



EST. 1853

KING RANCH®



"King Ranch does one of the best jobs of wildlife restoration on the continent and has unparalleled opportunities for both management and research [...] a gem among natural areas."

— *Aldo Leopold,*

The Father of Wildlife Management



# King Ranch History



*Captain Richard King*

The King Ranch story began in 1835 when an eleven-year-old boy named Richard King ran away from his apprenticeship to a jeweler in New York City and stowed on board a schooner heading out of port. After he was discovered on board, King was allowed to prove his worth and spent the next few years learning the steamboat trade, eventually earning his pilot license by the time he was nineteen.

In 1847 King traveled to South Texas to serve as a steamboat pilot on the Rio Grande during the Mexican-American War. Following the conflict, in 1850, King and his partners formed a commercial steamboat company. The firm eventually grew to control trade along the Rio Grande.

In 1852, Captain King traveled from Brownsville to Corpus Christi for speculation, exploring hundreds of miles of what was known as Wild Horse Desert. There he found an oasis, the Santa Gertrudis Creek, and stirrup-high grass.

King formed a partnership to establish and operate a livestock operation with its headquarters on the creek.

## The Birth of the American Cattle Ranch

In 1853, the first tract of land purchased was the 15,500-acre Rincón de Santa Gertrudis, a Mexican land grant. The next year, King purchased the 53,000 acre Santa Gertrudis de la Garza Spanish land grant. These two purchases formed the nucleus around which the future holdings of King Ranch would develop.

To stock this Ranch, King bought cattle wherever he could. On one such trip in 1854, King went into Northern Mexico to a small settlement called Cruillas in the state of Tamaulipas.

In addition to buying the cattle, King offered to relocate anyone willing to come north and help him work the Ranch. Those who decided to join King became known as los Kineños, or "King's people." Many of their descendants continue to work for King Ranch today.

## The King Family

In 1854, King married Henrietta Chamberlain, the daughter of a Presbyterian minister. She helped King manage and grow the Ranch. By 1865, it had expanded to 146,000 acres.

During these early years, King realized there was a need for beef cattle in the northern markets. Never put off by challenges, King led some of the first cattle drives north with native Longhorn cattle.

In addition to making assets more profitable and helping them grow, King energetically invested in railroads, packing houses, ice plants, and harbor improvements in Corpus Christi.

Though King passed away in 1885, his vision revolutionized the economics of ranching. Through his efforts, King Ranch became recognized as The Birthplace of American Ranching™.



## Continued Innovation

After King's passing, Robert Justus Kleberg, a lawyer and husband to King's youngest daughter, Alice, worked with Henrietta King to improve and diversify the assets of King Ranch with agricultural pursuits, land sales, and town building projects.

Kleberg developed the first cattle dipping vats to combat the Texas Fever Tick, was responsible for building a facility that would become, for a time, the largest cattle-rail operation in the world, and was instrumental in drilling the Ranch's first artesian well, which brought new possibilities to this periodically parched land. Further, in 1904, Henrietta and Kleberg helped build the St. Louis, Brownsville, and Mexican Railway and several towns along the track, including Kingsville.

In 1940, the Kleberg family's strong focus on land and wildlife stewardship increased significantly when the Ranch invested heavily in game management and wildlife conservation by developing mineral supplements, mechanized brush control methods, and corrals for working cattle.

## Cattle

In the early twentieth century, Robert Kleberg, Jr. and Richard Kleberg, Sr., sons of Robert and Alice Kleberg, developed the Santa Gertrudis, a heat-tolerant cattle breed with quality beef. The Santa Gertrudis is 5/8 Shorthorn and 3/8 Brahman, a cross breeding that took years of experimentation. The culmination of this breeding program produced Monkey, calved in 1920, which became the foundation sire of the Santa Gertrudis breed.

In 1940, the U.S. Department of Agriculture recognized the Santa Gertrudis as the first American breed of beef cattle and the first new breed acknowledged worldwide in more than a century.

In 1994, King Ranch introduced its first new composite breed of beef cattle, the Santa Cruz. This breed represented more than seven years of intense research and development aimed at creating a more market-acceptable beef animal that produces superior results as both a feeder and a seed stock animal. Building on the genetics of the Santa Gertrudis as its foundation, the Santa Cruz of today is a composite comprised of ½ Santa Gertrudis and ½ Red Angus. This composite yields a high-quality carcass, while retaining the adaptability required in the challenging South Texas environment.



*Henrietta King*



*The King family, 1868*



## Horses

Since Captain King, King Ranch has always strived to breed a better horse. King Ranch has had champion horses in cutting, halter, and most famously, our Triple Crown Champion, Assault.

In the pursuit of breeding better horses for the ranch, King Ranch was a founding member of the American Quarter Horse Association.

In 1916, Old Sorrel was purchased, which became the foundation sire that made King Ranch famous as a breeder of champion Quarter Horses. From this sire came many great horses, including his grandson, Wimpy, who was named grand champion of the 1941 Fort Worth Fat Stock Show and given the P-1 registration in the newly formed American Quarter Horse Association.

As an outgrowth of its famed Quarter Horse program, King Ranch became involved in competition cutting. King Ranch established a dynasty of champion cutting horses led by the stallions Mr. San Peppy and Peppy San Badger. Both of these stallions' lists of accolades are voluminous and both include induction into the NCHA Hall of Fame and the AQHA Hall of Fame.

Every horse on King Ranch is a descendant of Old Sorrel, the foundation sire of King Ranch, and one of the foundation sires of the American Quarter Horse breed. Every horse on the ranch descends from Peppy San Badger or Mr. San Peppy on the sire or dam side. King Ranch continues to breed horses that can perform in any arena, but its goal is to provide the best ranch horses in the world for its Kineños.

## Growth for the Future

After World War II, the King Ranch expanded its agricultural business, in part, to expand the presence of the Santa Gertrudis breed.

Acquisitions came through the purchase of properties in Kentucky, Pennsylvania, Mississippi, Florida and California. In addition, King Ranch spread its ranching operations internationally to Argentina, Cuba, Brazil, Australia, Spain, Venezuela, and Morocco.



# The King Ranch Brand

King Ranch is known worldwide by its iconic Running W brand, though its meaning remains a mystery.

Los Kineños called it el viberita, or the “little snake,” referring to the numerous diamondback rattlesnakes found in South Texas.

Some people contend that the Running W represents the winding Santa Gertrudis Creek or the Longhorn’s sweeping horns. Regardless of its origin

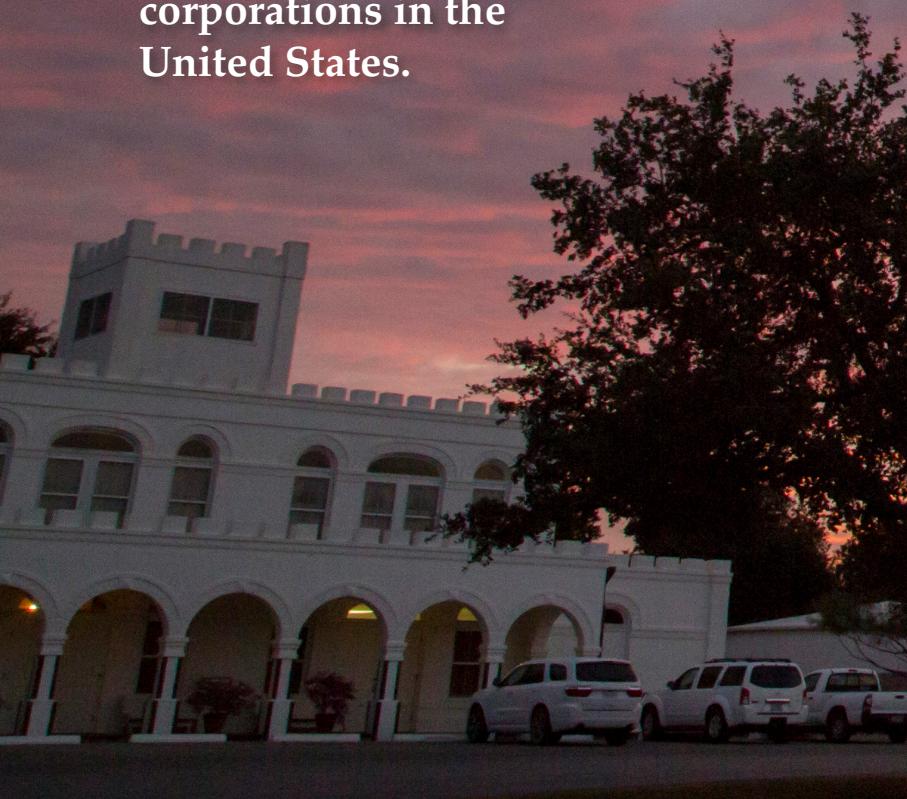
or symbolism, Captain Richard King first registered the Running W brand in 1869.

King Ranch and the brand have endured the test of time and evolved to represent uncompromising quality and authenticity. Today, the Running W appears on prizewinning cattle, top-quality leather goods, and Ford F-Series trucks and SUVs as the quintessential icon of the American ranching culture.

# King Ranch Today

Today's King Ranch has significantly diversified its agricultural ventures to include farming, ranching, citrus, sugarcane, turfgrass, pistachios, almonds, hunting and ecotourism.

With its fascinating history and ongoing success, King Ranch has made the transition from a frontier ranch to a modern corporation. Its situation is clearly unique: it is one of the largest privately held corporations in the United States.





# Ranching

On 825,000 acres in South Texas, King Ranch breeds and raises cattle of outstanding quality. There are usually over 40,000 head of cattle on the Ranch (of which approximately 25,000 are grazed on native ranges).

With the latest scientific breeding programs, sales of Santa Gertrudis and Santa Cruz, and top-notch feeding operations, ranching innovation continues to thrive at King Ranch in all areas of cattle production.

Cattle operations on King Ranch are very diversified, with the Ranch producing seedstock from its registered herd, calf production from its commercial cow and calf operations, stockers from its stocker program, and grain-fed feeder cattle marketed from its feedyard.

One important aspect of modern ranching innovation is the King Ranch approach to genetic improvement of its livestock. King Ranch uses a very unique, within-herd Expected Progeny Difference system in combination with actual molecular DNA testing for specific traits in order to maximize breeding accuracies within the herd and make more rapid genetic advancement.

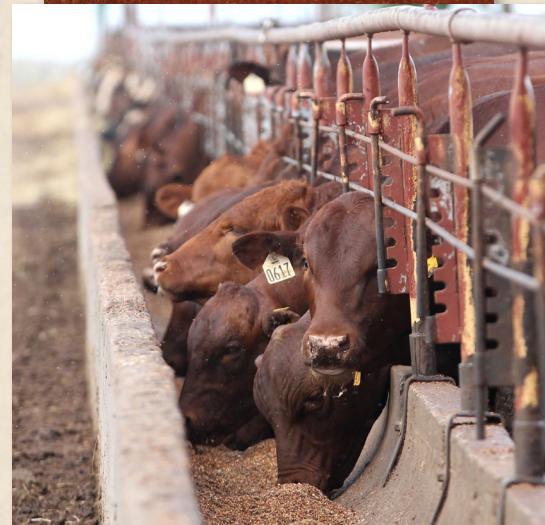
This “Single Step” selection approach analyzes a variety of different genotypic traits of economic value

(grouped under growth, carcass quality, and maternal traits) to ensure King Ranch cattle meet the needs of the modern beef industry and the consumer.

In addition to genomic selection, other technologies such as artificial insemination, intensive bull testing, embryo transfer, phenotypic selection based on conformation and other criteria, as well as other technologies are implemented to place extreme selection pressure on the 1,500 registered Santa Gertrudis and F1 (Red Angus X Santa Cruz) cattle which supply breeding stock to the approximately 23,000 Santa Cruz cows on the Ranch.

The registered Santa Gertrudis herd serves as the genetic base for the introduction of new genetics and traits into the commercial Santa Cruz herds. King Ranch genetics and breeding specialists ensure that changes in the commercial Santa Gertrudis herd allow the cattle to flourish and reproduce in the extremely harsh and often droughty conditions prevalent in South Texas.

The Santa Gertrudis breed has undergone continuous improvement to allow it to thrive in harsh climates around the world and is currently the most prevalent cattle breed in Australia.



Regardless of the ranching segment, King Ranch lives by a generational promise to preserve and enhance the resources that sustain it. For over 160 years of continuous operation, King Ranch has remained focused on the true sustainability of all its natural resources, including ranges, water, livestock, wildlife, and people.

King Ranch employs a professional staff that understands and implements a “multisystems” approach to ranching that recognizes the importance of all its natural resources.



# Farming

In addition to cattle and horses, King Ranch is heavily involved in farming activities in Texas, Florida and California. In Texas, King Ranch produces cotton, milo, turfgrass, corn, and soybeans. In Florida, King Ranch produces sugarcane, citrus, turfgrass, corn, hay, and rice. On Pine Island, Florida, King Ranch owns and operates the Soaring Eagle Nursery, a palm tree nursery. In California, King Ranch produces almonds and pistachios.

## Texas Farms

The Texas Farming segment of King Ranch includes the South Texas Farm (which is made up of 70,000 acres of cotton and milo as well as a state of the art commercial cotton gin and grain elevator) and the Texas turfgrass operations.

In the Texas turfgrass operations, King Ranch owns and operates 13 turfgrass farms throughout the state, which includes approximately 7,900 planted acres and 10 retail turfgrass stores.

## Florida Farms

In Florida, the Company has a total of approximately 29,000 farming acres (excluding citrus) that grow sugarcane, turfgrass, sweet corn, palm trees, and rice.

As the largest member of the Sugar Cane Growers Cooperative of Florida, King Ranch cultivates 17,300 acres of sugarcane each year. The sugarcane is then processed into raw sugar at a sugar mill in Belle Glade, Florida, and subsequently marketed under Domino Foods through American Sugar Refining.

King Ranch is one of the top ten turfgrass producers in Florida with almost 1,500 acres in production. King Ranch also works closely with turfgrass seed companies and university

horticultural departments while offering several environmentally friendly varieties of St. Augustine, Bermuda, Zoysia, and Buffalo grasses that are unique to Texas and Florida environments.

Although the initial purpose of excellent grass was for cattle grazing, King Ranch produces several types of turfgrass for a variety of purposes, from golf courses and sport fields to residential yards.

## West Coast Farms

In California, King Ranch has approximately 4,000 acres of almond orchards and 2,000 pistachio orchards in production located outside of Fresno. In addition, King Ranch operates a farm management enterprise, Almendra Farming, that manages the acres owned by King Ranch as well as approximately 1,100 acres owned by others.

King Ranch also has an on-site almond processing plant that services all of the almond production for the company's West Coast Farms as well as that of third party producers.

Almonds are California's top agricultural export and largest U.S. specialty crop export. California is also the second largest producer of pistachios in the world. Consumption of both almonds and pistachios continues to increase worldwide as the health benefits of eating nuts has been established through multiple studies over the last several years.

All of King Ranch's farming operations follow best management practices that are focused on a concern for environmental impact.

King Ranch routinely tests soils for nutrients, pays attention to fertilization to minimize watering, and minimizes



application needs. There are buffer areas between natural vegetation and farming operations to reduce sediment deposits in river systems.

King Ranch regularly meets and exceeds local, state, and national agricultural regulatory requirements in all of its farming operations.

King Ranch uses the latest technology both culturally and mechanically. GPS-guided equipment is used in almost all farming operations to improve accuracy and efficiency. King Ranch continues to be a leader in testing and evaluating new farming methods and horticulture practices throughout its operations.

# Wildlife

On the 825,000 acres of wildlife habitat at King Ranch, there are an abundance of white-tailed deer, quail, javelinas, bobcats, wild turkeys, wild hogs, a variety of snakes and birds, and thousands of nilgai—the largest Asian antelope.

The King Ranch land in South Texas has been honored as an Internationally Important Bird Area because of its 370 recorded species of birds, including the largest population of ferruginous pygmy owls in the United States.

Some of the rarest species in the country, like the tropical parula, live on the Ranch. In 2004, the cream-tipped swamp-damsel, a species of damselfly never before seen in the United States, was discovered here.

King Ranch began implementing extensive wildlife conservation programs in the early 20th century. Restricting harvest, building brush shelters, developing water systems for wildlife and grazing distribution and other progressive management techniques has resulted in an explosion

of wildlife and game populations on the ranch. For instance, today the ranch is home to over 50,000 (estimated) white-tailed deer and literally hundreds of thousands of quail.

In addition, throughout the twentieth century, the Ranch installed nesting boxes for ferruginous pygmy owls, black-bellied whistling ducks, and eastern bluebirds. It also changed its brush management techniques to allow more loafing, resting and vertical cover for quail and fawning cover.



King Ranch feels a responsibility toward wildlife research and conservation. In 1981, King Ranch established the Cesar Kleberg Foundation for Wildlife Conservation. The Wildlife Department on the Ranch annually conducts wildlife surveys and internal research projects to improve management of its natural resources.

Today, King Ranch produces considerable income from its guided hunting and leasing programs. These monies are reinvested into the ranch to constantly improve habitat quality for a wide variety of both game species and non-game species.

**Each year, wintering and tropical birds like the least grebe, white-tailed hawk, crested caracara, vermillion flycatcher, the great kiskadee, green jay, olive sparrow, burrowing owl, Sprague's pulpit, northern-beardless tyrannulet, Audubon's oriole, and Botteri's sparrow, travel to South Texas.**



# Citrus

King Ranch owns the majority interest in Consolidated Citrus, L.P. — one of the largest citrus growers in the United States. The company is based in Fort Myers, Florida, and farms more than 50,000 gross acres with 8 separate grove locations throughout South Florida.

Consolidated Citrus specializes in growing juice oranges which are ultimately used in producing orange juice. While over 97 percent of the annual harvest consists of Valencia and other preferred juice varieties, the remainder of the harvest includes grapefruit and other specialty fruit as well.

Consolidated Citrus employs state-of-the-art cultural practices and harvesting equipment under its best management practices to produce fruit that is best for the environment, the company, and the consumer.

Irrigation and application equipment have cutting-edge sensors to detect the size of individual trees so that water and nutrients are only applied as necessary.

As part of King Ranch's on-going support of the citrus industry, Consolidated Citrus is involved in various research projects and trials focused on the challenges facing the industry.

Many of the seasonal citrus workers engaged by Consolidated Citrus are actually provided housing within the orange groves. This allows for a more efficient use of manpower during critical harvest periods.

The citrus harvested each year is provided to major juice processors under long-term agreements.



## CITRUS FACTS

### EIGHT

Number of King Ranch Groves  
in South Florida

### 50,000 ACRES

Number of South Florida acres  
owned by Consolidated Citrus

### 97% JUICE ORANGES

Composition of annual harvest

### STATE OF THE ART

Cultural practices and  
harvesting equipment

### 78%

Consolidated Citrus  
owned by King Ranch

## CONSOLIDATED CITRUS

is one of the LARGEST GROWERS  
in the UNITED STATES





# Retail

King Ranch retail operations include the King Ranch Saddle Shop (high-end leather goods, hunting apparel, luggage, men and women's clothing, and home accessories) with four locations in Texas, a John Deere dealership in Robstown, Texas, and in Corpus Christi, Texas, and a visitor management program. In addition, King Ranch has licensing agreements with the Ford Motor Company for the automaker's King Ranch line of trucks and SUVs. King Ranch also has created a line of snake boots developed on King Ranch with Lucchese Bootmakers and a King Ranch themed restaurant with Landry's, Inc.

## The King Ranch Saddle Shop

When Captain Richard King could not find saddles and tack that met his high-quality standards, he and a group of kineños worked together to create saddles that were durable enough for the rangelands, comfortable to ride, and made of the finest leather. Eventually the demand for these saddles led to the creation of the Saddle Shop in the 1860s.

Today, the King Ranch Saddle Shop flagship store is located in the historic Ragland Mercantile Building in Kingsville's Historic Downtown District. The store's reach has grown nationally and now includes a robust e-commerce site and catalog sales.

The King Ranch Saddle Shop has additional locations in the historic Ft. Worth Stockyards, College Station and Houston.

Although the Saddle Shop today sells a variety of goods like furniture, luggage, and clothing, the handcrafted saddles and specialty leather are still its strong suit. The Saddle Shop has remained true to its heritage





# Retail

## King Ranch Ag & Turf

What is now King Ranch Ag & Turf began in 1913 as the Robstown Hardware Company. It has been under King Ranch ownership since 1981. It is a John Deere dealership that also sells complete lines of hardware and farm tires. The Ranch uses equipment from Robstown Hardware in its South Texas milo and cotton production and ranching operations.

In 2020, King Ranch Ag & Turf opened a second location in Corpus Christi, Texas. Focused on commercial and residential lawn care needs, the store offers a variety of products and can perform repairs by certified technicians. In 2022, King Ranch Ag & Turf opened a third location in Jasper, Texas. In addition to small and mid-sized tractors, the location provides a full service repair shop to serve the needs of customers in East Texas.

In cooperation with King Ranch Turfgrass, all three locations can provide same-day pick-up for six types of turfgrass.

## The Ford King Ranch Edition

In 2001, Ford added a King Ranch edition to its F-150 truck line. The truck features Chapparal leather seats and steering wheels as well as the iconic Running W (King Ranch trademark). In 2003, Ford added King Ranch packages to its Super Duty line and introduced the King Ranch Expedition in 2020. In 2021, Ford released the King Ranch Edition Explorer. To date over 500,000 Ford King Ranch vehicles have been sold.

## The King Ranch Texas Kitchen

In partnership with Landry's, Inc., the King Ranch Texas Kitchen was opened in Houston in 2020. The restaurant's menu includes homegrown Texas ranch meats like beef, nilgai, and quail. Led by an executive chef, the restaurant is designed to provide an unparalleled experience that reflects the hospitality and quality found on King Ranch.



# Visitor Program Services

## Visitor Center

Within the gates of the Santa Gertrudis division of the Ranch, a Visitor Center welcomes you. Daily tours provide an insight to the history of the Ranch and current operations and are the only public access to the Ranch provided on a daily basis.

King Ranch Quarter Horses, the Santa Gertrudis breed of cattle, a resident Longhorn herd, and an abundance of wildlife can be viewed from the large windows of an air-conditioned bus. Visitors that tour the Ranch will see South Texas brush-clearing equipment developed on King Ranch, cattle working pens, and the historic Calera camphouse.

Additional historic buildings include Mrs. King's carriage house, the commissary with its lookout tower, and the grand Main House completed in 1915. The Main House is a Texas State Historical Monument and the Ranch itself has been designated a National Historic landmark. The Visitor Center also conducts wildlife tours, birding, and private tours.

Northern bobwhite quail, whitetailed deer, wild turkey, and javelina are seen regularly on the tours. King Ranch is home to an incredible number of mammals, reptiles, birds, and insects.

Honored as an Internationally Important Bird area; 370 species of birds have been recorded here, including the largest known population of ferruginous pygmy owls in the United States.

In addition, King Ranch opens to the public once a year for the Ranch Hand Breakfast. Always held the Saturday before Thanksgiving, guests enjoy an authentic, hearty, cowboy breakfast, cooked and served outdoors on historic King Ranch. Other activities include team roping, old-time camp cooking demonstrations, storytelling and live music.

## King Ranch Museum

The King Ranch Museum is housed in the Henrietta Memorial Center in downtown Kingsville. The building was originally constructed as an ice and electric plant soon after the founding of the town in 1904. It served as an ice factory for the railroad cars coming and going to the Rio Grande Valley that were carrying fresh fruits, vegetables, and meat.

While producing ice, the building also generated electricity for Kingsville, King Ranch, and the town of Bishop. The plant was in business until 1958, when it closed its doors and was vacant until 1969. The building was purchased by the King Ranch and renovated to become what it is today. The Henrietta

Memorial Center houses the King Ranch Museum, Archives, Records, and a community rental space.

The building was dedicated to Henrietta Rosa Kleberg Larkin Armstrong, the daughter of Robert and Alice Kleberg, and Chairman of the Board of King Ranch from 1955 to 1968.

The King Ranch Museum has information, photographs, and artifacts relating to the history of King Ranch. There is an impressive collection of saddles from all over the world, carriages and wagons once used on the Ranch, and a classic one-of-a-kind hunting car made especially for the King Ranch terrain.

Branding irons and other artifacts unique to the history of the Ranch accompany historic photographs by Toni Frissell. These images provide a window in time to King Ranch history; many have been made into murals and capture flawless detail of cattle-working experiences in the 1930s and 1940s.

The Museum store carries a variety of souvenirs available to purchase, as well as a fine selection of regional history and nature books.

# Land Management

Through careful management, King Ranch keeps its land productive for livestock, wildlife, and the native range. Using a systems approach, the Ranch focuses on sustainability of its renewable resources. Wildlife conservation is crucial to ongoing operations and so is habitat maintenance and improvement.

Brush, as a result of droughts, wildfires, and lack of grazing

deferment, and other factors is a constant threat to grasslands. Although brush encroachment is negative for cattle ranching, it increases diversity in wildlife and food resources during times of drought. As the Ranch expanded its expertise in wildlife and conservation, it learned the importance of brush in wildlife habitats.

Farming and ranching techniques have allowed the

land to remain productive while conserving and nurturing the habitat for wildlife and game. King Ranch covers a large portion of South Texas, with a varied ecosystem that includes highly improved pastures, giant oak mottes, coastal prairies, sand dunes, marshes and farmland. The Company follows land management practices aimed at preserving and enhancing these habitats.





In addition to preserving and enhancing the natural habitat for wildlife and livestock, King Ranch has been able to develop land management techniques that provide for existing and future oil and gas operations. For almost a hundred years, these activities have been able to coexist. The sustainability of the environment and the responsibility to achieve this balance has long been a pillar of the Company's stewardship toward the land.

# Environmental Stewardship

As a good farmer and rancher, Richard King made environmental stewardship a priority even during the first days on the Santa Gertrudis Creek. The Ranch is conscious of the environment in all farming, ranching, and wildlife endeavors. King Ranch participates in soil and water conservation and minimum impact grazing programs.

Established in 1981, the Caesar Kleberg Wildlife Research Institute, located on the Texas A&M University–Kingsville campus, is a top research program for environmental stewardship, drawing in researchers, educators, and students from all over the country and setting another example of the Ranch's commitment to environmental stewardship.

Caesar Kleberg was an environmentalist who created state hunting regulations to protect game populations and their habitats after unregulated hunting in the early 20th century devastated wild deer and turkey populations in South Texas. Also, he started wildlife habitat enhancement and management programs on King Ranch.



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