we reached that milestone 4 years ago, sooner than we expected. But, as we read in Ecclesiastes, ‘*There is a time for everything*’. And this was the time for us to pass the legacy of Santa Rosa Ranch to new owners who have a vision to take this operation to an entirely new level. We are really looking forward to watching because there are no limits to where they can take this operation and continue to impact both the breed and the global marketplace, in general.”, adds Sullivan.

When asked about the new group of owners, Sullivan said he would let them introduce themselves, in due time. “Suffice it to say, they have an impressive resume. These folks will make a tremendous impact on this industry for years to come”.

So, what is next for the Diamond S brand? “Well, that is the exciting part for us. First and foremost, our family has been in the cattle business, in some form, for over 100 years. It is part of our heritage and the legacy we are leaving – that Diamond S is who we are. Most importantly, this is a business – yes, we love the industry, but it is a business and must be profitable. We still have our location in Navasota and Kelley and her husband George also own a ranch about 8 miles away and have a rapidly expanding operation of their own. So, we aren’t going anywhere; in fact, were starting to write the next chapter. The ranch name may change, but the Diamond S and what it stands for never will. And we take great pride in what our brand represents.”

Santa Rosa Ranch can be reached at [www.srrbrangus.com](http://www.srrbrangus.com) or 936.624.2333 and currently have bulls available and ready by Private Treaty.

#####