

Alex Weiser

Alex has been involved in family farming and sustainable agriculture for 40 years. Starting as a teenager working at the stand run by his parents, Sidney and Raquel Weiser, at the Santa Monica Farmers' Market, Weiser Family Farms began in 1977 and is a legacy vendor at the Hollywood Farmers' Market, the Santa Monica Farmers' Market and others. Listening to the input of chefs, dedicated food enthusiasts, specialty produce buyers, and the general public, Alex began to focus on creating a bio-diverse farm dedicated to applying sustainable farming techniques. Today, Weiser Family Farms grows in Tehachapi, the Lucerne Valley, and the San Joaquin Valley, cultivating a tapestry of high-quality produce year-round. He has served on the Boards of the Southland Farmers' Market Association and the first Los Angeles Food Policy Council. He has been a frequent participant in SEE-LA's Bring the Farmer to Your School program since its inception.