



Bakersfield, California
Established 1983

MURRAY FAMILY FARMS

- ◉ Do you like to garden or do you want to farm
- ◉ Keep your day job
- ◉ It is easier to grow than to sell
- ◉ Retail / Wholesale
- ◉ “Family Farm Fanatics”
- ◉ “Fond Memories Grown RIPE Here”



HISTORY

- ◉ East meets west
- ◉ The Home Ranch
- ◉ 20 acres to 325
- ◉ The Big Red Barn
- ◉ The Old Tomato Weigh Station
- ◉ Cal-Okie Orchard Kitchen
- ◉ Part of the solution

EAST MEETS WEST

- Sierra Club
vs.
Ag Chem Assn
- Met in Idaho,
Moved to
Bakersfield
- Founded on
Shoe Strings
- Raise 3 kids
on the farm



THE HOME RANCH - THE 1ST 20 ACRES

- Trade House for Farm
 - Home equity = \$20,000 down
 - 25,000 cash back
 - Should we fix it or tear it down
- 10 acres rent for 1,500 free cherry trees
- Babies in a Back Pack - Spurs and Doubles

20 ACRES GROWS TO 325

- ◉ How We bought 80 acres on a Credit Card
- ◉ \$3,000 Earnest Money
- ◉ 10% down
- ◉ 5 year balloon
- ◉ Sell $\frac{3}{4}$ = 20 free acres
- ◉ Assume Part of debt to buy 4,000 Cherry Trees
- ◉ Repeated 6 times -> 325 acres

THE BIG RED BARN



THE BIG RED BARN - 45 ACRES

- ◉ Terms we could live with = Pay later
- ◉ Chopping Wood and Hauling Water
- ◉ The Tent - Rattlesnakes and Locust
- ◉ A.D.D. Plantings -50 Trees each, 200 Varieties
- ◉ Tent -> 40 foot retail trailer

THE BARN RAISING

- 2002 -2004 Planning Dept.
 - M-I P.D. zoning
 - CITA - 2004 - 2006
 - Russ - 2006 - 2009
 - \$585,000 Budget, \$1,300,000 actual
 - 2011
 - \$55,000 - Pave County Road
 - \$50,000 - Replace Refrigeration
 - \$40,000 - Pole Barn
 - \$16,000 - Back Lot Paving
 - \$35,000 - New Attractions
 - Pillow, Corn Cannons, Spider Web, Cow Train
 - Future Gas Station

THE OLD TOMATO WEIGH STATION - 70 ACRES

- 25 acres “Free” in land purchase
 - Ag Well, A.E. District water
 - 10 acres commercial, 10 acres industrial, 5 acres Ag zoned
- 45 acres Ag zoned
- 3 buildings, power, domestic water, septic
- Future - R.V. Park, Big Barn, Gas Station,

THE OLD TOMATO WEIGH STATION



Murray Family Farms
FARMER'S MARKET

**MURRAY FAMILY
FARMS**

9557



CAL-OKIE ORCHARD KITCHEN

- ◉ Comfort food Fast
- Grab and Go
- ◉ Okie Fry Pies
- ◉ Pot Pies
- ◉ Rotisserie Chicken
- ◉ Seasonal Veggies
- ◉ Pies and Ice Cream
- ◉ Bavarian Nuts



PART OF THE SOLUTION

- ◉ We are Producers
- ◉ Revenue Comes From:
 - Export Sales - > 75%
 - Interstate Travelers
 - Southern and Coastal Farmers Markets
- ◉ Expenses Go To:
 - 77 full time employees - >\$1,200,000
 - 600 pickers - > \$1,100,00
 - Local Businesses
 - Government - Taxes (Property, Sales), Permits, Fines

RETAIL OPERATION - CASH FLOW

- Two Freeway Farm Markets
- Year-Round Agri-Entertainment
 - Wagon Rides
 - U-Pick
 - Petting Zoo
 - Hay Rides
 - Ant Farm / Giant Web
 - Seasonal Festivities
 - 28 Farmers Markets
 - Educational and Group Tours

OCTOBERFEST - 15,000 - 25,000

- ⦿ Three Pumpkin Patches
- ⦿ Corn Maze
- ⦿ Corn Cannons
- ⦿ Bounce Pillow
- ⦿ Cow Train
- ⦿ School Tours



OCTOBERFEST

Steve and Vickie Murray during their favorite time of year, Octoberfest!



WHOLESALE OPERATIONS - PROFIT

- ◉ Limited Labor, Management
- ◉ Cherries - Prima Fruita, Warmerdam Packing
- ◉ Blue Berries - Herst Berry
- ◉ Apricots - Kirschmann Enterprises

KERN COUNTY TREASURE



KERN COUNTY TREASURE

- ◉ Fond Memories “RIPE” Here
- ◉ Kern Counties Premier Agricultural Destination
- ◉ Gateway to the Central Valley
- ◉ Connect People with the Food that they Eat
- ◉ Encourage Proper Childhood Nutrition

COMMUNITY ADVOCATES

- ◉ Farm Bureau
- ◉ Chamber of Commerce
- ◉ Sister Cities
- ◉ School Board
- ◉ Church Board
- ◉ Gleaners / Rescue Mission
- ◉ Warmline
- ◉ Boys and Girls Clubs

SUSTAINABLE BUSINESS PRACTICE

- ◉ Local - Grow what we sell
- ◉ Biodynamic Farming
- ◉ Organic where it is feasible
- ◉ No pesticide residues on fruit
- ◉ Drip Irrigation
- ◉ Fair Pay
- ◉ Live and raise family on the farm
- ◉ Sell Direct to the public

BEYOND ALL REASON OR LOGIC

- ⦿ Inefficient
- ⦿ Capital Intensive
- ⦿ Management Intensive
- ⦿ High Risk
- ⦿ Long Hours
- ⦿ Low wages

























“FOND MEMORIES GROWN RIPE HERE”

- ◉ Old Fashioned friendly service
- ◉ Multigenerational Farming Family
- ◉ Educational and Entertaining
- ◉ Fulfilling and Rewarding employment

MURRAY FAMILY FARMS

- ◉ History
- ◉ Part of the solution
- ◉ Retail / Wholesale
- ◉ Kern County Treasure
- ◉ Community Advocate
- ◉ Sustainable Business Practices
- ◉ “Family Farm Fanatics”
- ◉ “Fond Memories Grown Ripe Here”

