

CASE STUDY:

Jennifer & Luis Hernandez, 3J Farms

Ranch Overview:

3J Farms OK is a diversified family farm and ranch. Originally a dairy farm, the operation has evolved over time into a mixed enterprise including cow-calf cattle, adaptive grazing, greenhouse gardening and ventures such as Airbnb-style agritourism and hunting/fishing access.

From their base in Blanchard, Oklahoma, Jennifer and Luis Hernandez have marketed their beef through local farmers markets and have added new income streams by integrating recreation (hunting, fishing) and guest experiences.

“**Grass-fed wasn’t just about marketing — it was about working with what the land could provide naturally.**” — Jennifer Hernandez

Regenerative Journey:

When Jennifer and her husband, Luis, returned to the family operation, the land was compacted and tired from years of continuous use as a dairy farm. They began rebuilding the soil from the ground up — introducing cover crops, rotational grazing and longer rest periods for pastures. Their goal was not only to restore productivity but to create a self-sustaining system that could support healthy soil, wildlife habitat and future generations.

Through the process, they shifted from a traditional input-driven mindset to one that focuses on biological health and natural cycles as the foundation of profitability. Both Jennifer and Luis intentionally sought education in regenerative agriculture, including taking courses offered by Noble Research Institute to help refine grazing practices, stocking rates and more profitable planning.

Jennifer values simplicity and self-reliance, saying that the fewer inputs she relies on, the better off the land and the business will be. By rotating cattle frequently, planting diverse forage mixes and minimizing chemical inputs, she has seen the soil become more alive and forages more productive.



Stewardship & Ranch Management Philosophy:

Their approach is centered on regeneration, diversification, and pragmatism. Key elements include:

- **Integration of recreation (hunting/fishing) as complementary enterprise:** Instead of being separate, the recreational aspect is designed to align with land health and management, bringing in revenue without heavy additional inputs.
- **Partnerships & outsourcing logistics:** For instance, they use a third-party service to handle guest booking logistics for hunting, which frees them to focus on land and livestock management.
- **Start small and scale:** They emphasize beginning modestly (e.g. with minimal infrastructure) and expanding as demand and capacity grow.
- **Continual learning & adaptation:** They don't view their methods as fixed; they expect to keep iterating, learning from mistakes, and adjusting practices as conditions and markets shift.



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3J Farms.