



NEWS RELEASE

For Immediate Release
Oct 9th, 2024

Contact: Fiona Ma 415-871-6874

Ag Day at the Cow Palace

www.SanFranciscoFarmBureau.org

San Francisco Farm Bureau And California State Treasurer Fiona Ma presents Ag Day at the Cow Palace. 1,000 San Francisco Students expected to attend at the Historic Cow Palace for “Ag Day” and Rodeo.

What: Over 1,000 San Francisco Public School students will enjoy hands-on agriculture experiences and a rodeo presentation, thanks to the generosity of the **San Francisco Farm Bureau (SFFB)** members and supporters who raised funds to charter buses. **Bus sponsors** include: Five Star Bank, Bayer US Crop Science, Marin County Farm Bureau, Mendocino County Farm Bureau, Calaveras Farm Bureau, Sun Valley Orchards, Golden Pacific Farms, Friends of the Cow Palace, Seth Doulton, Gary Soiseth, Fiona Ma, and Fang Family Farm.

When: Friday, October 11, 2024

Time: 10 AM – 12 PM; Rodeo Presentation at 11 AM

Where: Cow Palace, 2600 Geneva Avenue, Daly City, CA (enter at Geneva and Santos; park in the main lot; security screening and wristbands required for student safety).

Details: Most students will arrive at 10 AM for the Ag Experience Stations, culminating in a rodeo demonstration at 11 AM.

Ag Experience Stations:

- Wool spinning and craft activities
- Plant life cycle and vegetable identification
- Beef nutrition and livestock care
- Meet California cattlemen and cowboys
- Roping lessons and history
- Healthy eating curriculum: “The Perfect Plate”

"Part of our Farm Bureau's drive is to teach young people about the value of agriculture, but we have to be creative," said SFFB President Gary Soiseth. "We're grateful that over 1,000 students will have this opportunity to see tractors, equipment, livestock, and new agriculture products up close. This exchange of ideas is important as we bridge the gap between our urban city and agricultural neighbors."

The Grand National Livestock Exposition, Horse Show, and Rodeo, a Cow Palace tradition since 1941, includes Ag Day to provide youth in **4-H** and **FFA** hands-on opportunities to showcase livestock and agriculture projects.

San Francisco Farm Bureau (SFFB) was founded on **February 15, 2024**, under the **California Farm Bureau**, spearheaded by **California Treasurer Fiona Ma**. Ma's involvement with agriculture began when she helped prevent the sale of the Cow Palace in 2009, igniting her passion for supporting farmers and promoting "Buy California Grown." She has participated in over **220 farm tours** since 2010.

Key contributors to SFFB include **Ted Fang** (Founding President, passed away September 9, 2024), **Gary Soiseth** (current President), **Bill Mattos** (Secretary/Treasurer, California Poultry Foundation), and **Seth Doulton** (Executive Director, co-founder, and fifth-generation Californian with deep agricultural roots).

SFFB, approved as the 54th county farm bureau in December 2023, is California's only chapter focused on **urban agriculture** and food education in **San Francisco**, the **17th largest U.S. city**. Its mission includes:

- Offering agricultural education through programs like Ag in the Classroom and Ag Day
- Advocating for urban agriculture
- Promoting agricultural innovation
- Supporting local farm-to-fork commerce

Facts:

- San Francisco has 14 farmers markets, 129 school gardens, and 42 community gardens.
- The SF Flower Mart is one of the largest wholesale flower markets in the U.S.
- The **Cow Palace** was built in 1941 as the #1A District Agricultural Association and hosted events from rodeos to political rallies.
- The **SF Wholesale Produce Market** is a key hub in Northern California.
- The **SF-Marin Food Bank** combats hunger through pantries and in-home deliveries.
- SF is a top food destination with nearly 4,000 restaurants.

www.SanFranciscoFarmBureau.org