

Ragay Family Regenerative Farm & Food Enterprise Foundational Business Plan

Purpose

This document outlines a simple, respectful plan to guide our family in building a sustainable farm, food, and livelihood project in Ragay. The goal is long-term family wellbeing, stable income, and opportunities for future generations.

Core Values

- Family first
- Community respect
- Sustainable farming
- Honest work and fair pay
- Slow, steady growth

Leadership Structure

Matriarch / General Manager: Wife (co-leading early)
Operations Manager: Family driver + Barangay Captain
Strategy & Development: Husband (planning, systems, infrastructure guidance)
Family Board: Wife, Husband, Accountant, Senior family elder

Roles Overview

Farm Team – livestock, crops, fish
Logistics Team – delivery routes, transport, cold storage
Finance – accounting, budgeting, reporting
Hospitality (later) – café, farm stays, tourism
Construction – engineering and carpentry guidance

Staged Growth Plan

Phase 1: Basic farm production (eggs, chicken, goats, vegetables, fish)
Phase 2: Weekly delivery to Ragay–Sipocot–Daet–Tagkawayan
Phase 3: Butcher supply and farm shop
Phase 4: Café, tours, kids animal area
Phase 5: Accommodation and agritourism

First 90-Day Focus

- Family alignment
- Local relationship building
- Land planning and zoning
- Small-scale livestock introduction
- Trial delivery system
- Start modest income streams

Conflict Prevention

- Clear roles
- Paid positions even for family
- Transparent finances
- Monthly family business meeting
- Wife final decision on daily operations

Wellbeing Commitment

- Protect wife and daughter first
- One rest day per week
- No rapid expansion without stable income
- Community and family harmony above profit

Long-Term Vision

A family-run regenerative farm that supplies food to nearby towns, creates jobs, supports tourism, and becomes a legacy asset for future generations.