



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 no later than **April 13, 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. 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

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 to 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 | 831.469.88040
Webb Ranch | Portola Valley | 650.854.7755
Other:

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

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
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:

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

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
Sacrilige 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
Pacific Nurseries | 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 or fax to **650.348.7687**.

APPLICATIONS ARE DUE BY APRIL 13, 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.