



FARMLAND FUTURES

COASTAL
San Mateo
County



©William Matthias 2011

OUR OPPORTUNITY

From just south of Pacifica to the Santa Cruz County line, the San Mateo Coast is a place of beauty and bounty.

From its earliest days as a trade route, logging, fisheries, and farms made the area one of the most fertile and viable sources for local products. The region is one of the highest producers of Brussels sprouts, as well as artichokes, peas, leeks, and fava beans in the state. It is also an amazingly rich habitat for a variety of plants, animals, and yes, people.

Since the 1980s, coastal San Mateo has lost 35% or more of its farms.

Some were lost to development and some just lie fallow. Looking ahead, what will our Coast look like if farms were to entirely disappear? POST has made it our mission to protect open space, farms, and parkland on the Peninsula and in the South Bay for the benefit of all.

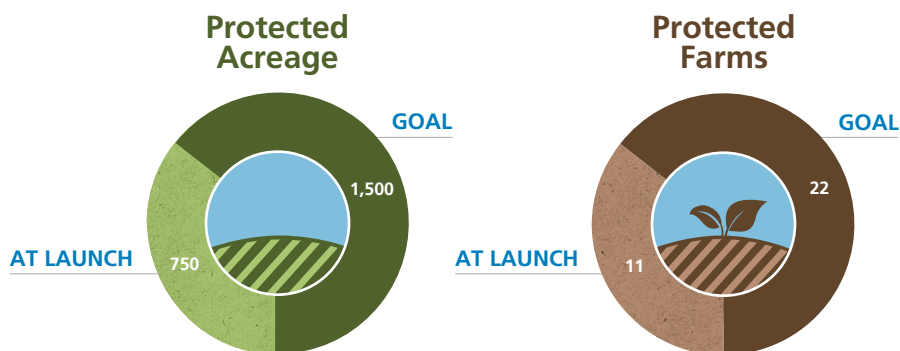


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Join us in protecting farmland



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THE FARMLAND FUTURES INITIATIVE

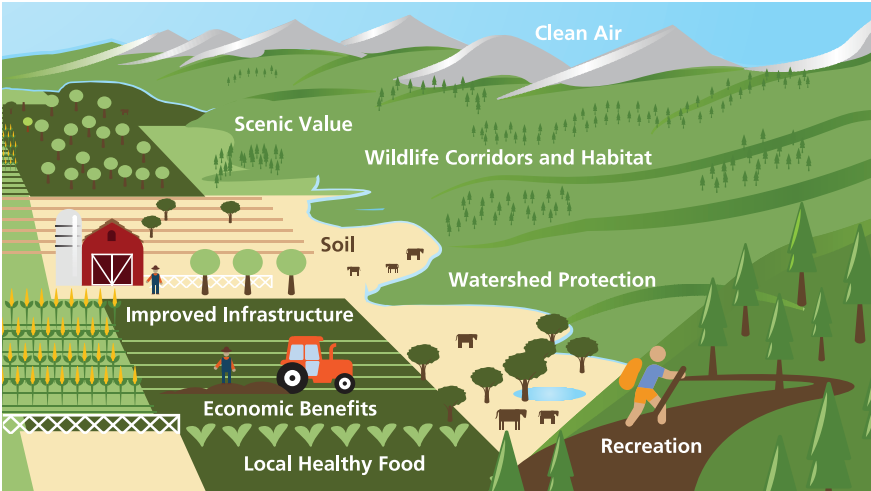
POST believes that it is possible to reverse the trend of disappearing farmland and save about half of what remains. That's why we launched the Farmland Futures Initiative (FFI). **Our goals are simple: triple the amount of protected farmland acreage, triple the number of protected farms on the San Mateo Coast and make strategic infrastructure updates as needed.** But while our goals are simple, the reasons come from long years of hands on experience.

Over the past decade, POST has developed a growing understanding of just how important agricultural lands are to open space conservation. Farmlands provide connective spaces and habitat for wildlife, watershed, and recreation. As much of this land lies on the fringe of densely populated urban areas, the development pressures are high. Additionally, we have come to value farmers as dedicated stewards of the land and excellent partners in achieving our mission.

Visit us at farmlandfutures.org

OUR IMPACT

Properties protected under FFI will deliver significant conservation benefits. Many of these benefits result from a unique balance of productive agricultural lands that are close to the urbanized environment of the greater Silicon Valley that we call home.



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HOW WE DO IT

POST uses a time-tested methodology for evaluating lands for acquisition and protection. With FFI, we have adapted our traditional project evaluation criteria to prioritize the agricultural values of potential projects.

We have also added innovative tools like agricultural easements and long-term leases so we can plan and execute projects that deliver the conservation outcomes that our supporters want to see.

JOIN US

The time for FFI is now, while we still have prime soils available, ready farming talent, a strong market for locally grown products and the financial resources to bring everything together. Your donation to the FFI will reverse the trend of disappearing farmland in Coastal San Mateo, and regain this important piece of our local heritage, economy, community, and ecology.



**FARMLAND
FUTURES**

SAVE LOCAL FARMS FOR US ALL