



# News Release

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## **Safeway Cultivates Education at Alameda County Fairgrounds** **Safeway Names the Barn at The Farm, a New Agriculture Education Facility**

Pleasanton, CA - Today, the Alameda County Fair Foundation is proud to announce a partnership with Safeway to brand "Safeway Barn" at The Farm, a new agriculture education facility. The generous support from Safeway will accelerate the construction of this cutting-edge field trip destination and community resource currently under development at the Alameda County Fairgrounds.

Safeway's contribution anchors the Alameda County Fair Foundation's capital campaign to bring The Farm to fruition. They join a distinguished list of contributors, including the Wente family, Fremont Bank Foundation, and 3 Calhoun Sisters Ranch. Several Alameda County districts have also pledged their support, collectively propelling this vision forward.

The Farm will highlight innovations in farm technology, fostering agriculture education initiatives that will benefit the region for generations to come. Safeway's investment underscores its dedication to advancing education, sustainability, and the overall well-being of the community.

"We are thrilled to welcome Safeway to The Farm family," said Jerome Hoban, CEO of the Alameda County Agricultural Fair Association. "The Farm brings a new era of community enrichment. The Farm will be an invaluable educational resource, offering students firsthand experiences at the intersection of agriculture and technology. Together with Safeway, we are sowing the seeds of knowledge and inspiration into our community."

The collaboration between Safeway and the Alameda County Fair is a testament to the organizations' common mission to support a well-nourished and educated community. It marks

a pivotal moment in the realization of The Farm, ensuring that the Barn stands as a symbol of progress and opportunity for future generations.

“Safeway's partnership with The Farm reflects our commitment to make a positive impact in the community to better the lives of people in the neighborhoods we serve,” said Karl Schroeder, President of Safeway Northern California Division. “The Farm will serve as a foundational platform to educate students about the origins of their food and explore avenues to build a healthier community together.”

For further information about the Alameda County Fair Foundation capital campaign and sponsorship opportunities, or to learn more about The Farm, please contact Executive Director Valerie Shirk at [foundation@alamedacountyfair.com](mailto:foundation@alamedacountyfair.com) or visit [alamedacountyfair.com/foundation/](https://alamedacountyfair.com/foundation/).

### **About The Farm:**

The Farm will be an agriculture education facility in the heart of the Alameda County Fairgrounds. Designed to function as both an enriching field trip destination and a valuable community resource, The Farm will offer students and the public immersive, hands-on experiences with crops, livestock, and agriculture ecosystems. Programming will also provide visitors with an introduction to the latest advancements in farming, fostering an appreciation for sustainable practices, innovative technologies, and career opportunities within the agriculture sector. For concept renderings and more information, visit [alamedacountyfair.com/the-farm/](https://alamedacountyfair.com/the-farm/).

### **About Alameda County Fair Foundation:**

With a legacy spanning over a century, the Alameda County Fairgrounds has been a cornerstone in showcasing and progressing the rich agricultural heritage of Alameda County. The mission of the Alameda County Fair Foundation is to drive youth appreciation for agriculture through forward-thinking educational programs and state-of-the-art facilities. The Foundation aspires to ensure that the Fair's agricultural legacy not only endures but thrives for generations to come.

Learn more about how you can support Alameda County Fair Foundation and its educational mission with a Heritage Membership at [alamedacountyfair.com/heritage-membership/](https://alamedacountyfair.com/heritage-membership/).

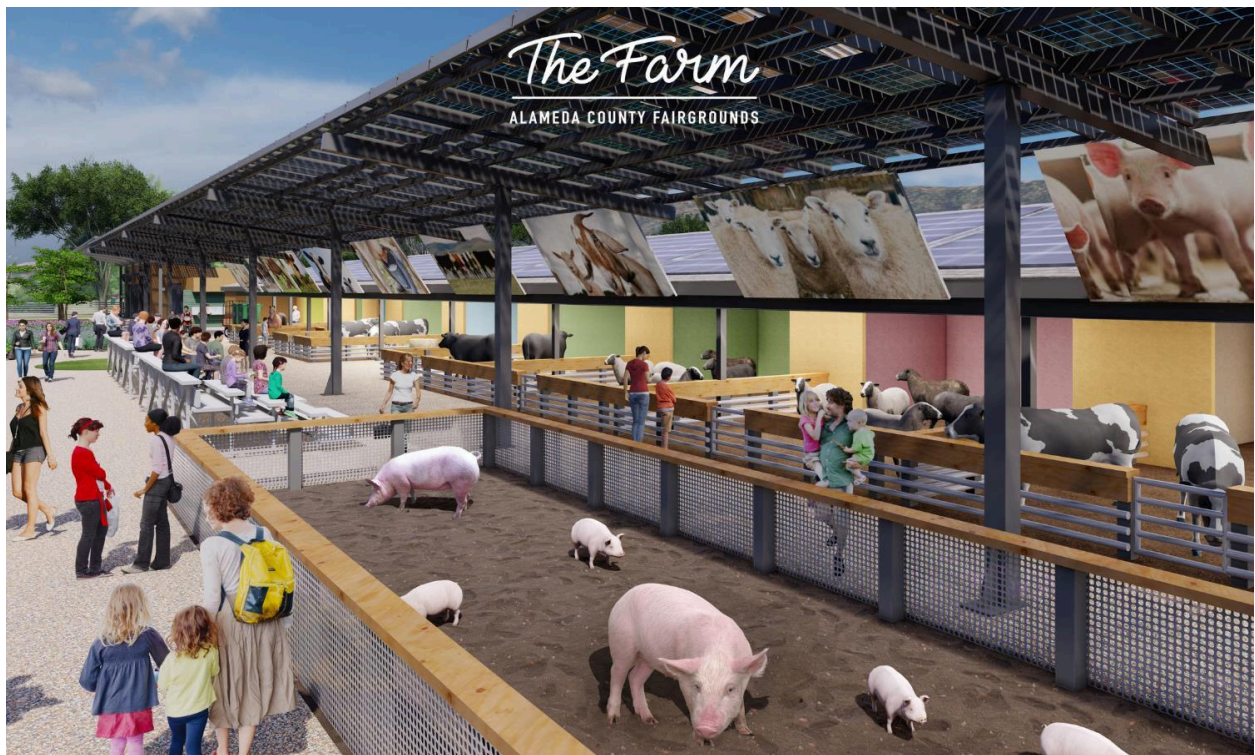
### **About Safeway:**

Safeway is one of the most well-recognized grocery retail brands with a long-standing reputation for quality and service, proudly serving Northern California since 1926. Today, the company operates 290 stores across Northern California, Nevada, and Hawaii, under four banners, including Andronico's, Safeway, Pak N' Save, and Vons. In 2023, the Safeway Northern

California Division donated more than \$40 million in food and financial support to charitable organizations in the communities it serves. Safeway is a division of Albertsons Companies.

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*The Alameda County Agricultural Fair Association, a 501(c)(3) non-profit organization, produces the annual Alameda County Fair without any tax funding from the government. It is ranked one of the top 50 North American Fairs and the 7th largest fair in California. The Fairgrounds is home to the oldest one-mile race track in America.*







*The Farm*  
ALAMEDA COUNTY FAIRGROUNDS