



# 2020 SAN MATEO COUNTY "AS FRESH AS IT GETS" APPLICATION

## DOES YOUR 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 food grown, made, caught, raised, vinted, brewed, distilled, or otherwise produced 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 Agriculture Department.

### WE ENCOURAGE YOU TO NOMINATE YOUR BUSINESS FOR AN AWARD IF:

- You want your customers and potential customers to know that you serve the freshest locally sourced fare;
- You want to be able to add the line, "Recipient of a 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;

If you believe you qualify for this recognition, please fill out the attached form and submit it to Nova Maldonado at [nova@visitsmcsv.com](mailto:nova@visitsmcsv.com) no later than **May 8, 2020**. The San Mateo County Farm Bureau will verify the information and the Convention and Visitors Bureau will notify you if your establishment qualifies. **Please see rubric on next page for qualification guidelines.**

For more information on the San Mateo County "As Fresh as it Gets" Awards, please visit us online at [www.freshasitgets.com](http://www.freshasitgets.com). There, you can find our seasonal "As Fresh as it Gets" promotional calendar, which keeps visitors and locals in the know about food and wine events all over the Peninsula, profiles of our producers and last year's award winning chefs, and more!

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

**Nova Maldonado**

[nova@visitsmcsv.com](mailto:nova@visitsmcsv.com)

650.348.7600



# 2020 SAN MATEO COUNTY "AS FRESH AS IT GETS" APPLICATION

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 (Name, Title): \_\_\_\_\_

Chef: \_\_\_\_\_

Street Address: \_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Please check the names of any local providers from which your business purchases items.

## APPLES

Blue House | San Gregorio | 650.879.0704  
G Bar G Ranch | Half Moon Bay | 650.726.3522  
Irish Ridge | Half Moon Bay  
Jelich Ranch | Portola Valley | 650.529.1518  
Other:

## ARTICHOKES

Andreotti Family Farm | HMB | 650.726.9151  
Blue House | San Gregorio | 650.879.0704  
Cabrillo Farms | Half Moon Bay | 650.728.8311  
Farmer's Daughter | Moss Beach | 650.728.8311  
Giusti Farms | Half Moon Bay | 650.726.3866  
Iacopi Farm | Half Moon Bay | 650.726.4510  
Swanton Berry Farm | Pescadero | 831.469.8804  
Other:

## ARUGULA/ENDIVE/ESCAROLE

Andreotti Family Farm | HMB | 650.726.9151  
Daylight Farms | Half Moon Bay | 650.726.4980  
Ouroboros Farms | Half Moon Bay | 650.516.6876  
Other:

## BEANS - BLUE LAKE

Giusti Farms | Half Moon Bay | 650.726.3866  
Iacopi Farm | Half Moon Bay | 650.726.4510  
Webb Ranch | Portola Valley | 650.854.7755  
Other:

## BEANS - FAVA/GREEN/SNAP

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

## BEETS

Andreotti Family Farm | Half Moon Bay | 650.726.9151  
Daylight Farms | Half Moon Bay | 650.726.4980  
Giusti Farm | Half Moon Bay | 650.726.3866  
Other:

## BLACKBERRIES

Fifth Crow Farm | Pescadero | 831.600.5452  
R&R Herbs | Pescadero | 650.954.0055  
Swanton Berry Farm | Pescadero | 831.469.8804  
Webb Ranch | Portola Valley | 650.854.7755  
Other:

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## BROCCOLI RABE

Blue House | San Gregorio | 650.879.0704  
Daylight Farms | Half Moon Bay | 650.726.4980  
Fifth Crow Farm | Pescadero | 831.600.5452  
Iacopi Farm | Half Moon Bay | 650.726.4510  
Pomponio Farms | Pescadero | 831.818.7796  
Swanton Berry Farm | Pescadero | 831.469.8804  
Other:

## BRUSSELS SPROUTS

Blue House | San Gregorio | 650.879.0704  
Cabrillo Farms | Half Moon Bay | 650.728.8311  
Farmer's Daughter | Moss Beach | 650.728.8311  
Giusti Farms | Half Moon Bay | 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  
Blue House | San Gregorio | 650.879.0704  
Farmer John's Pumpkins | HMB | 650.726.4980  
Webb Ranch | Portola Valley | 650.854.7755  
Other:

## CUCUMBER

Blue House | San Gregorio | 650.879.0704  
Fifth Crow Farm | Pescadero | 831.600.5452  
Happy Quails Farm | East Palo Alto | 650.325.0823  
Webb Ranch | Portola Valley | 650.854.7755  
Other:

## EGGS

Ben's Coastside Farm | Woodside | 961.717.0444  
Contreras Nursey & Flowers | Moss Beach  
Echo Valley Farm | Loma Mar | 650.879.0206  
Fifth Crow Farm | Pescadero | 831.600.5452  
Irish Ridge | Half Moon Bay  
Pie Ranch | Pescadero | 650.879.0995  
R&R Herbs | Pescadero | 650.954.0055  
Other:

## EGGPLANT

Blue House Farm | Pescadero | 650.879.0704  
Other:

## GOAT CHEESE

Harley Farms | Pescadero | 650.879.0480  
Other:

## GOURDS/PUMPKINS

Andreotti Family Farm | HMB | 650.726.9151  
Bob's Vegetable & Pumpkin Stand | HMB | 650.726.4567  
Cabrillo Farms | Half Moon Bay | 650.728.8311  
Cozzolino's | Half Moon Bay | 650.726.6440  
Farmer's Daughter | Moss Beach | 650.728.8311  
Farmer John's Pumpkins | HMB | 650.726.4980  
Giusti Farms | Half Moon Bay | 650.726.9221  
Jacobs Farm / Del Cabo | SSF | 650.827.1133  
Pastorino Farms | Half Moon Bay | 650.726.6440  
Pie Ranch | Pescadero | 650.879.0995  
Repetto Florist & Nursery | HMB | 650.726.6414  
Swanton Berry Farm | Pescadero | 831.469.8804  
Webb Ranch | Portola Valley | 650.854.7755  
Other:

## HERBS

Del Sur Farms | Pescadero | 650.879.0604  
Farmer John's Pumpkins | HMB | 650.726.4980  
Iacopi Farm | Half Moon Bay | 650.726.4510  
Jacobs Farms | Pescadero | 650.879.0580  
Marchi Central Farm | Pescadero | 650.879.9974  
Ouroboros Farms | Half Moon Bay | 650.516.6876  
R&R Herbs | Pescadero | 650.954.0055  
Simms Organics | Pescadero | 650.847.0017  
Other:

## HONEY

Half Moon Honey | Half Moon Bay | 415.608.5201  
Snyders Honey | La Honda | snydershoney@sbcglobal.net  
NorCal Bees | Pacifica & HMB | 650.255.9106  
Rusty's Farm | Daly City | 650.576.0574  
Skyline Chestnuts Orchard | La Honda | 408.202.9557  
Other:

## KIWIS

Swanton Berry Farm | Pescadero | 831.469.8804  
Other:

# 2020 SAN MATEO COUNTY "AS FRESH AS IT GETS" APPLICATION

## LETTUCE

Andreotti Family Farm | HMB | 650.726.9151  
Blue House Farm | Pescadero | 650.879.0704  
Daylight Farms | Half Moon Bay | 650.726.4980  
Fifth Crow Farm | Pescadero | 831.600.5452  
Muddy Boots Organics | Pescadero | 415.509.5782  
Ouroboros Farms | Half Moon Bay | 650.516.6876  
Pescadero Growers | Pescadero | 206.866.2500  
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  
Pomponio Ranch | San Gregorio | 650.430.6350  
Other:

## MUSHROOMS

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

## OLALLIEBERRIES

R&R Herbs | Pescadero | 650.954.0055  
Swanton Berry Farm | Pescadero | 831.469.8804  
Webb Ranch | Portola Valley | 650.854.7755  
Other:

## ONIONS

Andreotti Family Farm | HMB | 650.726.9151  
Blue House Farm | Pescadero | 650.879.0704  
Daylight Farms | Half Moon Bay | 650.726.4980  
Fifth Crow Farm | Pescadero | 650.622.6421  
Iacopi Farm | Half Moon Bay | 650.726.4510  
Other:

## PEAS

Bob's (March)  
Cabrillo Farms | Moss Beach | 650.728.8311  
Giusti Farms | Half Moon Bay | 650.726.3866  
Iacopi Farm | Half Moon Bay | 650.726.4510  
Marchi Central Farm | Pescadero | 650.879.9974  
Swanton Berry Farm | Pescadero | 831.469.8804  
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  
Other:

## RASPBERRIES

Fifth Crow Farm | Pescadero | 650.622.6421  
R&R Herbs | Pescadero | 650.954.0055  
Webb Ranch | Portola Valley | 650.854.7755  
Other:

## SEAFOOD

Morningstar Fish Co. | HMB | 650.728.3729  
Pillar Point Harbor | Half Moon Bay | 650.726.8724  
Other:

## SQUASH

Ananda Valley Farm | Half Moon Bay | 650.246.945  
Andreotti Family Farm | Half Moon Bay | 650.726.9151  
Blue House Farm | Pescadero | 650.879.0704  
Daylight Farms | Half Moon Bay | 650.726.4980  
Fifth Crow Farm | Pescadero | 650.622.6421  
Jacobs Farm / Del Cabo | SSF | 650.827.1133  
Repetto Florist & Nursery | HMB | 650.726.6414  
Tunitas Creek Family Farm | HMB | 650.726.9710  
Other:

## STRAWBERRIES

Blue House Farm | Pescadero | 650.879.0704  
Fifth Crow Farm | Pescadero | 650.622.6421  
Green Oaks Creek Farm | Pescadero | 650.879.1009  
Pie Ranch | Pescadero | 650.879.0995  
R&R Herbs | Pescadero | 650.954.0055  
Swanton Berry Farm | Pescadero | 831.469.8804  
Webb Ranch | Portola Valley | 650.854.7755  
Other:

## TOMATOES

Blue House Farm | Pescadero | 650.879.0704  
Fifth Crow Farm | Pescadero | 650.622.6421  
Fly Girl Farm | Pescadero | 650.384.9779  
Muddy Boots Organics | Pescadero | 415.509.5782  
Pie Ranch | Pescadero | 650.879.0995  
Webb Ranch | Portola Valley | 650.854.7755  
Other:

## WASABI

Half Moon Bay Wasabi | HMB | 415.205.5797  
Other:

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While entries on the previous two pages are necessary to qualify for an award, entries in the following categories will boost your business' award level.

## BEER, WINE, AND SPIRITS

Check any local producers below from which your business serves beer, wine, or spirits:

### BEER

47 Hills Brewing Co.  
Alpha Acid Brewing Co.  
Armstrong Brewing Co.  
Blue Oak Brewing Co.  
Devil's Canyon Brewing Co.  
**Freewheel Brewing Co.**  
**Ghostwood Beer Co.**  
**Half Moon Bay Brewing Co.**  
Highway 1 Brewing Co.  
Hop Dogma Brewing Co.  
Palo Alto Brewing  
Pedro Point Brewing  
Redwood Coast Cider  
Sacrilege Brewery + Kitchen  
Steelhead Brewing Co.  
South City Cider  
Other:

### WINE

**Barterra Winery**  
Clos de La Tech Winery  
**Cuvée Wine Cellars**  
**Domenico Winery**  
**Flying Suitcase Wines**  
La Honda Winery  
**La Nebbia Winery**  
**Old County Cellars**  
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  
**Tripp Distillery**  
Other:

Note: San Mateo County/ Silicon Valley CVB Partners are bolded.

## FLOWERS & ORNAMENTAL PLANTS

Check any local producers below from which your business purchases ornamental plants:

Ah Sam Nursery | San Mateo  
Bianchi Flowers | Pescadero  
**Blossoms Flower Shop | San Mateo**  
**Blue House Farms | Pescadero**  
Bongard Treescape Nursery | Half Moon Bay  
Brookside Orchids | Portola Valley  
Carson Barnes Orchids | Half Moon Bay  
Coastside Farm | Pacifica  
Contreras Nursey & Flowers | Moss Beach  
Cozzolino Farms | Half Moon Bay  
**Cozzolino's Pumpkins & Trees | Half Moon Bay**  
Cypress Flowers Farm | Moss Beach  
Dana's Flower Basket | San Mateo  
Delano Nursery | Daly City  
**Farmer John's Pumpkins | Half Moon Bay**  
Fifth Crow Farm | Pescadero  
Figone Nursery | Half Moon Bay  
Flowerland Floral Shop | Daly City  
Fly Girl Farm | Pescadero  
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  
John's Nursery | Daly City  
Lemos Farm | Half Moon Bay  
Mazzanti Carnations | Pescadero  
PacificNurseries | Colma  
Paphiness Orchids & Laboratory | East Palo Alto  
Pastorino Farms | Half Moon Bay  
Pescadero Growers | Pescadero  
R. Cevasco Nursery | Pescadero  
Repetto's Greenhouse Florist | Half Moon Bay  
Rocket Farms | Half Moon Bay  
Rudy's Greenhouses | Half Moon Bay  
San Bruno Flower Fashions | San Bruno  
San Mateo Florist | San Mateo  
Scapes Inc. | Half Moon Bay  
Schickenberg Nursery | Half Moon Bay  
Shelldance Nursery | Pacifica  
Westland Nursery Inc. | Pescadero  
White Oak Orchids | Pacifica  
Wholesale Florist | Montara  
Other:

# 2020 SAN MATEO COUNTY "AS FRESH AS IT GETS" APPLICATION

By signing below, I am attesting to the fact that we have been buying the marked products 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: \_\_\_\_\_

Please attach a copy of your menu and beer/wine list with this form, if any changes have been made to them.

Send completed forms to [nova@visitsmcsv.com](mailto:nova@visitsmcsv.com) or fax to **650.348.7687**.

**APPLICATIONS ARE DUE BY MAY 8, 2020.**

## AWARD LEVEL

TRADITIONAL

GOLD

PLATINUM

CORPORATE

FLORAL

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

Serve at least one  
San Mateo County  
Fresh Item

AND

AND AT LEAST TWO  
OF THE FOLLOWING

AND

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

AND/OR

Decorate with  
San Mateo County  
Fresh ornamental plants

Decorate with  
San Mateo County  
Fresh ornamental plants

OR

AND/OR

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, caught, raised, brewed, distilled, or otherwise produced from items sourced from San Mateo County.