



2022 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 2022 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@thesfp.com ASAP. The San Mateo County Farm Bureau will verify the information and the Convention and Visitors Bureau will notify you if your establishment qualifies. 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!

"As Fresh as it Gets" award level categories will be determined based on each category you purchase from the following list. You may win an award in multiple categories.

- **Food:** must purchase from at least one San Mateo County grower or farm.
- **Floral:** must purchase from at least one San Mateo County nursery or grower.
- **Beverage:** must purchase and serve product from at least one San Mateo County winery, brewery, distillery or producer.

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@thesfp.com
Direct Office Line: 650.348.3413

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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.

Please attach a copy of your menu to the application.

BUSINESS INFORMATION

Business Name :

Contact Name :
& Title

Chef's Name :

Street Address : City / Zip Code :

Mailing Address (if different) : City / Zip Code :

Website :

Email Address : Phone number :

Do you list the name of the farms/producers on your menu? : Yes No

Please check the boxes next to the names of any local farms, nurseries and vendors from which your business purchases items, and please write which types of produce/products on the line following the farm's name:

Allied Arts Apiaries | Menlo Park | john.h.burkholder@gmail.com:

Ananda Valley Farm | HMB | 650.246.9453:

Andreotti Family Farm | HMB | 650.726.9151:

Bay Area Orchids | HMB | 650.922.4975:

Bay City Flower Company | HMB | 800.399.5858:

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Belmont Beelicious | Belmont | 650.590.0415:

Ben's Coastside Farms | Woodside | bfresheggs@aol.com:

Bianchi Flowers & Pumpkins | Pescadero | 650.879.0221:

Blue House Farm | Pescadero | 650.879.0704:

Bob's Farm Fresh Vegetables and Pumpkins | HMB | 650.726.4567:

Bongard's Treescape Nursery | HMB | 650.726.4568:

Brisa de Ano Ranch | Pescadero | 650.899.0025:

Brookside Orchids | Portola Valley | 650.854.4156:

Cabrillo Farms | HMB | 650.728.8311:

Cevasco Nursery | Pescadero | 650.879.0793:

Coastal Bee | Montara | catherine@montaradesign.com:

Concord Farms | HMB | 650.726.5104:

Cozzolino's | HMB | 650.726.6440:

Cypress Flower Farm | Moss Beach | cypressff@gmail.com:

Daylight Farms/Farmer's Daughter | Half Moon Bay | 650.726.4980:

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Delano Nursery | Daly City | 650.757.1115:

Farmer John's Pumpkins | HMB | 650.730.9258:

Fifth Crow Farm | Pescadero | 650.622.6421:

Figone Nursery | HMB | 650.726.5833:

Fly Girl Farm | Pescadero | 650.384.9779:

Fogline Nursery | Pescadero | 650.879.0843:

Forever Bloom Farm | Pescadero | 650.262.6080:

Giusti Farms | HMB | 650.726.3866:

Green Oaks Creek Farm | Pescadero | 650.879.1009:

Greenhearts Family Farm | HMB | 415.971.5703:

Half Moon Bay Nursery | HMB | 650.726.5392:

Half Moon Bay Wasabi | HMB | 415.205.5797:

Half Moon Honey | HMB | 415.608.5201:

Harley Farms | Pescadero | 650.879.0480:

Happy Quails Farm | East Palo Alto | 650.325.0823:

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Highway 92 Succulents | HMB | 650.863.3309:

Iacopi Farm | HMB | 650.726.4510:

Irish Ridge | HMB | farmersmarket@coastside.net:

Jacobs Farm/Del Cabo | Pescadero | 650.827.1133:

Jesus Contreras Nursery | Moss Beach | 408.206.8333:

Joe Muzzi Farms | Pescadero | 650.879.0371:

Ladybug Ranch | Pescadero | 650.922.1682:

LeftCoast GrassFed/TomKat Ranch | Pescadero | 650.879.2147:

Marchi Central Farm | Pescadero | 650.879.9974

Markegard Family Grass-Fed | HMB | 650.670.7984:

Morningstar Fish Co. | HMB | 650.728.3729:

Muddy Boots Organics | Pescadero | 415.509.5782:

Oku Farms | Pescadero | 650.879.0100:

Ouroboros Farms | HMB | 650.516.6876:

Pie Ranch | Pescadero | 650.879.0995:

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Pillar Point Harbor | HMB | 650.726.8724:

Pomponio Ranch | San Gregorio | 650.430.6350:

R & R Fresh Farms | Pescadero | 650.954.0055

Repetto's Nursery & Florist | HMB | 650.726.6414 :

Rocket Farms | HMB | 650.712.4195:

Root Down Farm | Pescadero | 650.879.9921:

Simms Organics | Pescadero | 650.847.0017:

Skyline Chestnuts Orchard | La Honda | 408.202.9557:

Swanton Berry Farm | Pescadero | 831.469.8804:

The Mushroom Farm | Pescadero | 650.879.9119:

Tunitas Creek Family Farm | HMB | 650.726.9710:

Webb Ranch | Portola Valley | 650.854.7755

Yerba Buena Nursery | HMB | 650.851.1668:

Other:



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My business also purchases and serves beverages from the following:

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
Jetty Wave Distillery
Old World Spirits
Tripp Distillery
Other:

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:

OTHER LOCALLY MADE BEVERAGES:

Moss Beach Kombucha
Other:

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

Name:

Title:

Signature:

Date:

**Reminder: please attach a copy of your menu and beer/wine list with this form.
Send completed forms to nova@thesfp.com or fax to 650.348.7687.**

APPLICATIONS DUE JUNE 30, 2022

In order to receive an award and use the "As Fresh as it Gets" logo you must also fill out the "As Fresh as it Gets" logo license agreement. Please sign again on the following pages.



**THE
SAN FRANCISCO
Peninsula**

SOUTH OF SAN FRANCISCO • NORTH OF EXPECTATIONS





**AGREEMENT FOR USE OF CERTIFICATION MARK
AS FRESH AS IT GETS®**

_____ (“User”), a _____,
and the County of San Mateo (“County”), a political subdivision of the State of California, enter into this Agreement for Use of Certification Marks (“Agreement”) at San Mateo County, California, effective this _____ day of _____ 20__.

- A. Permission to Use Marks:** In consideration of the mutual obligations and promises herein, County grants User nonexclusive permission to use the As Fresh as it Gets logo and words “As Fresh as It Gets” (“Marks”), which is owned by County and registered with the United States Patent and Trademark Office as Registration Numbers 3,789,563 and 4,475,422 (a representation of which is attached as Exhibit A, and incorporated by this reference), on User’s signage, products, and promotional and merchandising materials in accordance with the standards and provisions set forth in this Agreement. The image and colors of the Mark and colors (black and white image notwithstanding) shall not be altered by User but may be reproduced in any size, subject to a minimum size of five-eighths of an inch in diameter.
- B. No Property Rights:** The only rights the User shall obtain in the Marks are those expressly granted in this Agreement.
- C. Standards for Use on Products:** User shall use the Marks only on and in connection with fresh agricultural products and/or seafood grown and/or harvested in San Mateo County, California (“San Mateo County”) and which produce or seafood is sold within San Mateo County. If requested by County, User shall promptly provide documentation to County that any products certified by the Marks meet these standards.
- D. Standards for Use with Services:** User shall use the Marks only in connection with the production or sale within San Mateo County by User of fresh agricultural products and/or seafood that have been grown and/or harvested in the County. If requested by County, User shall promptly provide documentation to County that any services certified by the Marks meet these standards.
- E. Hold Harmless:** The user of the AFAIG trademark (licensee) will hold harmless the County (licensor) from lawsuits or claims which arise from the use or consumption of the licensee’s products or from legal actions arising from activities associated with licensee’s business.

AGREEMENT FOR USE OF CERTIFICATION MARK
AS FRESH AS IT GETS®

E. Continued Use and Termination: User is prohibited from using the Marks on any product not grown, produced, or harvested in San Mateo County and in connection production or sale of any product not grown, produced, or harvested in San Mateo County. County has the right to conduct inspections during business hours to ensure compliance with the certification standards. County has the right to modify the certification standards on written notice. If County in its sole discretion determines that User is not in compliance with this Agreement or with the then current certification standards, County can withdraw User's right to use the Marks and User shall immediately discontinue the use to which the County objects. Additionally, County or User may at any time and for any reason or no reason terminate this Agreement, at which time User shall immediately cease any use or display of the Marks. However, in the event of termination the provisions of paragraph E shall survive termination for any claims or actions arising from activities, which occur prior to the later of the date of termination of this Agreement or termination of use of the Marks.

The parties agree to abide by the terms as outlined herein, and this Agreement is executed by their duly authorized representatives.

SAN MATEO COUNTY

By Koren Widdel

Title: Agricultural Commissioner

USER

(_____)

By _____

Title: _____