



Media Release

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Annual Farm Tour in San Mateo County was a great success!

On November 1, 2021, the [San Mateo County/Silicon Valley Conventions and Visitors Bureau](#) (SMC/SV CVB) hosted their 14th annual Farm Tour for San Mateo County's "As Fresh as it Gets" Program.

The annual Farm Tour is a familiarization tour for restaurant, hotel and catering staff managers who make the buying decisions for their establishments and are interested in developing new and local buying relationships.

"This annual farm tour is a very important event for us," said John Hutar, President & CEO for the SMC/SV CVB. "After a one year hiatus, we are delighted to have had the opportunity to bring together so many members of our community in order to support the local agriculture."

Originally planned for October 25, the farm tour had to be rescheduled for a week later, due to heavy rain in the region. Regardless of this, there were xx attendees who visited four farms on the coast side, including San Mateo County's Third District Representative, Supervisor Don Horsley.

The tour started at the San Mateo County Event Center, where attendees were greeted with coffee, pastries and bagels provided by the event center. The group visited Andreotti Family Farms in Half Moon Bay, Root Down Farm in Pescadero, followed by a special farm-to-table lunch at Loma Mar Store & Kitchen. The tour concluded with stops at Fifth Crow Farm in Pescadero and Blue House Farm in San Gregorio.

"After postponing the event in 2020, we were ecstatic to be able to host it again in 2021!" said Nova Maldonado, Community Outreach & Convention Services Manager for the SMC/SV CVB. "We were very excited to see everyone meeting the farmers and networking with our coastal community."

Attendees learned firsthand about local "San Mateo County Grown" produce, meats, goat cheese, wine and beer, and more!

ABOUT “AS FRESH AS IT GETS”

The San Mateo County “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.

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