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Home / White Oak Pastures

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White Oak Pastures

May 2012 Small Business Spotlight



Over the past 145 years, five generations of the Harris family have been raising livestock at White Oak Pastures in Bluffton, Georgia. During that time, they have followed a family creed when it came to how they operate their farm: "we take of the land and the herd, and they take care of us".

That unwavering core value has helped White Oak grow into one of the largest producers of grassfed beef & lamb and pastured poultry in the country. And this past year, Will Harris III – owner and president of White Oak Pastures – was honored for that success as the U.S. Small Business Association's *Georgia Small Business Person of the Year*. He noted that he and his family combine their family's farming traditions with modern technology to influence and lead the agriculture industry in innovation and demand.

At White Oak Pastures, a commitment has been made to sustainable land stewardship and humane animal stockmanship. The farm's two abattoirs are certified humane by four unique animal welfare organizations: Humane Farm Animal Care, Animal Welfare Approved, American Grassfed Association and Global Animal Partnership.

Harris and his family raise an impressive variety of grassfed and free range livestock, including cattle, sheep, chickens, ducks, geese, guineas, and turkeys. The Harris family uses no chemical fertilizers and pesticides on their land, while utilizing the unique Serengeti Rotational Grazing Model allowing all animals roam freely and breed naturally.

Consumers can find White Oak Pastures products in many popular grocery stores in Georgia and around the nation. Their grass-fed ground beef is sold at all Publix supermarkets while their steaks, roasts, offal, and ground beef are carried in Whole Foods Markets in multiple U.S. states. White Oak free-range pastured chickens are available at all of the Whole Foods Markets that carry their grass-fed beef, and many other products can be found in their online store [here](#).

To learn more about the White Oak Pastures animals, products, and innovations, please visit their website at www.whiteoakpastures.com or contact Jenni Harris at jenniharris@whiteoakpastures.com.

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Jun 5 [Regional Power Lunch - Brunswick](#)
Tuesday
11:30 AM to 1:00 PM

Jun 11 [Regional Power Lunch - Cobb](#)
Monday
11:30 AM to 1:00 PM

Jun 12 [Webinar: Growing Your Business Overseas](#)
Tuesday
12:00 PM to 1:00 PM

[All Upcoming Events](#)

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Nov/Dec 2011: Red Brick Brewery, Atlanta

Jan/Feb 2012: Byrd Cookie Company, Savannah

March 2012: Tribe Transportation, Cleveland

April 2012: Flat Creek Lodge, Swainsboro

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