



THE BOARD OF SUPERVISORS
COUNTY OF SAN MATEO, STATE OF CALIFORNIA
PROCLAMATION DESIGNATING

As Fresh as It Gets Day

January 26, 2026

WHEREAS, agriculture has been an integral part of San Mateo County's history and culture since its founding in 1856 and is currently an industry with a gross production value of over \$106 million led by thriving floral and nursery crops, as well as signature local produce including Brussels sprouts, pumpkins, and leeks; and

WHEREAS, The San Francisco Peninsula, the San Mateo County Agricultural Commissioner, and the San Mateo County Farm Bureau have worked together for the **As Fresh as It Gets Program**, which was created in 2005 to spread awareness of San Mateo County's fresh products and to promote San Mateo County as a world-class destination for culinary tourism; and

WHEREAS, the **As Fresh as It Gets** program actively recognizes local establishments that prioritize locally sourced ingredients; and

WHEREAS, **As Fresh as It Gets** strives to support local producers of agricultural products, as well as local hotels, restaurants, and institutional partners; and

WHEREAS, The San Francisco Peninsula supports the hotel and hospitality industry in San Mateo County by marketing the region to both recreational and business visitors, while also promoting the many other businesses and opportunities in San Mateo County including our parks, hiking, fishing, agritourism, and cultural destinations; and

WHEREAS, together The San Francisco Peninsula, the San Mateo County Agricultural Commissioner, and the San Mateo County Farm Bureau are working to bring the abundance of San Mateo County agriculture to both our visitors and residents through **As Fresh as It Gets**, which showcases the bounty of both the land and sea available in San Mateo County.

NOW, THEREFORE, BE IT PROCLAIMED that the Board of Supervisors of the County of San Mateo, State of California, hereby designates January 26th, 2026, as "**As Fresh as It Gets Day**".

Dated: January 26, 2026

SUPERVISORS:

NOELIA CORZO, PRESIDENT

JACKIE SPEIER

DAVID J. CANEPA

RAY MUELLER

LISA GAUTHIER

ATTEST: _____
DEPUTY CLERK OF THE BOARD OF SUPERVISORS