



SAN MATEO COUNTY
SILICON VALLEY
 CONVENTION AND VISITORS BUREAU



www.freshasitgets.com



SAN MATEO COUNTY: AS FRESH AS IT GETS 2019-2020 AWARD

DOES YOUR RESTAURANT/HOTEL/CATERING BUSINESS QUALIFY FOR A SAN MATEO COUNTY: AS FRESH AS IT GETS AWARD?

The San Mateo County/Silicon Valley Convention and Visitors Bureau, San Mateo County Farm Bureau and San Mateo County Harbor District have joined together to promote our wealth of fresh, delicious produce and seafood grown and caught in San Mateo County and the Peninsula establishments that go out of their way to serve them. The program is underwritten by the San Mateo County Commission on Agriculture.

WE ENCOURAGE YOU TO APPLY FOR A SAN MATEO COUNTY: AS FRESH AS IT GETS AWARD IF:

- You want your customers and potential customers to know that you serve the freshest local fare;
- You want to be able to add the line, "Recipient of a 2019-2020 San Mateo County As Fresh As It Gets Award" to your menus and promotional literature;
- You want to receive an award to display prominently in your place of business;
- Your chef would like the honor of being designated an "As Fresh As It Gets Chef."

If you believe you qualify for this recognition, please fill out the attached form and submit it to the San Mateo County/Silicon Valley Convention & Visitors Bureau no later than April 15th, 2019. The San Mateo County Farm Bureau will verify the information and the Convention & Visitors Bureau will notify you if your establishment qualifies.

Please see rubric for qualification guidelines.

Also attached is a list of the San Mateo County-grown items, locally caught seafood, local wines and beers and where you may buy them. In addition, for your menu planning, you will find a list of the main San Mateo County crops and seafood with peak months included. We will also be encouraging participation in our seasonal As Fresh As It Gets promotional calendars that will let residents and visitors know who is holding special food-related events and/or serving fresh items during different months. In addition, www.freshasitgets.com features our award winning restaurants and chefs.

THANK YOU FOR YOUR INTEREST AND, MORE IMPORTANTLY, YOUR DEDICATION TO PUTTING SAN MATEO COUNTY ON THE FRESHNESS MAP!



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 San Mateo County/Silicon Valley
 Convention and Visitors Bureau
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San Mateo County Farm Bureau
 650.726.4485
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If you have been buying locally grown/caught items for at least a month and sign a commitment to continue doing so, your business should qualify for the award. The level of award will be determined by a review panel based on the attached rubric.

Business Name: _____

Contact Person and Title: _____

Chef's Name: _____

Street Address: _____

(Mailing Address, if different): _____

City: _____ Email: _____

Phone: _____ Fax: _____

Website: _____

PLEASE CHECK THE NAMES OF THE LOCAL FARMS/PROVIDERS WHERE YOU HAVE PURCHASED THE FOLLOWING LOCAL ITEMS:

APPLES

- G Bar G Ranch | Half Moon Bay | 650.726.3522
- Jelich Ranch | Portola Valley | 650.529.1518
- Other: _____

ARTICHOKES

- Andreotti Family Farm | HMB | 650.726.9151
- Farmer's Daughter | Moss Beach | 650.728.8311
- Giusti Farms | HMB | 650.726.3866
- Iacopi Farm | HMB | 650.726.4510
- Joe Muzzi Farms | Pescadero | 650.8793.0371
- N.D. Muzzi Ranch | San Gregorio | 650.726.3994
- Swanton Berry Farm | Pescadero | 831.469.8804
- Other: _____

BEANS - BLUE LAKE

- Giusti Farms | HMB | 650.726.3866
- Webb Ranch | Portola Valley | 650.854.7755
- Other: _____

BEANS - SNAP/GREEN/FAVA

- Farmer's Daughter | Moss Beach | 650.728.8311
- Daylight Farms | HMB | 650.726.4980
- Giusti Farms | HMB | 650.726.3866
- Iacopi Farm | Half Moon Bay | 650.726.4510
- Other: _____

BEETS

- Andreotti Family Farm | HMB | 650.726.9151
- Daylight Farms | HMB | 650.726.4980
- Giusti Farm | HMB | 650.726.3866
- Other: _____

BLACKBERRIES

- Potrero Nuevo Farm | HMB | 650.726.5700
- Swanton Berry Farm | Pescadero | 831.469-8804
- Webb Ranch | Portola Valley | 650.854.7755
- Other: _____

BOYSENBERRIES

- Swanton Berry Farm | Pescadero | 831.469.8804
- Other: _____

BROCCOLI RABE

- Daylight Farms | HMB | 650.726.4980
- Pomponio Farms LLC | Pescadero | 831.818.7796
- Swanton Berry Farm | Pescadero | 831.469.8804
- Other: _____

BRUSSELS SPROUTS

- Cabrillo Farms | HMB | 650.728.8311
- Farmer's Daughter | Moss Beach | 650.728.8311
- Giusti Farms | HMB | 650.726.3866
- Joe Muzzi Farms | Pescadero | 650.879.0371
- Marchi Central Farm | Pescadero | 650.879.9974
- Swanton Berry Farm | Pescadero | 831.469.8804
- Other: _____

CORN

- Andreotti Family Farm | HMB | 650.726.9151
- Farmer John's Pumpkins | HMB | 650.726.4980
- N.D. Muzzi Ranch | San Gregorio | 650.726.3994
- Webb Ranch | Portola Valley | 650.854.7755
- Other: _____

CUCUMBER

- Happy Quails Farm | East Palo Alto | 650.325.0823
- Webb Ranch | Portola Valley | 650.854.7755
- Other: _____

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EGGS

- Ben's Coastside Farm | Woodside | 961.717.0444
- Early Bird Ranch | Pescadero | 619.855.9926
- Echo Valley Farm | Loma Mar | 650.879.0206
- High Point Farms | Pescadero | 650.224.5289
- Pie Ranch | Pescadero | 650.879.0995
- Mary's Fresh Duck Eggs | Pescadero | 650.224.5289
- Other: _____

EGGPLANT

- Blue House Farm | Pescadero | 650.879.0704
- Other: _____

ENDIVE/ESCAROLE/ARUGULA

- Andreotti Family Farm | HMB | 650.726.9151
- Daylight Farms | HMB | 650.726.4980
- Ouroboros Farms | HMB | 650.516.6876
- Other: _____

GOAT CHEESE

- Harley Farms | Pescadero | 650.879.0480
- Other: _____

HERBS

- Del Sur Farms | Pescadero | 650.879.0604
- Farmer John's Pumpkins | HMB | 650.726.4980
- Iacopi Farm | HMB | 650.726.4510
- Jacobs Farms | Pescadero | 650.879.0580
- Marchi Central Farm | Pescadero | 650.879.9974
- Ouroboros Farms | HMB | 650.516.6876
- Simms Organics | Pescadero | 650.847.0017
- Other: _____

HONEY

- Half Moon Honey | HMB | 415.608.5201
- Golden Harvest Bees | Redwood City | 650.364.1102
- Miramar Farms | Half Moon Bay | 650.265.2100
- Other: _____

KIWI

- Swanton Berry Farm | Pescadero | 831.469.8804
- Other: _____

LETTUCE

- Andreotti Family Farm | HMB | 650.726.9151
- Blue House Farm | Pescadero | 650.879.0704
- Daylight Farms | HMB | 650.726.4980
- Ouroboros Farms | HMB | 650.516.6876
- Pescadero Growers | Pescadero
- Pie Ranch | Pescadero | 650.879.0995
- Webb Ranch | Portola Valley | 650.854.7755
- Other: _____

MEAT

- Markegard Family Grass-Fed | HMB | 650.670.7984
- Root Down Farm | Pescadero | 650.879.9921
- LeftCoast GrassFed | Pescadero | 650.879.2147
- Other: _____

MUSHROOMS

- California Terra Garden | Burlingame | 650.879.2110
- Concord Farms | Half Moon Bay | 650.726.5104
- Other: _____

OLALLIEBERRIES

- Swanton Berry Farm | Pescadero | 831.469.8804
- Webb Ranch | Portola Valley | 650.854.7755
- Other: _____

ONIONS

- Blue House Farm | Pescadero | 650.879.0704
- Daylight Farms | HMB | 650.726.4980
- Fifth Crow Farm | Pescadero | 650.622.6421
- Other: _____

PEAS

- Cabrillo Farms | Moss Beach | 650.728.8311
- Giusti Farms | HMB | 650.726.3866
- Iacopi Farm | HMB | 650.726.4510
- Joe Muzzi Farms | Pescadero | 650.879.0371
- Marchi Central Farm | Pescadero | 650.879.9974
- Other: _____

PEPPERS

- Blue House Farm | Pescadero | 650.879.0704
- Fifth Crow Farm | Pescadero | 650.622.6421
- Happy Quails Farm | East Palo Alto | 650.325.0823
- Webb Ranch | Portola Valley | 650.854.7755
- Other: _____

PUMPKINS/GOURDS

- Bob's Vegetable and Pumpkin Stand | HMB | 650.726.4567
- Cozzolino's | HMB | 650.726.6440
- Farmer's Daughter | Moss Beach | 650.728.8311
- Farmer John's Pumpkins | HMB | 650.726.4980
- Pastorino Farms | HMB | 650.726.6440
- Pie Ranch | Pescadero | 650.879.0995
- Swanton Berry Farm | Pescadero | 831.469.8804
- Webb Ranch | Portola Valley | 650.854.7755
- Other: _____

RASPBERRIES

- Webb Ranch | Portola Valley | 650.854.7755
- Other: _____

SEAFOOD

- Morningstar Fish Co. | HMB | 650.728.3729
- Pillar Point Harbor | HMB | 650.726.8724
- Other: _____

SQUASH

- Ananda Valley Farm | HMB | 650.246.945
- Andreotti Family Farm | HMB | 650.726.9151
- Daylight Farms | HMB | 650.726.4980
- Tunitas Creek Family Farm | HMB | 650.726.9710
- Other: _____

STRAWBERRIES

- Blue House Farm | Pescadero | 650.879.0704
- Green Oaks Creek Farm | Pescadero | 650.879.1009
- N.D. Muzzi Ranch | San Gregorio | 650.726.3994
- Pie Ranch | Pescadero | 650.879.0995
- Swanton Berry Farm | Pescadero | 831.469.8804
- Webb Ranch | Portola Valley | 650.854.7755
- Other: _____

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TOMATOES

- Blue House Farm | Pescadero | 650.879.0704
- Fly Girl Farm | Pescadero | 650.384.9779
- Pie Ranch | Pescadero | 650.879.0995
- T&E Pastorino | HMB | 650.726.2445
- Webb Ranch | Portola Valley | 650.854.7755
- Other: _____

WASABI

- Half Moon Bay Wasabi Co. | HMB | 415.205.5797
- Other: _____

ADDITIONAL RECOGNITION OPTIONS

The above section is key, but additional recognition will be given to establishments that qualify in the following categories.

LOCALLY PRODUCED BEER, WINE AND SPIRITS

Which of the following do you carry in your restaurant/offer as part of your F&B?

BEER

- 47 Hills Brewing Co.
- Alpha Acid Brewing Co.
- Armstrong Brewing Co.
- Blue Oak Brewing Co.
- Brisbane Brewing Co.
- Devil's Canyon Brewing Co.
- Freewheel Brewing Co.
- Half Moon Bay Brewing Co. (Mavericks)
- Highway 1 Brewing Co.
- Hop Dogma Brewing Co.
- Palo Alto Brewery
- Sacrilege Brewery
- Steelhead Brewing Co.
- South City Cider
- Other: _____

WINES

- Barterra Winery
- Clos de La Tech Winery
- Cuvée Wine Cellars
- Domenico Winery
- Flying Suitcase Winery
- La Honda Winery
- La Nebbia Winery
- Pescadero Creek Vineyard
- Russian Ridge Winery
- Sante Arcangeli Family Wines
- Thomas Fogarty Winery
- Waxwing Winery
- Woodside Vineyards
- Other: _____

SPIRITS

- Half Moon Bay Distillery
- Old World Spirits
- Other: _____

FLOWERS

Which of the following farms/florists do you purchase flowers from?

- Ah Sam Nursery | San Mateo
- Ano Nuevo Flower Growers | Pescadero
- Bay City Flower Company | Half Moon Bay
- Bianchi Flowers | Pescadero
- Blossoms | San Mateo
- Blue House Farms | Pescadero
- Bongard Treescape Nursery | Half Moon Bay
- Brookside Orchids | Portola Valley
- Carson Barnes Orchids | Half Moon Bay
- Challenge Horticulture Inc. | Half Moon Bay
- Coast Wholesale Florist | Inc. | Montara
- Cypress Flowers Farm | Moss Beach
- Dana's Flower Basket | San Mateo
- Delano Nursery | Daly City
- Figone Nursery | Half Moon Bay
- Flowerland Floral Shop | Daly City
- Fogline Nursery | Pescadero
- Half Moon Bay Nursery | Half Moon Bay
- Highway 92 Succulents | Half Moon Bay
- Jacobs Farms | Pescadero
- Jane's Personalized Flower Services | Half Moon Bay
- Jim Cozzolino Nursery | Half Moon Bay
- John's Nursery | Daly City
- Lemos Farm | Half Moon Bay
- Mazzanti Carnations | Pescadero
- Oku Nursery | Pescadero
- Pacific Nurseries | Colma
- Paphiness Orchids & Laboratory | East Palo Alto
- Pastorino Farms | Half Moon Bay
- R. Cevalco Nursery | Pescadero
- Repetto's Greenhouse Florist | Half Moon Bay
- Rocket Farms | Half Moon Bay
- Rudy's Greenhouses | Pescadero
- San Bruno Flower Fashions | San Bruno
- San Mateo Florist | San Mateo
- Schickenberg Nursery | Half Moon Bay
- Shelldance Nursery | Pacifica
- Silver Terrace Nursery | Pescadero
- Westland Nursery Inc. | Pescadero
- White Oak Orchids | Pacifica
- Other: _____

By signing below, I am attesting to the fact that we have been buying the products checked from local growers for at least a month and pledge that we will continue to do so in the coming year. Typing your name acts as a legal signature.

Name: _____

Title: _____

Signature: _____

Date: _____

DEADLINE IS APRIL 15, 2019

**KINDLY ATTACH A COPY OF YOUR MENU AND BEER/WINE LIST WITH THIS APPLICATION.
PLEASE RETURN TO THE SAN MATEO COUNTY/SILICON VALLEY CONVENTION & VISITORS BUREAU.**

Jessica David | jessica@smccvb.com
111 Anza Blvd., Suite 410, Burlingame, CA 94010 | Phone: 650.348.7600 | Fax: 650.348.7687

AWARD LEVEL			
TRADITIONAL	GOLD	PLATINUM	CORPORATE
Serve at least one San Mateo County Fresh item	Serve at least one San Mateo County Fresh item	Serve at least one San Mateo County Fresh item	Serve at least one San Mateo County Fresh item
			Be a florist utilizing San Mateo County Fresh ornamental plants
AND AT LEAST TWO OF THE FOLLOWING			
Serve at least one San Mateo County Fresh beer or wine	Serve at least one San Mateo County Fresh beer or wine	Serve at least one San Mateo County Fresh beer or wine	Be a catering service or food service serving corporate clients
OR			
Decorate with San Mateo County Fresh ornamental plants	Decorate with San Mateo County Fresh ornamental plants	Decorate with San Mateo County Fresh ornamental plants	
OR			
List San Mateo County Fresh products and supplying farms on menu	List San Mateo County Fresh products and supplying farms on menu	List San Mateo County Fresh products and supplying farms on menu	

LEVEL REQUIREMENTS

NOTE: San Mateo County Fresh items are those grown, made, caught, raised, vinted, brewed, distilled, or otherwise produced in San Mateo County.

P=Peak; X = In-Season

SAN MATEO COUNTY PRODUCE	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Artichokes	X	X	P	P	P	X	X	X	P	P	P	X
Blackberries					X	P	P	X				
Beans - Blue Lake/KY Wonder	X	X									X	X
Beans - Snap/Fave/Green						X	X	X	X			
Beets	X	X	X	X	X	X	X	X	X	X	X	X
Boysenberries					X	P	P	P				
Broccoli Rabe	X	X	X	X	X					X	X	X
Brussels Sprouts	X						X	X	X	P	P	P
Carrots	X	X	P	X	X	X					X	X
Chard	X	X	X	X	X					X	X	X
Corn					X	X	P	P	X			
Cucumbers	X					X	X	P	X	X	X	X
Eggplant						X	X	X	X	X		
Endive/Escarole/Arugula	X	X										X
Kale	X	X	X	X	X				X	X	X	X
Kiwi	X										X	X
Lettuce	X	X	X	P	P	P	X	X	X	X	X	X
Mushrooms	X	X	X	P	X	X	X	X	X	X	X	P
Olallieberries					X	X	X					
Onions				X	X	X	P	P				
Peas			X	X	P	X						
Peppers						X	X	X	X			
Potatoes - White	X	X			X	X	X	X	X	X	P	X
Potatoes					X	X		X				
Pumpkins/Gourds										X		
Raspberries				X	X	X	X	X	X	X		
Squash						X	X	P	P	X	X	
Strawberries				X	X	X	X	X	X	X		
Tomatoes					X	X	X	X	P	X	X	