



UDDERLY RIDICULOUS FARM LIFE

CHERYL HASKETT

A LOVE STORY

A CITY GIRL



A FARM BOY





AND THEN...

KABOOOOOM!!!!



TAKING A LEAP - Farm to Retail



AVAILABLE at
300 RETAIL
LOCATIONS

Ontario Coffee-infused
Porter Beer



**COFFEE &
CRAFT BREW**

Yes, we use real lemons!



LEMON CREAM

Real Mango Purée



**PEACHY
MANGO TANGO**

Locally grown lavender



**VANILLA BEAN
LAVENDER**

Real Pumpkin Purée & Spices



SPICED PUMPKIN

VQA Merlot &
74% Dark Chocolate



**WINE & DARK
CHOCOLATE**

SO WHY TOURISM

- A. COVID
- B. We were going to go broke
- C. Demand
- D. Family Tragedy
- E. Cheryl is insane
- F. All of the above



BREAKING:

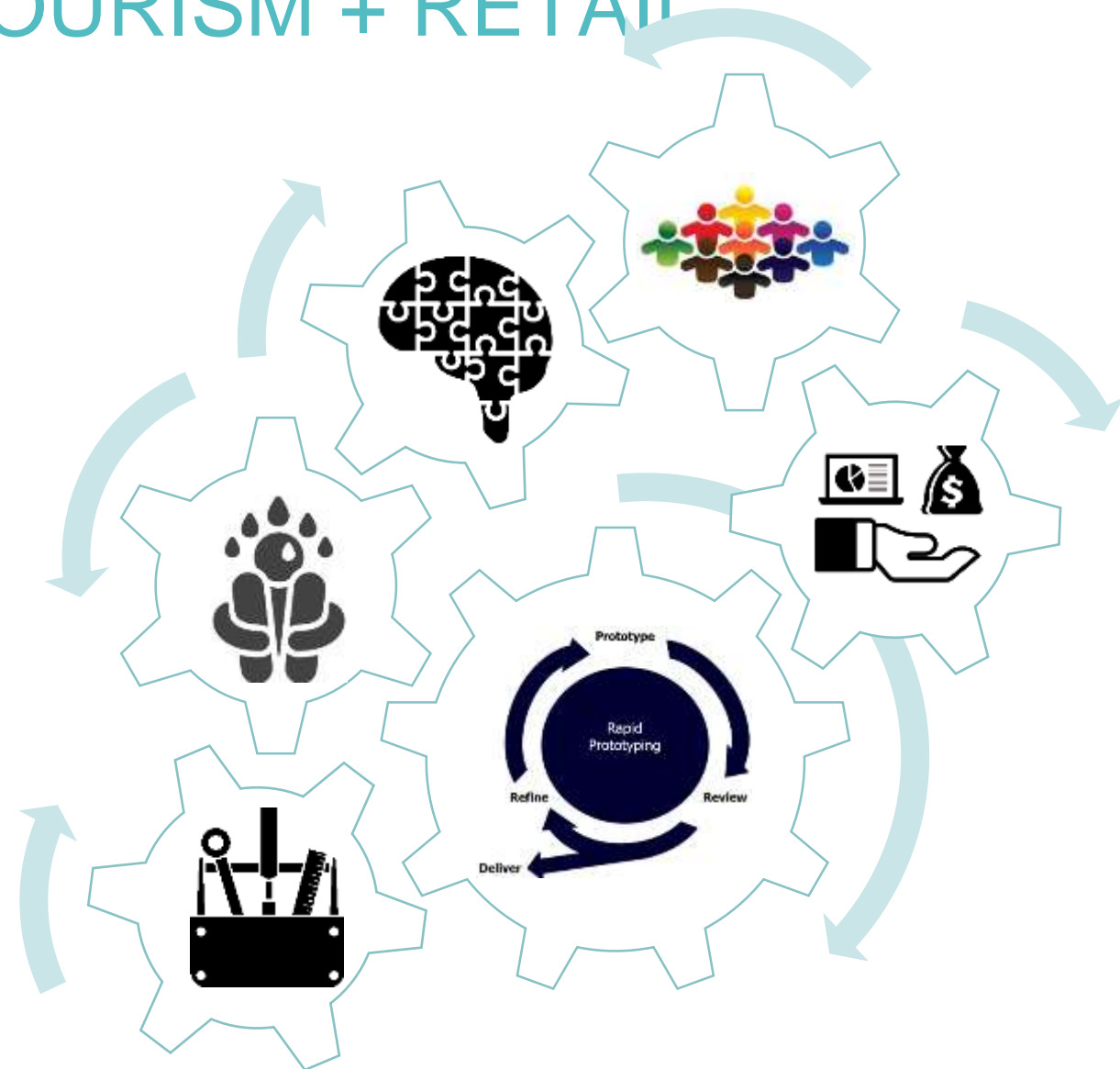
Makers of Canada's Best Dessert Welcome Ontarians To A Taste of Farm Life

Pre-booking available for goat yoga, goat recess
and guided alpaca walks.



WHOLESALE → AGRI-TOURISM + RETAIL

- Work through fears & concerns
- Split thinking, time & strategy
- Different Skillsets
- Human Resources
- Capital and Tech
- Rapid Prototype



Goat Yoga



Goat Recess



Alpaca Encounters



Goat Cuddles



Alpaca Walks



Taste of Farm Life



Alpaca Picnics



**Taste of Farm Life
Family Edition**



EXPERIENCES

overview of the suite of
experiences we've created

LOOKING AT THE NUMBERS

# of experiences delivered	255
# of events	3
# of experience visitors	1220
% of gross revenue	36%

WHY WE KEEP GOING...



CHILD-LIKE
LAUGHTER
COMING
FROM A FULL
GROWN MAN



JOY ON THE FACE OF AN
INDIVIDUAL WITH
DISABILITIES INTERACTING
WITH THE ANIMALS



A CHILD DRAGGED
TO A “FARM” BUT
HER PARTING
REMARKS ARE
“THIS WAS
BETTER THAN
CANADA’S
WONDERLAND”

THE EXPRESSION OF THE SKEPTIC
TASTING THE ICE CREAM AND
HEARING THE WORDS
**“OH MY GOD THAT IS
RIDICULOUSLY GOOD!”**





Why go travel to
Scotland when you
can visit Oxford
County!?

VISION AND DIRECTION



VISION AND DIRECTION

5 Core Principles of **REGENERATIVE AGRICULTURE**



BUSINESS RESILIENCY & ADAPTABILITY

- Diversification - with an ability to amplify the brand (or have a stand alone business) - revenue, brand value and assets
- Diversity - Reach a diverse audience to open dialogue about farming, food systems and community
- Legacy – a family farm for future generations
- Expand regenerative practices



Alpaca Walks



Goat Yoga



Gift Certificate



A Taste of Farm Life

More Experiences

Book Experiences

Testimonials

This was a great day. The animals
 were so friendly and interesting.
 The staff were friendly, helpful, and
 knowledgeable. The goats were
 so cute and the kids were
 so happy. The staff were so
 friendly and helpful. The goats
 were so cute and the kids were
 so happy.

Jan 1, 2020

★★★★★

Great experience. The animals
 were so friendly and interesting.
 The staff were friendly, helpful, and
 knowledgeable. The goats were
 so cute and the kids were
 so happy. The staff were so
 friendly and helpful. The goats
 were so cute and the kids were
 so happy.

John Doe

★★★★★

I went to the farm with my
 family and it was a great day.
 The animals were so friendly
 and interesting. The staff were
 friendly and helpful. The goats
 were so cute and the kids were
 so happy.

Anonymous, Grand Valley

★★★★★

The farm is a great place to
 spend a day. The animals are
 so friendly and interesting.
 The staff are friendly and
 helpful. The goats are so
 cute and the kids are so
 happy. The farm is a great
 place to spend a day.

Anonymous, Boulder

★★★★★

OUR WEBSITE

Trending Products



Udderly Ridiculous Ice Cream Flight Serving Board
\$25.00

add to cart



Udderly Ridiculous Freezer Bag
\$3.50

add to cart



Udderly Ridiculous – Women's T-shirt
\$25.00

add to cart



Coffee & Craft Brew (473mL)
\$7.99

add to cart

Shop All Products

Fall in Love with Farm Life

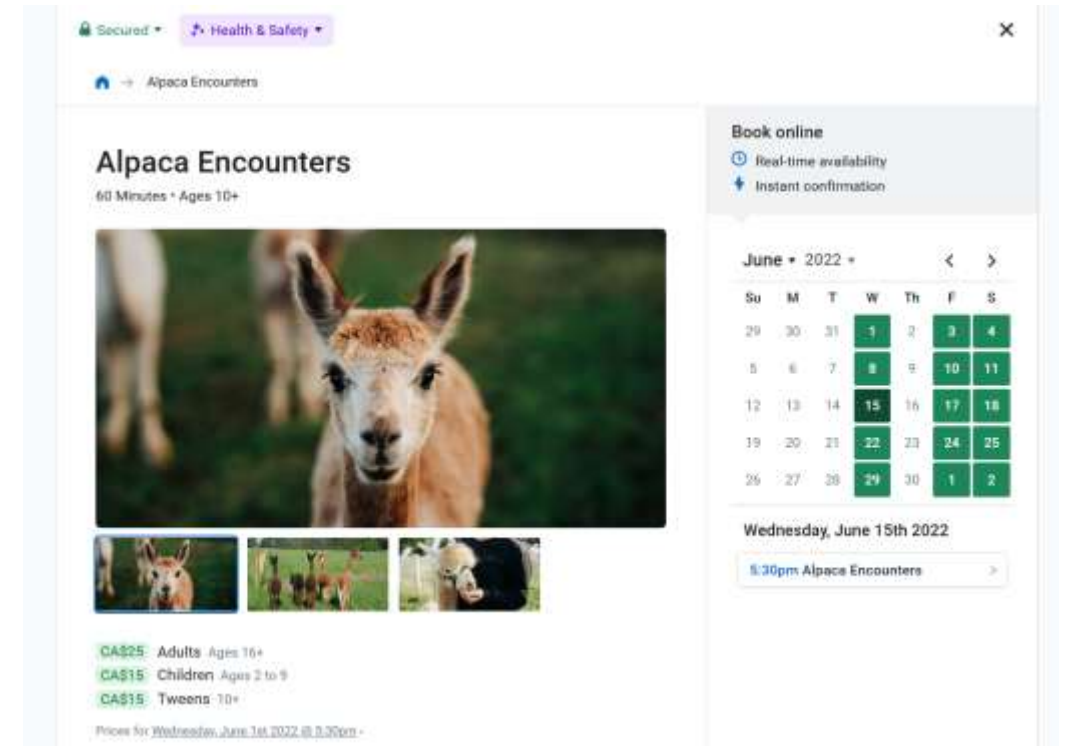
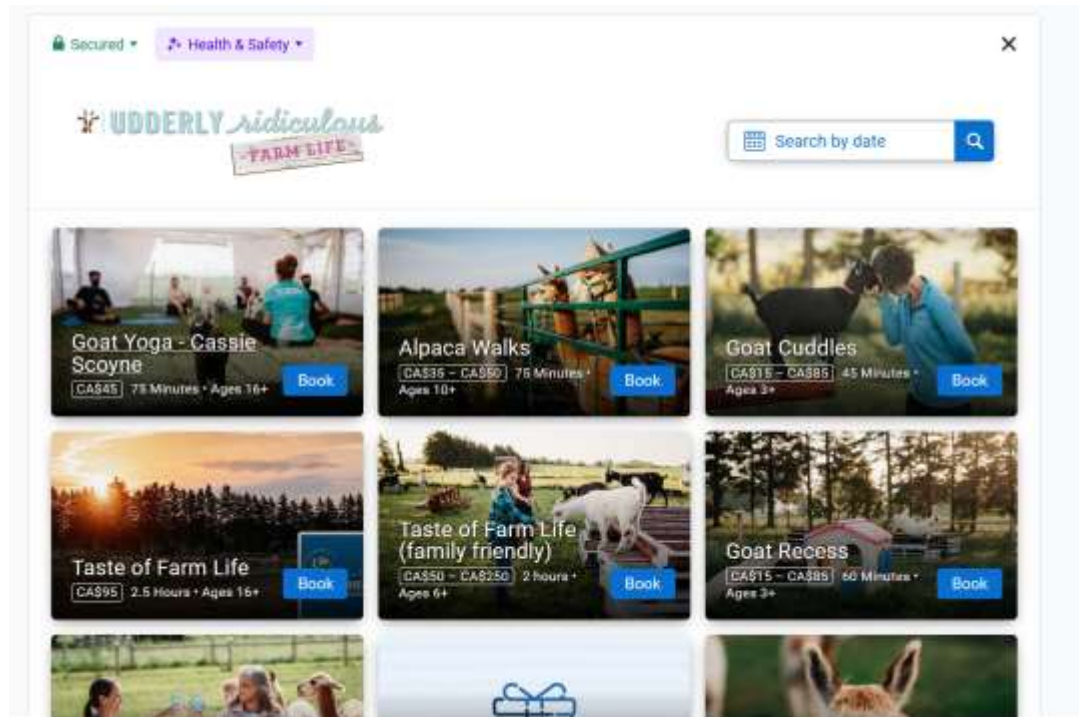


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OUR WEBSITE

BOOKING PLATFORM



E-COMMERCE



HOME OUR STORY ▾ EXPERIENCES ▾ SHOP WHOLESALE CONTACT BLOG

\$0.00

SHOP

Items ordered online are available for curbside pick up at our shop in Bright, ON.

Your pick up time slot will be confirmed after booking for your convenience.

Featured Items

Search

Food Products

- ☐ Beverages
 - ☐ Coffee & Tea
 - ☐ Cold Drinks
 - ☐ Drink Mixes
- ☐ Cheese & Dairy



Food Crayon –
Individual – Miso

\$18.00



Thames River Melons –
Dill Pickled Beans

\$9.00



salt + MUSTARD – Black
Garlic Vinegar

\$20.00



Spirit Tree Cider –
Sparkling Cranberry
Apple (Alcohol)

\$8.99

Book Experiences

WHAT'S NEXT

WHAT DO YOU THINK WE WILL BE WORKING ON NEXT??

WRITE YOUR IDEAS/THOUGHTS IN THE CHAT BOX

WORKING ON NEXT...

- Refining the target guests, creating videos/imagery and then marketing campaigns to best reflect those
 - Investment into guest comfort - less weather cancellations/extend season
 - Trial with resell partners
 - Trial of Corporate learning experiences for off season/mid week
 - Trial with small school groups for mid week
 - 2 Events – 2nd annual “A Taste of Ontario” & a new event (can’t give it away) to seed a scholarship fund for women coming out of the shelter who want to get education or start a business
- Further out build a year round facility with a commercial kitchen!



UDDERLY RIDICULOUS FARM LIFE

the story continues....



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UDDERLY
—ridiculous—
FARM LIFE

THANK YOU!

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Rural Oxford
We grow
together series