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**St. Paul
June 6, 2024**

River Ranch owners Adam and Crystal Charbonneau inaugurated their new HERITAGE SPACE dedicated to cattle ranching in the company of guests, collaborators, family and the ÉCONOMUSÉE® Network Society (ENS). This space offers an opportunity to discover the know-how and traditional practices that have been passed down through the generations on this typical Alberta ranch.



Inauguration of River Ranch Cattle Ranching HERITAGE SPACE



Tourist experience

CATTLE RANCHING HERITAGE SPACE is a cultural adventure immersed in Western history, traditions and culture. The interpretation trail is dotted with information panels detailing the different facets of cattle farming, highlighting the traditional techniques and modern practices that exist side by side in harmony.

At the same time, visitors have the chance to take part in a number of horses riding-related activities, enabling them to discover or deepen their knowledge of the equestrian art. From horseback riding to the discovery of rich-tasting meat, Adam and Crystal Charbonneau share their vision of regenerative agriculture.

"We're delighted that River Ranch has become the very first HERITAGE SPACE in Western Canada, a tourism concept that allows visitors to learn and experiment with an intangible heritage practice and keep it alive. The ÉCONOMUSÉE® Network Society is proud to count an innovative company rooted in tradition among its members," says ENS General Manager Carl-Éric Guertin.



PROMOTER OF THE EXPERIENCE  Artisans du travail
à l'économie

From Pasture to Plate

River Ranch specializes in the supply and marketing of beef. Located on the Canadian Prairies, the establishment is committed to offering its customers products of the highest quality, raised in a natural and healthy environment, with a focus on animal welfare and regenerative farming.

“We want to showcase our ranch, which practises land regeneration using cattle, focusing on the positive impact that well-managed grazing animals have on ecosystems and soil health. River Ranch’s grass-fed beef is a great alternative to grain-fed beef, with its tasty marbling and healthy fat,” explain the owners of River Ranch.

“River Ranch joins Alberta’s family of Artisans at work, enhancing a tourism offering that is much appreciated by visitors from all over the world. Parallèle Alberta is delighted to be able to highlight a regional business gem that recognizes the added value of bilingualism. We are proud of the work accomplished and of the trust Adam and Crystal continue to place in us for this project,” says Étienne Alary, Executive Director of Parallèle Alberta.

This project was funded by Parallèle Alberta, who is responsible for accompanying and promoting the province’s entrepreneurs through the Artisans at work experience, and by Canada Economic Development for the Prairies, the department that diversifies the economy on the Canadian Prairies.



About River Ranch

River Ranch, under the RR brand formerly run by Adam Charbonneau's parents, was established in 1974. The ranch has 100 cows and a stable of ten horses. In addition to raising cattle and marketing meat, the company offers a number of equestrian experiences, including introductory riding lessons, guided horseback tours, overnight horseback expeditions, a lasso workshop and a hike on the ranch’s hiking trail.

About ENS

The ÉCONOMUSÉE® Network Society (ENS) is an international non-profit organization founded in 1992. It works with a network of partners to preserve and promote a wide variety of traditional cultural practices and to develop heritage projects. ENS showcase artisans’ know-how by providing privileged access to the place where they are made, their owners and their authentic history. Among other things, it oversees the development, implementation and promotion of the ÉCONOMUSÉE® concept and five other concepts such as the HERITAGE SPACE, under its Artisans at work experience brand.

Sources:

River Ranch — Cattle Ranching HERITAGE SPACE

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