



**THE RANCH AT LAGUNA BEACH NAMED FIRST OCEAN FRIENDLY HOTEL IN CALIFORNIA BY
THE SURFRIDER FOUNDATION**

With this recognition from Surfrider Foundation, The Ranch at Laguna Beach continues to be a leader in its commitment to coastal preservation and sustainability

LAGUNA BEACH, CA (September 10, 2024) – [The Ranch at Laguna Beach](#) proudly announces its designation as the first Ocean Friendly Hotel in California by the Surfrider Foundation. This prestigious recognition is reflective of The Ranch at Laguna Beach's unwavering dedication to sustainable practices and ocean conservation, setting a new standard in eco-friendly hospitality.

“It is a tremendous honor to be recognized as California’s first Ocean Friendly Hotel by the Surfrider Foundation,” said Kurt Bjorkman, Chief Operating Officer of The Ranch at Laguna Beach. “This achievement reflects our deep commitment to preserving the natural beauty of Laguna Beach and promoting sustainable tourism on the California coast. We are proud to lead by example and inspire others to embrace responsible practices that protect our oceans and environment.”

Blending the rich history of its location, once home to an 1800’s homestead, and the artistry that is Laguna Beach, the resort spreads over 87 acres and features two Surfrider Ocean Friendly Restaurants, a half-acre biodynamic farm, a 3,000-square-foot indoor/outdoor spa, and the only golf course in Laguna Beach. Leveraging a range of innovative planet-forward programs, from recycling glass bottles into sand for its golf course bunkers to irrigating with reclaimed water, The Ranch at Laguna Beach continually demonstrates its commitment to embracing its local community, history, and culture.

The Surfrider Foundation’s Ocean Friendly Hotels program is a brand-new initiative launched in September 2024, an expansion of Surfrider’s nationally recognized Ocean Friendly Restaurants Program. Each Ocean Friendly Hotel follows a set of criteria to reduce plastic pollution, aiming to build an inclusive community of eco-conscious hotels, activists, and patrons. The goal is to support a healthy lifestyle for all people and the planet, increasing awareness, driving behavior change, and protecting our ocean, waves, and beaches for the future. The larger the network of ocean-friendly leaders grows, the more mainstream the concept of plastic-free living becomes.

“The Surfrider Foundation is thrilled to welcome The Ranch into the brand new Ocean Friendly Hotels program! From their reusable, wooden room keys, reusable toiletry bottles, and robust composting program, to their three Ocean Friendly Restaurants and more, The Ranch is a stellar example of a hotel that goes above and beyond to reduce their plastic footprint, all while enhancing their guest experience. By choosing to stay at Surfrider’s Ocean Friendly Hotels, customers can make a difference

and proactively protect our ocean and coasts from single-use plastic pollution,” says CJ O’Brien Weddle, Surfrider’s Ocean Friendly Programs Manager.

The Ranch at Laguna Beach has demonstrated exemplary efforts in these areas by removing single-use plastics from all operations and replacing them with eco-friendly alternatives, including eliminating plastic straws, bottles, and bags, significantly reducing plastic waste. By utilizing reclaimed water for irrigation, the resort saves 20 million gallons of water annually, ensuring sustainable landscaping practices. The resort’s signature restaurant, Harvest, is Laguna Beach’s first ‘Ocean Friendly’ restaurant, sourcing local and sustainable ingredients for its seasonal menus. This includes seafood from the James Beard Sustainable Seafood Standards list and produce from the property’s own half-acre biodynamic farm. The Ranch at Laguna Beach also recycles glass bottles into sand for its golf course and operates an on-site composting program, minimizing waste and promoting a circular economy.

In addition to these efforts, The Ranch at Laguna Beach actively engages in community initiatives that foster environmental stewardship. The resort partners with The Ecology Center for tree planting programs and supports local wildlife conservation projects. These initiatives contribute to the overall health and sustainability of the Laguna Beach community and its natural surroundings. As a founding member of Beyond Green, The Ranch at Laguna Beach continues to pave the way for hospitality companies worldwide, aligning its practices with the United Nations Sustainable Development Goals.

For more information about The Ranch at Laguna Beach and its sustainability initiatives, please visit theranchlb.com. To learn more about the Surfrider Foundation’s Ocean Friendly Hotel program, visit surfrider.org/programs/ocean-friendly-hotels.

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About The Ranch at Laguna Beach

Spread over 87 acres where the canyon meets the sea in the heart of Orange County, California, The Ranch at Laguna Beach is a boutique, coastal resort steeped in history since its inception as an 1800’s homestead. With 97 guest rooms and suites, a half-acre biodynamic farm, the only golf course in Laguna Beach, a 3,000 square foot indoor/outdoor Spa and robust spaces for meetings & events, The Ranch at Laguna Beach embodies the essence of all the iconic, artistic beach community of Laguna Beach has to offer. The resort’s diverse dining program includes farm-to-fork California cuisine at Harvest restaurant, The Porch, locally sourced hook-to-fork cuisine at Lost Pier Cafe, along with Young’s Beach Shack at Salt Creek Beach. From property programming such as yoga, stargazing and outdoor exploration, to destination adventures of dolphin safaris, whale watching, and immersion into key cultural elements of the destination, The Ranch at Laguna Beach provides authentic California experiences for locals and travelers alike. With sustainability at the forefront of all resort initiatives, The Ranch at Laguna Beach is a founding member of Beyond Green, a global portfolio of hotels, resorts, and lodges that exemplify sustainability leadership. For more information, please visit www.theranchlb.com.

About the Surfrider Foundation

The Surfrider Foundation is a nonprofit grassroots organization dedicated to the protection and enjoyment of our world’s ocean, waves, and beaches for all people through a powerful activist network.

Founded in 1984 by a handful of visionary surfers in Malibu, California, the Surfrider Foundation now maintains over one million supporters, activists, and members, with more than 200 volunteer-led chapters and student clubs in the U.S., and more than 900 victories protecting our coasts. Learn more at surfrider.org.