
From: Marce Evans
Sent: Thursday, May 23, 2024 12:28 PM
To: nkovacevich@ocfairboard.com; bbagneris@ocfairboard.com; rruiz@ocfairboard.com; tbilezikjian@ocfairboard.com; dlabelle@ocfairboard.com; npham@ocfairboard.com; nrubalcavagarcia@ocfairboard.com; djackson@ocfairboard.com; OCF Executive; Michele Richards
Cc: Frank Fitzpatrick
Subject: Invitation to Collaborate with Orange County Ranchers re OC Fairgrounds Equestrian Center
Attachments: thumbnail_IMG_7549.jpg; 89546758_2971788056204724_3436941862298976256_n.jpg

Dear Board of Directors of the Orange County Fairgrounds & Michelle Richards, CEO of the Orange County Fairgrounds,

I want to thank you for your commitment to agriculture education, and the time the Board Members and Fairgrounds Staff have allocated to plan and review the future of the Orange County Equestrian Center, especially evident by today's May 23 OC Fair Board meeting.

I am the Executive Director of The HERD (Holistic Education for Reversing Desertification) Foundation and a rancher with 5 Bar Beef, Orange County's last beef cattle producer that sells grass-fed beef direct to consumers. We raise and graze cattle & horses in Trabuco Canyon with the dual goals of raising clean, chemical free local grass-fed beef as well as practicing holistic planned grazing to restore the soil, improve habitat for native plants & wildlife, and prevent wildfires.

I have followed the discussions surrounding the Equestrian Center, attended and spoken at many meetings, and I would be happy to have your Board & Staff out for a ranch tour to better understand ranchers. I am also a member of Young Farmers & Ranchers with the Orange County Farm Bureau, and encouraging the future of agriculture is the mission behind our non-profit HERD Foundation through educational ranch tours and partnerships with private and public stakeholders.

We would love to collaborate with the Fairgrounds on promoting awareness of ranching in Orange County, and have previously met with staff (along with Frank Fitzpatrick, the owner of 5 Bar Beef and Founder of The HERD Foundation), which resulted in a great partnership with a 5 Bar Beef booth at the 2018 fair, the big sign featuring Frank Fitzpatrick, his Quarter Horse Nick and two of our Barzona cattle which is put up annually at the livestock gate. With Covid, our small family ranch has had other commitments the last couple of years but we are always happy to help and be a resource.


I personally would love to volunteer my services as a resource for the Board & Staff to better understand modern day ranching vs urban community equestrian centers that provide public programming to veterans, orphans, inner city kids of low social economic status, etc. The latter is what you currently have on your property in Costa Mesa, and is a valuable community resource. I have provided some photos of our ranch in Trabuco Canyon, and please visit our website to see photos of ranching in action: www.theherdfdn.org and www.5barbeef.com

I believe it is possible for the Fair Board, Staff, the current trainers, horse owners and non-profit businesses that provide public services to all work together. I would be happy to help that process.

Please reach out at any time.

Sincerely,

Marce Evans


Executive Director, **The HERD Foundation**
Holistic Education for Reversing Desertification
<https://theherdfdn.org/>

5 Bar Beef
<https://5barbeef.com/>



