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INGEL-HAVEN RANCH

Magruder

Grass-fed Meats



Agritourism at
Ingel-Haven Ranch

Who We Are

- 5th-Generation family-owned and operated Ranch in Mendocino County
- Pioneer in sustainable meat production – 30 years practicing pasture-based rotational grazing methods
- Raising 100% grass-fed beef, lamb, and pastured-pork
- Meats sold exclusively in Northern California
- Featured at celebrated restaurants including *Chez Panisse*, *Oliveto*, *Gather*, and *Zazu*

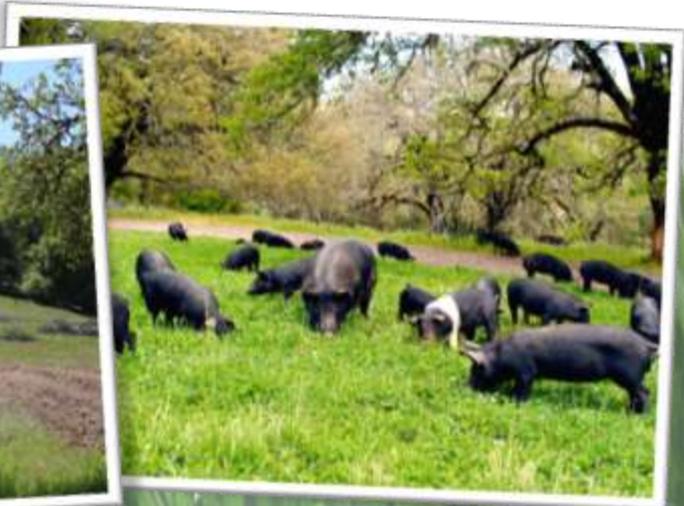
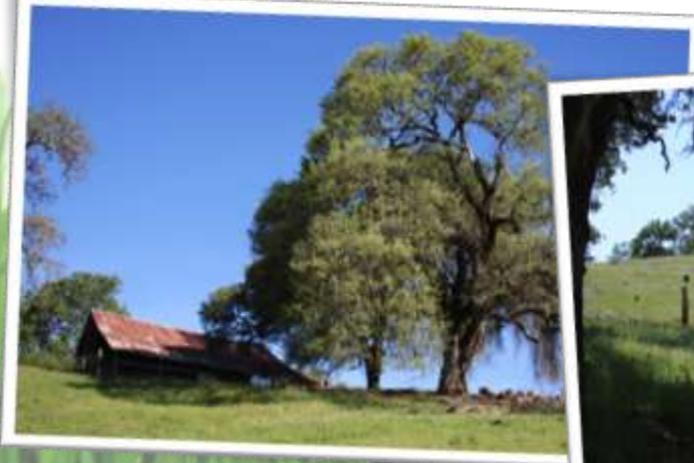


History – 5 Generations!

- 1920s – Sheep
- 1950s – Pears
- 1970s – Beef
- 2000s – Pork & Lamb
- 2010s – Agritourism!



Ingel-Haven Ranch



Overall Vision for Agritourism

- Ranch Tours
- Weekend Ranch Stays
 - The Ranch Experience
 - Culinary Vacations
 - Retreats
- Workshops & Events
 - Butchering Workshops
 - Pasture-to-Plate Dinners
 - Wildlife & Bird Watching



Progress & Successes

- Remodel of Ranch Kitchen
- Pilot Events
 - Private Retreat:
Entrepreneurs Weekend
 - Private Dinner:
Local Harvest Supper Club
 - Fundraising Dinner:
Ukiah Players Theatre
 - Sustainable Living Workshop:
Solar Living Institute



Why Agritourism?

- **Business Benefits:**
 - Additional, diversified revenue stream
 - Co-marketing benefits with meat business, building stronger customer relationships
- **Leverages Existing Assets:**
 - Extraordinary piece of land and operation
 - Strong hospitality and programmatic skillset
- **Receptive Market:**
 - Huge desire from consumers to connect with their food – where it comes from, how it's made, who's making it
- **Personal Fulfillment:**
 - Commitment to education and awareness
 - Love of hosting people, creating food, events, and programs – a fun expression for us

Challenges

- Permitting
- Balancing Agritourism with Ag Operation
- Maintaining personal space
- Upfront capital costs for remodeling, infrastructure, and permitting



What's Next for Us

- Completing permitting process
- Upgrades to main Ranch house
- Begin offering first regular programs:
 - Ranch Tours
 - Weekend Ranch Stays

