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Agricultural Production Jumps 7.6 Percent in San Mateo County Thanks to Impressive Livestock Increase

Annual Crop Report highlights the local economy, community

October 7, 2025

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Redwood City — From coastal flower farms and vegetable fields to farm operations, San Mateo County saw agricultural production flourish in 2024, powered by a significant increase in livestock value.

The 2024 San Mateo County Agricultural Crop Report presented to the Board of Supervisors today offers a window into the County's continued investment in programs that strengthen the local community and highlight one of the county's most important industries.

In 2024, agricultural production reached \$106,488,000 in estimated gross value — a 7.6 percent increase over 2023 when gross production value was \$98,969,000. It is the highest value for the county since 2019, when it hit \$130 million before tumbling in 2020.

Koren Widdel, agricultural commissioner/sealer of weights and measures, called the increase a strong indicator of resilience and adaptability in the local industry. Most categories saw increases but one in particular powered the year over year surge.

"The livestock category is the standout of the 2024 crop report, boasting a 38 percent increase over last year," Widdel said. "This growth is driven by both higher market prices and a greater number of head sold."

Widdel pointed to several programs that help support the local agricultural community and contributed to its production growth:

- **As Fresh as It Gets (AFAIG):** A promotional program for locally produced agricultural products. The program is a joint venture between the



The 2024 Agricultural Crop Report showcases student artwork by tenth grader Soleil Louie.

program for locally produced agricultural products. The program is a joint venture between the County of San Mateo, Farm Bureau and [The San Francisco Peninsula](#), connecting San Mateo County producers directly with consumers and restaurants.

- Low-cost Certified Producer Certificates to verify produce is grown in San Mateo County allowing sales at Certified Farmers' Markets (CFM) across California, opening up markets for emerging farmers.
- The Farm Labor Housing Loan Program: Administered through the Department of Housing, it enables farmers and agricultural landowners to improve housing and expand housing opportunities for the County's very low-income farm workers.

"Agriculture remains an essential part of San Mateo County's economy, heritage and identity," said Supervisor Ray Mueller who represents District Three, home to most of the county's agriculture. "These programs demonstrate the County's ongoing commitment to local agriculture and the people who make it thrive. The Crop Report also reminds us that local agriculture is about more than production — it's about people and community."

Specific production values by category are:

- Floral and nursery crops: \$60.77 million
- Vegetables: \$27.02 million
- Livestock: \$9.09 million
- Fruit and nut crops: \$3.51 million
- Forest productions: \$1.993 million
- Livestock products and apiary: \$1.043 million

Weather also played an important role in the year's results. The report highlights a 25 percent increase in rainfall compared with the 20-year average providing much-needed hydration and contributing to improved growing conditions across the county's diverse landscape.

The year's report also pays tribute to creativity, featuring the winning student artwork by tenth grader Soleil Louie on its cover. Her piece "Moo-ve Over!" shows an appreciation of coastal agriculture with a touch of whimsy. Other top winners' art is also featured throughout the report.

The 2024 San Mateo County Agricultural Crop Report and Board memo are available [here](#).

Media Contact

Michelle Durand

Chief Communications Officer

mdurand@smcgov.org

COUNTY OF SAN MATEO



500 County Center, Redwood City, CA 94063 | (650) 363-4000

