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Coastside Local Food Hub is Ready for Action! Empowering Local Farmers to Build a Resilient and Equitable Food System

January 30, 2025



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ARTICLE. From [TomKat Ranch January 2025 Newsletter](#); written by Kathy Webster.

We're excited to announce the launch of the Coastal Local Food Hub's website! The new website is a fantastic resource for showcasing our timeline and keeping everyone informed about the progress we've made and what's currently underway.

We would like to thank [Kitchen Table Advisors](#) for doing a great job putting this together and for working with and being part of the Coastal Local Food Hub team, which includes [San Mateo RCD](#), [Brisa Ranch](#), and TomKat Ranch Educational Foundation.

This website is the result of so much hard work and support for w series of working group meetings involving a diverse cross-section of local farmers and ranchers; grant funding from UC SAREP (Sustainable Agriculture Research & Education Program) and USDA LFPP (Local Food Promotion Program) which compensated the producers for their time, and supported a feasibility study and a business plan.

In a region rich with agricultural lands producing a variety of fruits, vegetables, and proteins, a collaborative effort of a food hub makes so much sense. According to the 2023 San Mateo County Crop Report, San Mateo County producers grow approximately 50 types of vegetables, 30 types of fruits and nuts, and six types of domesticated animals.

In an April 2024 survey of farms in San Mateo County, 85% of respondents believed that a food hub would benefit their business. Farmers expressed particular interest in sales and delivery support, with many valuing the opportunity to secure forward contracts. A food hub can help farmers plan their crops to align with buyer demands and provide solutions for marketing surplus products. Additionally, by pooling resources and working collaboratively, a local food hub can offer small and mid-sized farmers and ranchers the ability to access larger markets that would otherwise be out of reach.

To see what Coastside Local has been up to, please visit coastside-foodhub.com.



Empowering Local Farmers to Build a Resilient and Equitable Food System

At Coastside Local Food Hub, our vision is to build a resilient, producer-led food system that champions equity for all local farmers in San Mateo County. Empowering local farmers through a centralized platform for sustainable growth, creates a resilient and thriving local food economy.

Our purpose is to establish a collaborative ecosystem where local farmers and ranchers can pool their products, streamline their distribution processes, and explore new markets.

The Coastside Local Food Hub is dedicated to revitalizing the local agricultural economy in San Mateo County. Our mission is to create a centralized platform that simplifies marketing, distribution, and processing of locally grown and raised products.

By tackling challenges such as limited market access, logistical hurdles, and the need for shared processing infrastructure, we aim to boost the economic sustainability of small and mid-sized producers in our region.

Our project supports sustainable farming practices, fostering a resilient food system that benefits both producers and consumers.





Get Involved

Farmers & Producers: Interested in partnering with Coastside Local?

- Please complete this quick intake form to get started. While submitting the form does not guarantee sales, it is the first step toward becoming a participant in our hub. We encourage all interested growers and producers to apply and join our community.