



Media Release

October 18, 2021

Contact: Juan Camero

(650) 348-7600

juan@visitsmcsv.com

Annual Farm Tour Shows that San Mateo County's Agricultural Bounty is "As Fresh As It Gets"

San Mateo County/Silicon Valley Conventions and Visitors Bureau event connects area chefs and farmers

Burlingame, CA (October 18, 2021) – California produces more than a third of the country's vegetables and two thirds of the country's fruits and nuts making agriculture a huge industry for the state. In San Mateo County, vegetables and flowers grow in abundance and the area is home to 13 Certified Farmers' Markets. Here, locally grown means local!

On Monday, November 1, 2021, the San Mateo County/Silicon Valley Convention and Visitors Bureau (SMC/SV CVB) will host their 14th annual Farm Tour for San Mateo County's "As Fresh as it Gets" Program. The annual Farm Tour is an opportunity for chefs, restaurant owners, and catering managers who make food product buying decisions expand their relationships with area farms. On the tour, attendees will learn firsthand about local produce, meats, goat cheese, wine and beer, and get the chance to talk one-on-one with local farmers.

"Many people might not think of farming when they think of San Mateo County/Silicon Valley, but we are home to more than 50 working farms plus a working harbor, meaning so much of what visitors enjoy in our restaurants is grown right here," said John Hutar, President and CEO of San Mateo County/Silicon Valley Convention and Visitors Bureau. "This tour creates important connections that make farm-to-fork more than a slogan and proves our region is as fresh as it gets."

The tour starts at the San Mateo County Event Center, where attendees will be greeted with coffee, pastries and bagels provided by the event center. The group will then visit Andretti Family Farms in Half Moon Bay, Root Down Farm in Pescadero, enjoy a special farm to table lunch at Loma Mar Store & Kitchen, then stop by Fifth Crow Farm in Pescadero and Blue House Farm in San Gregorio.

"Our Farm Tour was a huge success two years ago and we are very excited to be able to host it again in 2021," said Nova Maldonado, Community Outreach & Convention Services Manager for the SMC/SV CVB. "We look forward to seeing everyone, meeting the farmers and networking with our coastal community."

The “As Fresh as it Gets” program is operated by the [San Mateo County/Silicon Valley Convention & Visitors Bureau](#) and [San Mateo County Farm Bureau](#), in cooperation with the Harbor District and with the support of the [San Mateo County Department of Agriculture](#). The “As Fresh as it Gets” program ties together the area’s hospitality, agricultural, fishing and wine and beer making industries. For more information on healthy, locally produced foods, local growers and farmers’ markets, visit www.freshasitgets.com.

If you’re interested in receiving the “As Fresh as it Gets” newsletter, please contact Nova Maldonado at nova@visitsmcsv.com.

###