

News Release



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Alameda County Fair Breaks Ground on the New 'Safeway Barn' at The Farm

High Tech Educational Farm Planned to Open in 2025

Pleasanton, Calif. – On Wednesday, September 18, the Alameda County Fairgrounds will break ground on phase one of a brand new, state-of-the-art agricultural education facility.

The groundbreaking ceremony will take place at 11am and will feature renderings of what the two-acre facility will look like upon completion. The event will also include information and comments from Jerome Hoban, CEO of Alameda County Agricultural Fair Association, the Alameda County Fair Board President and several supporters.

The Farm will be an agricultural education facility in the heart of the Alameda County Fairgrounds which will function as both an enriching field trip destination and a valuable community resource. The Farm, which will be built and operated by the Alameda County Fairgrounds, 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.

"Thank you to the Fair Foundation for achieving the remarkable milestone of raising over \$2 million to kickstart phase one of The Farm," said Fair CEO Jerome Hoban. "This incredible support propels our mission to educate future generations in the vital field of agriculture, ensuring a lasting impact for years to come."

This past spring, Safeway stepped up as a major sponsor to support the project. They joined 19 other donors including Fremont Bank, Butler Amusements, Black Tie Transportation Worldwide, Rotary Club of Livermore, Hayward Rotary Club, the Wente Family, 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.

"Breaking ground on The Farm is a meaningful milestone for all of our supporters," said Valerie Shirk, Executive Director of the Alameda County Fair Foundation. "We've received major gifts and contributions from many local organizations and individuals, but we are not stopping now. Phase two of the project will focus on important components of The Farm, including ways to showcase local crops and an outdoor kitchen and gathering space."

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/>

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.

