

Fattoria

PUBLIC MARKET

Fattoria Public Market and Food Hub

Stages, Timeline, Budget

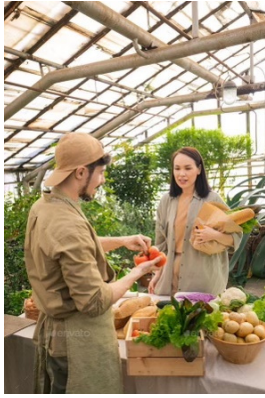
Introduction

Industrial agriculture has wrought havoc on our environment and society. It fuels climate instability, destroys habitats, drives species to extinction, and contaminates our water, soil, and air with toxins. This system promotes unhealthy diets and erases diverse local food traditions, while exploiting both humans and animals.

At Fattoria Public Market and Food Hub, we envision a radical shift towards a new food system. “Fattoria” (pronounced fat-to·rì-a) means “farm” in Italian, and that’s what we’re supporting. Our approach champions localized, small-scale, diverse, ecological, regenerative, and equitable food production models. This transformation promises to expand access to nutritious food, safeguard precious farmlands, boost economic vitality, enrich cultural heritage, and empower food producers.

Join us in building a future where our food system nurtures communities and the planet alike. Together, let's turn this vision into reality and shape a sustainable legacy for generations to come.

Fattoria Public Market and Food Hub



Fattoria Public Market empowers a radical, direct relationship between family-owned farms and ranches, and food creators within permanent, year-round markets. We provide local, seasonal food to residents of all income levels.

In the last 20 years, Santa Clara Valley has lost 50% of its farmers. At Fattoria Public Market, we support our local growers and ranchers who, in turn, help preserve our agricultural lands and rich history as one of the most productive farm regions in the country.



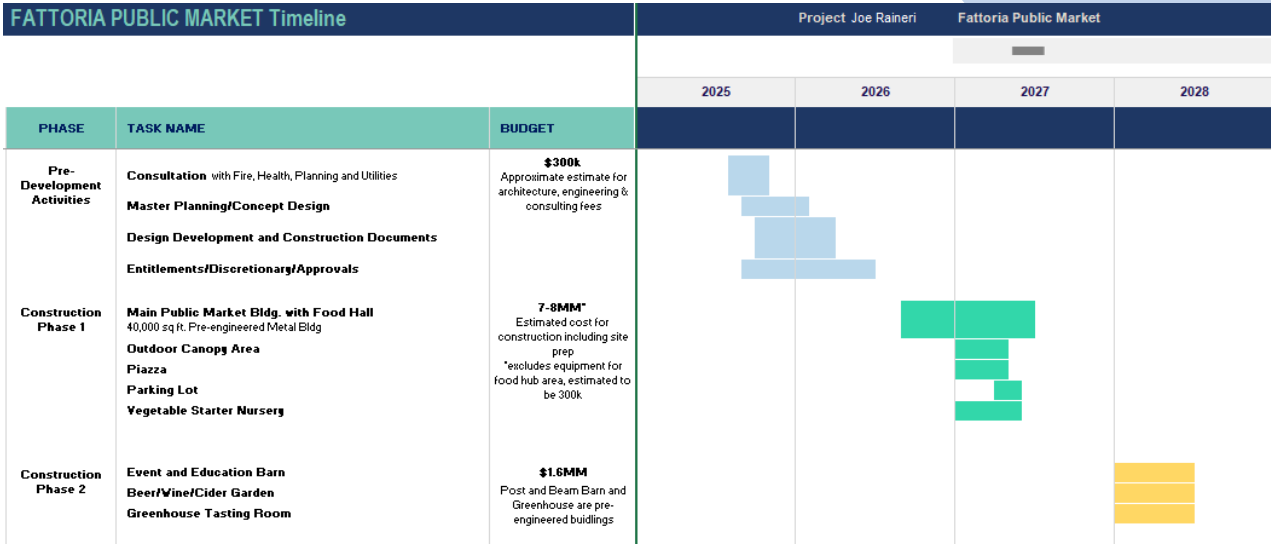
Fattoria Public Market provides essential infrastructure, equipment, and facilities to empower our local producers in creating value-added products, marketing, distributing their goods, and generating new economic opportunities for themselves.

Fattoria Public Market provides incubator space and educational programs in farming practices that work with nature instead of against it.

Fattoria Public Market showcases the importance of locally grown, responsible, and regenerative food practices, highlighting agriculture's role in mitigating climate change.

Fattoria Public Market features a working farm with a wide variety of seasonal local foods. Visitors can explore the farm, visit a fungi lab, and observe pollinators in action. This environment is designed to foster a deeper understanding and appreciation for locally grown, seasonal foods.

Project Details



Pre-Development Activities

Pre-application planning

In this phase, we consult with various agencies with jurisdiction, including fire, health, planning, environmental, public utilities to identify and understand the requirements we need to address with the project.

Master Planning/Concept Design

This phase will be a collaborative and comprehensive effort to define the size, layout, design, details and the foals of the project, taking into account the needs and desires of the community and vendors.

Entitlement/Discretionary Approvals

Identify and obtain Use and Special Use permits and other approvals as needed.

Final Design Development and Construction Documents

Preparation of final design and construction plans for approval.

Construction Phase 1

This phase is the start of construction and includes site preparation, underground work, foundation/pads for the main Public Market and Food Hub building. The building will be a 40,000 square foot, pre-engineered steel building. Phase One also includes construction of outdoor seasonal canopy area, Piazza, and Parking Lot.

Construction Phase 2

Phase Two will be building out the Post and Beam Event and Education Barn, Beer/Wine/Cider garden, and the Greenhouse Tasting Room.

Concurrently with construction of Phase One and Phase Two, we will be planting the farm, setting up starter plant nursery, pollinator shelter, fungi lab, and other site work.

Here's What People Are Saying...

"The proposed project outlined in Fattoria's project plan demonstrates a clear understanding of the challenges and opportunities within our local food system. It addresses key priorities such as aggregation, food security, support of new and beginning farmers and promoting the sales of local food, all of which are crucial for the growth and sustainability of our community's food system."

Ky Le, Deputy County Executive, Santa Clara County

"As organizations and individuals committed to promoting sustainable and locally sourced food, we recognize the significant, positive impact that Fattoria can have on our community. The project aligns perfectly with our mission and goals, and we are excited about the potential opportunities it offers our region."

Food System Alliance, Santa Clara County

"The project benefits our regional food system and our community in a number of ways. The year-round indoor marketplace directly connects our community to the farmers, ranchers and other food producers in a unique and innovative marketplace. It will serve as a gathering place for the community, promote agritourism in our city, stimulate our local economy, create new employment opportunities, and enliven the culture of our area."

Christina Turner, City Manager, City of Morgan Hill

Join Us in Building a Healthier, Sustainable Community

Our vision is a community where everyone has access to healthy local food grown in healthy soil. Let's work together to preserve farmland, support our local farmers, and ensure that small, local producers thrive.

By bringing fresh, local food to our tables, we can heal the environment and create a sustainable future for generations to come.

Join our movement to support local agriculture and promote environmental health.