



PACIFIC COAST  
FARMERS' MARKET  
ASSOCIATION

PCFMA.ORG

## PCFMA BOARD WELCOMES JOHN MATTHESEN



The Pacific Coast Farmers' Market Association (PCFMA) is proud to announce the addition of its newest board member, John Matthesen, who brings over 30 years of experience as a shopper, farmer, and educator. John joins the Board of Directors as a community representative dedicated to expanding fresh food access and supporting independent growers.

John's background spans virtually every aspect of the local food ecosystem. In 2012, he co-founded Rodgers Ranch Urban Farm in Pleasant Hill, gaining firsthand insight into the challenges of sustainable agriculture. As a Professor of Culinary Arts at Diablo Valley College (DVC), he created a Farm-to-Table course that utilized his farm as a hands-on lab and frequently featured local PCFMA vendors as guest speakers.

Beyond farming, John developed DVC's Food Truck Entrepreneur program, which gave him extensive expertise in small-business operations. He also brings valuable operational and nonprofit governance experience to the board, currently maintaining school gardens for the nonprofit Growing Healthy Kids and having previously served as a 501(c)(3) board Treasurer.

PCFMA Executive Director Allen Moy notes that community representatives provide a vital customer-centric perspective that helps the organization better serve its shoppers and strengthen its markets. John's unique combination of experience—spanning the consumer, vendor, farmer, and municipal aspects of the food

system—makes him a great fit to advance PCFMA's mission.

Please join us in welcoming John Matthesen to the PCFMA team!

**TAGS**

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