

News Release: September 18, 2024

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Groundbreaking Ceremony for ‘Safeway Barn’ Marks Exciting New Chapter at Alameda County Fairgrounds

State-of-the-Art Year Round Agricultural Facility

Pleasanton, Calif. – The Alameda County Fairgrounds in Pleasanton hosted a successful groundbreaking ceremony for the 'Safeway Barn' on Wednesday, September 18, at 11am. This invitational event marked the launch of Phase One in the development of The Farm, a state-of-the-art agricultural education facility located at the heart of the Alameda County Fairgrounds.

The Farm will serve as both a year-round field trip destination and a valuable community resource. Built and operated by the Fairgrounds, The Farm will offer guests immersive, hands-on experiences with crops, livestock, and agricultural ecosystems. Its programming will introduce visitors to the latest advancements in farming, promoting an appreciation for sustainable practices, innovative technologies, and career opportunities within the agriculture sector.

This past spring, Safeway stepped up as a major sponsor to support the project. They joined 19 other donors including the Wente Family, Butler Amusements, Livermore Rotary, Hayward Rotary, and several Alameda County District Supervisors.

Phase one was made possible by Safeway’s contribution, as well as fundraising from the Alameda County Fair Foundation, achieving the remarkable milestone of contributing over \$2 million to kickstart the Barn groundbreaking. Targeted for completion before the 2025 Fair, phase one will introduce the Safeway Barn, the future home of resident livestock at The Farm.

The Alameda County Fair Foundation will continue its fundraising campaign for The Farm to enable phase two, which will include an outdoor kitchen, outdoor pavilion, and crops.

The groundbreaking ceremony featured renderings of what the two-acre facility will look like upon completion, as well as comments from Alameda Fairgrounds CEO Jerome Hoban, the Alameda County Fair Board, Alameda County Board of Supervisors and Safeway.

Fair CEO Jerome Hoban highlighted the significance of this new permanent structure at the Fairgrounds, emphasizing its vital role in promoting agriculture and its lasting impact on the Alameda County community and beyond. “The Farm aims to showcase, expose, and inspire thousands of guests to the vast world of agriculture science and food production. Without the perpetuation of food production, literally nothing else matters.”

For further information about the Alameda County Fair Foundation capital campaign and sponsorship opportunities, or to learn more about The Farm, please visit <https://alamedacountyfair.com/the-farm/>.

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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.



