

FREE!

BUY FRESH BUY LOCAL

2014 Local Food Guide

SANTA CLARA VALLEY REGION, 1ST EDITION

SANTA CLARA
SAN BENITO

CSAs

FARMS

FARM STANDS

ORGANIZATIONS

FARMERS MARKETS

FOOD ARTISANS

RESTAURANTS &

GROCERS



A publication of Community Alliance with Family Farmers

www.caff.org



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'BUY FRESH, BUY LOCAL'

**THROUGH OUR
FARM TO FORK PROGRAM**
since 1999



BON APPÉTIT
MANAGEMENT COMPANY

food service for a sustainable future®



ABOUT THIS GUIDE

Community Alliance with Family Farmers (CAFF) is proud to present the first edition of the Buy Fresh Buy Local Santa Clara Valley Local Food Guide. This guide is designed to be a useful tool in identifying the local, fresh, and delicious food of the Santa Clara Valley. The guide was developed by CAFF in an effort to highlight the bounty of our local farmers and raise awareness about the importance of buying local food. Throughout this member-based guide, you will find valuable information to help advance your commitment to eating fresh, local foods, such as:

- A Santa Clara Valley seasonality chart highlighting the diverse fruit and vegetable crops that are produced throughout the year in this region
- The schedule and location information on nearly 40 farmers markets that operate weekly or seasonally throughout the valley
- A list of Community-Supported Agriculture (CSA) programs
- Editorials about the history of farming in the “Valley of the Heart’s Delight”, the farm to table movement, and urban agriculture and educational farms
- A list of organizations within the Santa Clara Valley that support the environment and a sustainable food system

Hungry for more? All the information in this guide, and more – including listings for other regions of California – is available at:
www.caff.org

A note about this 2014 edition:

While we understand that this is not an exhaustive guide for our region, we’ve made every effort to recognize businesses that support Buy Fresh Buy Local. The Buy Fresh Buy Local campaign in Santa Clara Valley is ongoing, and this guide should serve as a snapshot of current members at time of publication. If you are interested in joining the Buy Fresh Buy Local campaign, see the membership form on the inside back cover of this guide and become a CAFF member!

COMMUNITY ALLIANCE WITH FAMILY FARMERS

Food for your family, Tools for the farmer, Voice for the farmer

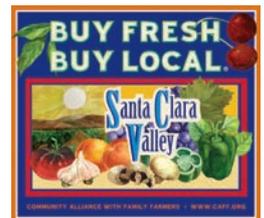
The Community Alliance with Family Farmers (CAFF) advocates for Californian family farmers and sustainable agriculture.

Over 90% of California’s farms and ranches are family-owned; however, many struggle to stay in business. To help resolve this issue, CAFF works directly with our communities and regional members, particularly our family farmers, to increase the use and consumption of fresh, healthy, local food, and to help growers prosper. Our goal is to strengthen family farms, which are the cornerstone of healthy and economically viable communities.

This guide is a project of CAFF’s Buy Fresh Buy Local program, which creates new opportunities for family farmers by educating consumers and food businesses about the benefits of buying locally. CAFF programs areas include Biological Agriculture, Farm to School/Hospital, Farm to Market Tools and Services, and Policy.

For more information about CAFF’s programs, please visit: www.caff.org

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Gilroy, CA 95020
(408) 337-5644



FOOD ROUTES NETWORK

The California Buy Fresh Buy Local program is a project of CAFF in collaboration with the national organization, the Food Routes Network.



For more information, please visit:
www.foodroutes.org

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The Buy Fresh Buy Local campaign was made possible with support from the Clarence E. Heller Charitable Foundation and the California Department of Food and Agriculture through a 2012 Specialty Crop Block Grant. We are additionally grateful to the businesses that advertised in the guide. We encourage you to support these businesses that buy and sell local food!

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Reboot the Fruit!

A Letter from CAFF - Santa Clara Valley Region

A fertile region situated between the Santa Cruz Mountains and the Diablo Range, the Santa Clara Valley was once called the “Valley of Heart’s Delight” for its abundance of blossoms from stone fruit orchards and its role as the largest fruit canning and dried fruit packing center in the world. After the second World War, the economy shifted from agriculture to manufacturing, and prime ag land was converted to subdivisions to accommodate the growth in residents. The population skyrocketed from around 200,000 in 1945 to 1.5 million in the 1980’s and 1990’s as the tech industries moved in; meanwhile, land for specialty crop production decreased from 100,000 acres to just 15,000 acres of fruits, vegetables, and nuts. The agriculture sector remains significant, with over \$260 million in gross sales in 2012. But farmers are facing development pressures, drought, and labor shortages, and they need our support to ensure that farming remains viable in the region to preserve green space, support our local economy, and reduce the miles our food travels to get to our plates.

At the same time, 21% of the county’s children live in households that are food insecure, over half the residents are overweight (38%) or obese (17%), and 80% reported that they do not eat at least 5 servings of fruits and vegetables a day. Perhaps this has something to do with the fact that there are 4 times as many convenience stores and fast food restaurants as full service supermarkets and other produce vendors in the county. You can find out more about the regional landscape in the Santa Clara County Food System Alliance’s “Santa Clara Food System Assessment” at www.aginnovations.org/alliances/santaclara.

When we opened the Santa Clara Valley office in 2009, CAFF was operating out of a small trailer in Sunnyvale, working primarily with Moreland School District to educate students on farm field trips about healthy, farm-fresh food. Six years later, we are now working with 7 school districts to educate students in the classroom and provide access to fresh food in their cafeterias. CAFF launched the Buy Fresh Buy Local campaign in 2012 to reach the larger community by bridging the healthy food access movement in urban areas with the fight to preserve agricultural viability in south county. 75 farmers, businesses, nonprofit organizations, and individuals have joined the campaign to build and promote a local food system that

Family Farming in Santa Clara Valley

by Andy Mariani

CONTINUED FROM PAGE 4

benefits all. This means we are helping farmers develop food safety plans, connecting restaurants and retailers to local growers, supporting schools in overcoming barriers to purchasing local produce, making it easier for consumers to identify local products in as many outlets as possible, and much more. Joining other cities and counties across the nation, Santa Clara County is officially proclaiming September “Local Food Month” to celebrate the rich bounty of the region through events, workshops, and volunteer days open to the public. With your help we can grow this movement to support the remaining farmers in the region and feed our community with healthy, fresh food. Join us as we “Reboot the Fruit!” and celebrate the Valley of Heart’s Delight again.

Warmly,

Sadie Clements, RD
Santa Clara Valley
Regional Manager

Diana Abellera
Statewide Food
Systems Director



I am the owner of Andy’s Orchard located in Morgan Hill. It’s a family farm founded by my immigrant parents who arrived from Europe in the 1930s. My father, a long-time vineyardist, recognized that the Valley of Heart’s Delight was a perfect place for growing fruit crops.

Originally, we grew tree-ripened apricots and prunes for drying. There was a built-in incentive to harvest only the ripest fruit since higher sugar content meant greater yield of dried product. Growing fruit with high sugar content and nutritive value is an old concept but recently re-invented in what is now termed high brix farming. My parents also grew their crops with mostly organic

and sustainable practices. It was really the only way they knew how to farm.

Today, our farming methods haven’t changed much, especially in terms of how we grow our fruit. We’ve added many more rare and heirloom varieties, based only on one criterion: eating quality. These varieties are not the kind that are mass-produced and found in supermarkets. As a youth, I ate only ripe fruit full of flavor. Now it would be called artisanal fruit; growing it is sometimes risky and the margins are often slim, but I think we excel at our craft. Our tree-ripened cherries, apricots, peaches, nectarines, and plums have gained national

CONTINUED ON PAGE 6

recognitions for their quality. With the help of local fruit expert volunteers, we've even created some of our own exclusively grown varieties, with superior flavor in mind.

The handling of such fruit can be highly inefficient and intensely laborious. The fruit is harvested in special containers, handled and packed by hand, and never subjected to mechanical packing lines, fungicidal dips, waxing or de-fuzzing. Highly trained employees do most of the work, and any given variety may be harvested up to six times per season so that only fruit picked at its prime is sold.

Our methods of farming, while best described as artisanal, do not fit neatly into any of the common categories like organic or sustainable. Even the descriptor "tree-ripened" is a relative term and has lost much of its original meaning. The truth of the matter is that fine fruit speaks for itself. We practice an integrated approach relying on a minimum use of pesticides and adhere to a rigorous food safety program.

The markets we sell to are varied. We have a fruit stand located on our farm and also sell to specialty markets and food stores, and restaurants in the Bay Area, including some high-tech giants in Silicon Valley. This is the first summer that we'll have a vendor spot at the Santa Monica Farmer's Market in southern California. Andy's also sells fruit by mail order---a subscription program that provides overnight delivery of tree-ripened fruit to the customer's doorstep. We continue to dry some fruit and contract with others to utilize our fruit in preserves, confections, and baked goods.

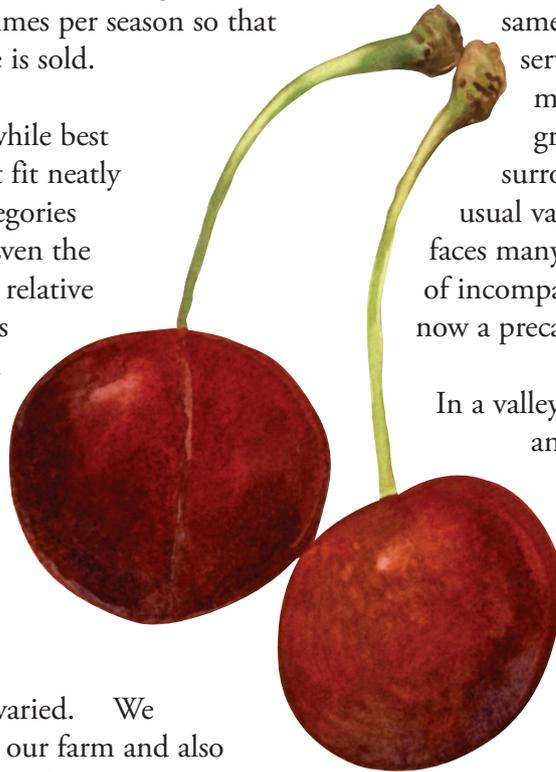
Visitors are able to attend agritourism events like fruit-tastings, educational tours, and harvest walks.

These events allow visitors to come to our farm and learn more about what we do---an earnest attempt to connect with our urban neighbors who wish to learn about where their food comes from or perhaps wish to reconnect with their own rural past.

As the community around us becomes more urbanized, we enjoy a greater customer following, but there are also challenges. Since we settled in our present location, many nearby farms have vanished. The family farm was once a way of life; now the same land is covered with homes that serve as a bedroom community for a much larger urban one. As part of greater Silicon Valley, our orchard is surrounded by urban uses. Besides the usual vagaries of weather, local agriculture faces many difficulties including the proximity of incompatible uses, higher costs of inputs, and now a precarious water supply.

In a valley where 200,000 acres of orchards and vineyards once flourished, there are only a handful of family farms left. In the past, farmers loaded their fruit on a truck and sent it to market with the hope of some return for their hard work. Now they must be creative in terms of what is grown, farming practices, and marketing.

The American tradition of cheap, mass-produced food - generic and bar-coded - is thankfully eroding. Newer trends like "Farm-to-Table" and "Locavore", Slow Food, and heirloom preservation have helped heighten public awareness and appreciation for quality food. I feel fortunate that I now live in an era that allows me to continue farming the way my parents did, to continue a long family tradition, and also be recognized and rewarded for my efforts.

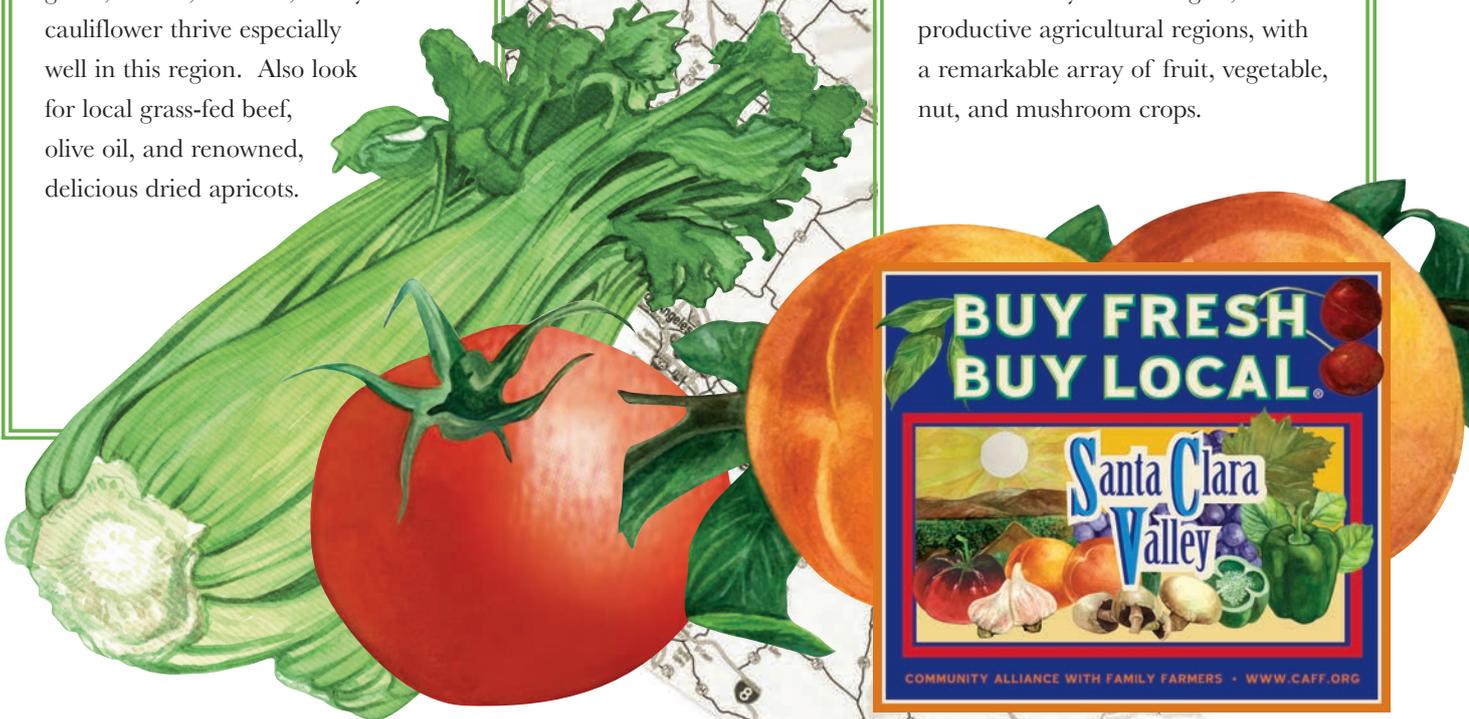


San Benito

From the Gabilan Mountains to the west to the Diablo range in the east, San Benito County includes an amazing supply of California's geography. Sandwiched between the layer of fog found along the coast and San Joaquin Valley's considerable heat, the county has a pleasant and moderate climate that boasts 333 sunny days annually! This unique weather, along with the fertile soil and adequate water supply, provides a perfect setting for San Benito County's largest industry: agriculture. The great majority of farms and ranches in the county are family-operated; 80% of farmers reside on their farms. Leaf lettuce, tomatoes, spinach and bell peppers, garlic, onions, broccoli, celery and cauliflower thrive especially well in this region. Also look for local grass-fed beef, olive oil, and renowned, delicious dried apricots.

Santa Clara

Santa Clara County is bordered to the west by the Santa Cruz Mountains and to the east by the Diablo Mountain Range. The county's plain extends from the base of the San Francisco estuary to the Salinas Valley, and has defined the region's agriculture, allowing for the development of larger farms. More Santa Clara farmers sell through wholesale channels than in other regions, although the curious traveler can find U-Picks and farm stands featuring local produce. In the heart of Silicon Valley, urban San Jose was once blanketed in fruit orchards and serves as the largest canning and dried-fruit packing center in the world. Santa Clara County remains one of the Bay Area's largest, most productive agricultural regions, with a remarkable array of fruit, vegetable, nut, and mushroom crops.



Santa Clara Valley Farmers Markets Benefit Local Growers and Consumers

by Zea Luce



One of the best ways to interact directly with local growers is at a local certified farmers market. Shoppers are able to experience the bounty of the region, learn where their food was grown, how it was grown, and who grew it. Farmers are able to sell their freshly harvested product directly to consumers, with no middleman.

In order to sell at a certified farmers market, the County Agricultural Commissioner must visit the farm to verify that growers are selling only the products that they grow themselves. Markets are regulated to ensure producers aren't buying and re-selling agricultural products; thus the quality and integrity of these farmers markets is upheld.

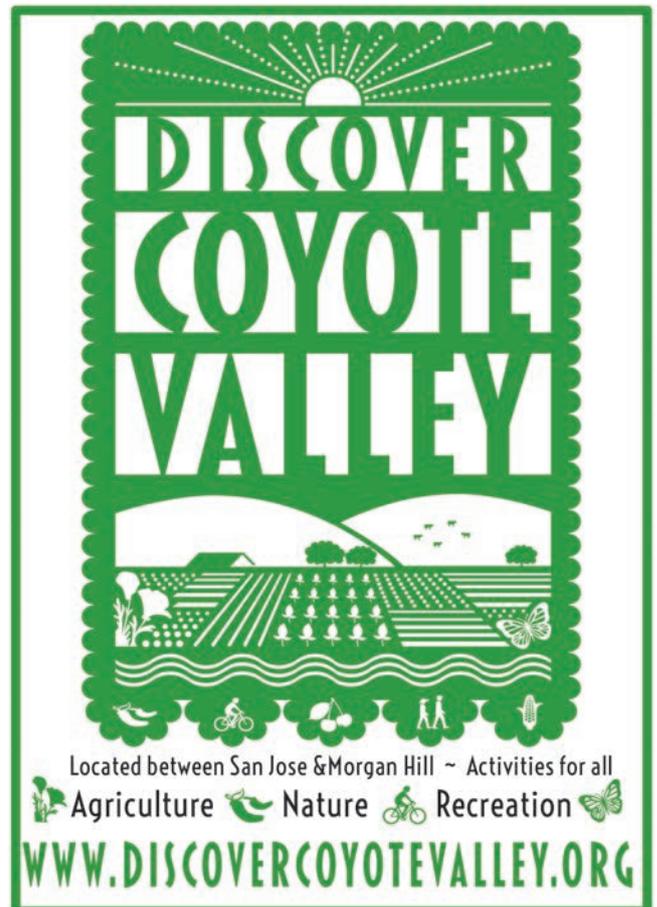
Farmers markets are plentiful in the Santa Clara Valley. They feature seasonal farm-fresh fruits and vegetables, Asian specialty produce, eggs, meat, dairy, nuts, flowers, vegetable starts, artisanal bakery goods, prepared foods, and live music. They are fun, bustling venues that are family friendly.

When asked what he liked best about managing farmers markets in the county, Doug Hayden, president of the California Farmers Market Association replied, "We provide an easy way

to make healthy choices with the variety these farmers bring fresh to the market each week. When you interact with farmers you learn about their specialty crops. It's wonderful to be able to build a relationship with the farmers who grow your food."

When asked for tips for market shoppers, Hayden added, "Farmers market shoppers should be adventurous, taste new tree-ripened fruit and vine-ripened vegetables to find your favorites. Learn new recipes from the farmers. By buying direct from the growers and producers, shoppers can support local family farms."

"It's wonderful to be able to build a relationship with the farmers who grow your food."



FARMERS MARKETS

DAY	COUNTY	MARKET	TIME	SEASON	ADDRESS	CITY	CONTACT	WIC/EBT?
WED	San Benito	Downtown Hollister	3pm-7:30pm	May-Sep	San Benito St. btwn Fourth and Seventh Streets	Hollister	http://www.downtownhollister.org/farmersmarket.php	EBT/WIC
WED	Santa Clara	VA Palo Alto	10am-2pm	Apr-Nov	3801 Miranda Ave	Palo Alto	http://www.pcfma.com	EBT
WED	Santa Clara	Cambrian Park	4pm-8pm	May-Sep	Camden Ave & Union Ave.	San Jose	http://www.urbanvillageonline.com	WIC
WED	Santa Clara	Evergreen	9am-1pm	y/r	Evergreen Village Square, Ruby Ave. at Classico Ave.	San Jose	http://www.pcfma.com	EBT
WED	Santa Clara	Santa Clara Valley Medical Center	10am-2pm	May-Nov	751 S Bascom Ave	San Jose	http://www.pcfma.com	EBT
WED	Santa Clara	East Santa Clara Street	4pm-8pm	May-Oct	North 14th St. at East Santa Clara Street	Santa Clara	http://www.pcfma.com	EBT
WED	Santa Clara	Saratoga Village	2:30pm-6:30pm	y/r	Blaney Plaza, Big Basin Way and Saratoga Avenue.	Saratoga	http://www.saratogachamber.org/marketplace.php	
THUR	Santa Clara	Los Altos	4pm-8pm	May-Sep	State St & 2nd St	Los Altos	www.cafarmersmktcs.com	EBT
THUR	Santa Clara	Morgan Hill	3pm-7pm	y/r	3rd Ave & Monterey Rd.	Morgan Hill	http://www.westcoastfarmersmarkets.org	WIC
FRI	Santa Clara	Vallco	9am-1pm	y/r	Vallco Shopping Mall, Stevens Creek and Wolfe Road	Cupertino	http://www.pcfma.com	EBT
FRI	Santa Clara	Mountain View	10am-2pm	y/r	El Camino Hospital, 2500 Grant Rd.	Mountain View	http://www.westcoastfarmersmarkets.org	WIC
FRI	Santa Clara	Palo Alto	1pm-6pm	y/r	Palo Alto Jewish Community Center, 3921 Fabian Way	Palo Alto	http://www.westcoastfarmersmarkets.org	WIC
FRI	Santa Clara	Kaiser Permanente San Jose	10am-2pm	y/r	270 International Circle	San Jose	http://www.pcfma.com	EBT
FRI	Santa Clara	San Jose Downtown	10am-2pm	May-Nov	San Pedro Square between Santa Clara St & John Street	San Jose	http://www.pcfma.com	EBT
FRI	Santa Clara	Kaiser Permanente Santa Clara	8:30am-1:30pm	y/r	Kaiser Permanente Medical Center, 710 Lawrence Expressway	Santa Clara	http://www.pcfma.com	EBT
SAT	Santa Clara	Gilroy	9am-1pm	May-Nov	7351 Rosanna Street & 7th Street	Gilroy	www.cafarmersmktcs.com	EBT
SAT	Santa Clara	Morgan Hill	9am-1pm	y/r	3rd Street & Depot Street	Morgan Hill	www.cafarmersmktcs.com	EBT
SAT	Santa Clara	Downtown Palo Alto	8am-12pm	May-Dec	Gilman St & Hamilton Ave	Palo Alto	http://www.pafarmersmarket.org	
SAT	Santa Clara	Berryessa	9am-1pm	y/r	1376 Piedmont Road	San Jose	http://www.pcfma.com	EBT
SAT	Santa Clara	Blossom Hill	9am-1:30pm	y/r	525 Blossom Hill Road	San Jose	www.cafarmersmktcs.com	EBT
SAT	Santa Clara	Santa Teresa	10am-2pm	y/r	Kaiser Permanente San Jose, Santa Teresa Blvd. at Camino Verde	San Jose	http://www.pcfma.com	EBT

FARMERS MARKETS

DAY	COUNTY	MARKET	TIME	SEASON	ADDRESS	CITY	CONTACT	WIC/EBT?
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SAT	Santa Clara	Santa Teresa	10am-2pm	y/r	Kaiser Permanente San Jose, Santa Teresa Blvd. at Camino Verde	San Jose	http://www.pcfma.com	EBT
SAT	Santa Clara	Willow Glen	9:30am-1:30pm	May-Nov	Lincoln Ave & The Garden Theater	San Jose	http://www.southbayfarmersmarkets.com	EBT
SAT	Santa Clara	Santa Clara	9am-1pm	y/r	Jackson Street at Homestead Rd	Santa Clara	http://www.urbanvillageonline.com	WIC
SAT	Santa Clara	Saratoga Farmers' Market at West Valley College	9am-1pm	y/r	14000 Fruitvale Ave	Saratoga	www.cafarmersmktcs.com	EBT
SAT	Santa Clara	Sunnyvale	9am-1pm	y/r	Murphy Avenue at Washington	Sunnyvale	http://www.urbanvillageonline.com	WIC/EBT
SUN	Santa Clara	Campbell	9am-1pm	y/r	Campbell Ave at Central Ave	Campbell	http://www.urbanvillageonline.com	WIC
SUN	Santa Clara	Cupertino	9am-1pm	y/r	Cupertino Oaks Shopping Center, 21275 Stevens Creek Blvd	Cupertino	http://www.westcoastfarmersmarkets.org	WIC
SUN	Santa Clara	Los Gatos	8am-1pm	y/r	Santa Cruz Ave & Main Street	Los Gatos	http://www.southbayfarmersmarkets.com	EBT
SUN	Santa Clara	Milpitas Farmers' Market at the India Community Center	8am-1pm	y/r	525 Los Coches St.	Milpitas	http://www.pcfma.com	EBT
SUN	Santa Clara	Mountain View	9am-1pm	y/r	600 W Evelyn Ave	Mountain View	www.cafarmersmktcs.com	EBT
SUN	Santa Clara	California Avenue Farmers' Market, Palo Alto	9am-1pm	y/r	California Ave at El Camino	Palo Alto	http://www.urbanvillageonline.com	WIC
SUN	Santa Clara	Alum Rock Village	8am-1pm	y/r	57 N White Rd	San Jose	http://www.pcfma.com	EBT
SUN	Santa Clara	Blossom Hill	9am-1:30pm	y/r	Ohlone-Chynoweth VTA Station, Santa Teresa Blvd and Hwy 87	San Jose	www.cafarmersmktcs.com	EBT
SUN	Santa Clara	Evergreen	9am-1pm	y/r	Evergreen Village Square, Ruby Ave. at Classico Ave.	San Jose	http://www.pcfma.com	EBT
SUN	Santa Clara	San Jose Japantown	8:30am-12pm	y/r	Jackson Street btwn Sixth and Seventh Streets	San Jose	http://www.japantownsanjose.org	WIC

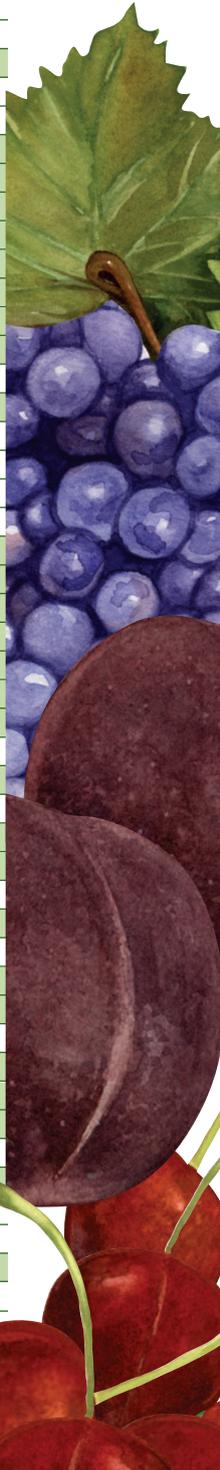
WIC is the Special Supplemental Nutrition Program for Women, Infants, and Children; a program of the USDA for low-income pregnant women, breastfeeding women, and infants and children under the age of five. **WIC** is commonly accepted directly by the farmer, although not all farmers will accept this type of payment.

EBT cards are distributed by Supplemental Nutrition Assistance Program (SNAP) and can be used at point of sale locations such as the markets listed above. **NOTES:** Farmers Markets times and locations sometimes vary due to seasonality, winter hours, and other changes to the availability of their spaces. Please check with market management to confirm time and location.

Certified Farmers Market (CFM) - All markets listed here are Certified Farmers Markets, meaning only California grown agricultural products may be sold in the market, and all such agricultural products must be grown by the farmer selling them. Each farmer must be inspected and obtain a Producer's Certificate before they can sell at a Certified Farmers Market.

SANTA CLARA VALLEY SEASONALITY

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Apples												
Apricots												
Artichokes												
Arugula												
Asparagus												
Avocados												
Basil												
Beets												
Blackberries												
Blueberries												
Bok Choy												
Broccoli												
Brussel Sprouts												
Cabbage												
Carrots												
Cauliflower												
Celery												
Chard												
Cherries												
Collards												
Corn												
Cucumber												
Eggplant												
Figs												
Garlic												
Grapefruit												
Grapes												
Kale												
Leeks												
Lemons												
Lettuces												
Melons												
Mushrooms												
Nectarines												
Onions												
Oranges												
Peaches												
Pears												
Peas												
Peppers, bell												
Persimmons												
Plums												
Pomegranates												
Potatoes												
Radishes												
Raspberries												
Spinach												
Strawberries												
Squash, summ												
Squash, winter												
Tomatoes												



Community-Supported Agriculture

Community-Supported Agriculture (CSA) refers to a particular network or association of individuals who have pledged to support one or more local farms. CSA members subscribe for a defined length of time for a share of the anticipated harvest; once harvesting begins, they receive weekly shares of vegetables and fruit.

Why should you sign up for a CSA?

- Saves time and money!
- Weekly access to fresh, local produce
- Exposure to new varieties of fruits and veggies, try new things!
- Build a relationship with the farmer who grows your food
- Invites to member-only events on the farm such as u-picks, farm tours, potlucks and more.

Is a CSA right for you? Things to consider when choosing your CSA:

- Do you like to cook and does your schedule allow you to make homemade meals most evenings?
- How will you handle access produce?
- What are the payment options for each farm? Would you prefer to pay monthly, weekly, or for the whole season up front? Some of the farms listed here allow for weekly subscription payments; visit their respective websites to see if this option is offered.
- Is there a drop-site near your house? For the purposes of this guide, we've only listed drop-off sites that fall within San Benito and Santa Clara County lines. Please visit the websites of the farms for their full list of drop-off sites throughout the Bay Area. Don't see a drop-off site in your area? Contact the farm to see if they would be willing to deliver to a location near you!

How to get your weekly produce box:

Most farms will have designated drop-off sites where you pick up your weekly box of produce on a particular day of the week and time period. Drop-off sites can be a residence, business, school or other public space and are typically un-manned.

Blue House Farm, Pescadero

650-879-0704
info@bluehouseorganicfarm.com
bluehouseorganicfarm.com
Drop site(s): Palo Alto

Blue House Farm is a place that recognizes and nourishes the connection between good food, the natural world and our community. We grow a diverse variety of certified organic produce, fruit and cut flowers on forty acres nestled in the small agricultural valley of Pescadero. Our CSA box program serves our neighbors in San Francisco and the Peninsula from May through December. We offer flexible schedules and payment options, as well as a variety of add-on items.

Edible Acres Farm, San Martin

408-314-7025
jose.teamtierra@gmail.com
www.teamtierra.com
Drop site(s): San Jose

Edible Acres provides private culinary garden plots for restaurant clients and grows rare fruits and vegetables for sale to CSA members and Fresh Carts vendors.

Freshness Farms, Santa Clara Valley

408-520-1272
csa@freshnessfarms.com
www.freshnessfarms.com
Drop site(s): San Jose, Saratoga, Santa Clara, Sunnyvale, Cupertino, Mountain View, Palo Alto

Freshness Farms is a suburban farm, planting and harvesting at various locations throughout the South Bay. Freshness Farms promotes the growth of California Native Edibles and other environmentally friendly growing methods such as Aquaponics.

Frog Hollow Farm, Brentwood

925-634-2845 ext. 206
csa@froghollow.com
www.happychildcsa.com
Drop site(s): Campbell, Los Altos, Los Gatos, Mountain View, Palo Alto, San Jose, Santa Clara, Sunnyvale

Frog Hollow is an organic orchard growing a diversity of tree fruit that is full of flavor, texture and nuance for their all fruit CSA. They take an integrated systems approach to their production by making their own compost, maintaining habitat for beneficial insects and pollinators, and providing nesting sites for owls, bees, and bats on their farm.

Full Belly Farm, Capay Valley

800-791-2110
csa@fullbellyfarm.com
fullbellyfarm.com
Drop site(s): Mountain View, Palo Alto

Full Belly Farm is a certified organic farm that is committed to fostering sustainability on all levels, from fertility in our soil and care for the environment, to stable employment for our farm workers. We strive to be good stewards of this farm, so that this generation and future generations may continue to be nourished by the healthy and vibrant food that we produce.

URBAN
VILLAGE

KNOW YOUR FOOD SOURCE

SHOP FARMERS' MARKETS

FEATURING

Cambrian Park
CAMDEN & UNION

MAY - SEPTEMBER

WED 4PM - 8PM

Santa Clara
JACKSON & HOMESTEAD

YEAR 'ROUND

SAT 9AM - 1PM

Sunnyvale
MURPHY & WASHINGTON

YEAR 'ROUND

SAT 9AM - 1PM

Campbell
CAMPBELL & CENTRAL

YEAR 'ROUND

SUN 9AM - 1PM

BIGGER AND BETTER STARTING MAR 23

California Ave
CALIFORNIA & EL CAMINO

YEAR 'ROUND

SUN 9AM - 1PM

WWW.UVFM.ORG

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Full Circle Farm, Sunnyvale
408-735-8154
csa@fullcirclesunnyvale.org
www.fullcirclesunnyvale.org
Drop site(s): Tues and Thurs
pick up at the farm

Cultivating eleven acres in Sunnyvale, Full Circle Farm feeds the community through a CSA, farmstand, and educational programs. Produce includes the best of the season's veggies and fruit. The farm's educational programming offers a farm-based curriculum with hands-on experience for both young people and adults.

High Ground Organics, Watsonville
831-254-4918
csa@highgroundorganics.com

csa.farmigo.com/join/highgroundorganics/csa
Drop site(s): Campbell, Cupertino, Los Altos, Los Gatos, Mountain View, Palo Alto, San Jose, Santa Clara, Saratoga, Sunnyvale, Willow Glen

High Ground Organics is a family farm located in Watsonville, CA, dedicated to environmental stewardship and producing high quality, fresh, nutritious vegetables for our community.

J&P Organics, Salinas
831-578-9479
jp@jporganics.com
www.jporganics.com
Drop site(s): Campbell, Los Gatos, Palo Alto, San Jose

J&P Organics is a small family run farm located in Salinas, CA providing seasonal produce in the form of Community-Supported Agriculture boxes. The ordering system is run mostly online with weekly emails listing the weeks' produce and a pay-as-you-go system of online ordering with a no commitment policy.

Live Earth Farm, Watsonville

831-763-2448
farmers@cruzio.com
www.liveearthfarm.net
Drop site(s): Campbell, Cupertino, Gilroy, Los Gatos, Morgan Hill, Mountain View, Palo Alto, San Jose, Saratoga, Sunnyvale

We welcome you to experience a direct connection with our farm. We strive to establish a meaningful connection to local food and farming by growing food that nourishes personal well-being, strengthens relationships to family and friends, and teaches us care and respect for the land.

Morris Grassfed Beef, San Juan Bautista

831-623-2933
info@morrisgrassfed.com
www.morrisgrassfed.com
Drop site(s): Gilroy, Hollister, Morgan Hill, Palo Alto, San Jose, San Juan Bautista

We sell 100% grassfed and finished beef, grown on ranches along the Central Coast. We are a family-owned ranch and have been direct marketing our beef to family and friends in California for the past 23 years.

Oya Organics, Hollister
510-847-5358
falafelita@gmail.com
www.oya-organics.com
Drop site(s): Palo Alto, two locations in San Jose

We are a young farming family, bringing a youthful mix of agroecological and traditional knowledge background to the farm. We currently produce on 12 acres of certified organic land in Hollister, California and distribute our produce directly to the local community.

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Farm-to-Fork Takes Root

Chef Bruno & Welten Farms

Chef Bruno Chemel stands in farmer Ronald Welten's kitchen, looking over bags of Thai basil, eggplant, mint, strawberries and peppers, all grown organically on 1.5 acres just for Chef Bruno and his restaurant. The chef thinks aloud about how the summer's bounty will be incorporated into the menus at Baumé, his Michelin-starred restaurant that's been serving delicious modern French cuisine in Palo Alto since 2010.

This scene represents the ideal relationship between farmer and chef, where collaboration and mutual respect are key components. Ronald and Bruno met in early 2013, after an introduction by CAFF. The two quickly developed a working relationship and understanding, which both attribute in part to their common European background (Chef Bruno is French, while Ronald is

from Holland). When asked why he decided to open a restaurant with a focus on food that is local, organic and seasonal, Chef Bruno says, "It's just the way we do things in France."

"Build the relationship with the chef."

In France, he explains, "farm-to-fork" is not a trend like it is in the United States; it's just how things are done."

For restaurant owners from his part of the world, it's common sense to source the freshest, tastiest fruits and veggies from your local farmer, whether it's from the local produce market or from backyard kitchen gardens.

Every other week, Chef Bruno drives roughly an hour south from Palo Alto to Welten Farms in Gilroy to pick up his produce from Ronald.

item, don't force it, be flexible."

From the farmer perspective, Ronald offers this advice:

"Get a good understanding of what the restaurant needs. Go there, have dinner, get a feeling for what the chef is like, this is very important. Build the relationship with the chef. The only reason I am able to work

with Bruno like this is I only deliver quality. If it's not good, it's not going to go there. As a farmer, try and pick varieties that have flavor, [for example] older varieties, heirloom varieties. Get as much information on the varieties that you grow as possible, just to make sure you pick the right stuff."

Ronald will soon be adding nearly 40 acres to his farm, in order to sell to an organic produce distributor in San Francisco. He will

continue production planning with Chef Bruno every season, ensuring that Baumé will feature fresh, local and delicious produce from his farm for years to come.

Visit Baumé Restaurant at 201 S. California Ave. in Palo Alto. See Welten Farms' listing in the "Farms" section of this guide for contact information.



Chef Bruno recognizes this isn't typical of most chefs who purchase from local farmers, but he enjoys spending time on the farm, and seeing and smelling the product while it is still in the ground

to ensure it meets his taste and quality standards. Chef Bruno's advice for chefs looking to source from local farmers: "Don't be picky, don't be stuck on a particular

in Santa Clara Valley

Flea Street Café Owner Jesse Cool

by Rosemary Quinn



Jesse Ziff Cool was doing “farm-to-table” before it was hip. A true Alice Waters of the South Bay, Jesse opened the first organic restaurant in the country, Late for the Train, in Menlo Park 38 years ago.

Jesse grew up in small farming community in rural Western Pennsylvania, and was taught the value of knowing the origin of her food at an early age. Those values translated into the restaurant’s practice of not using preservatives, growth hormones or artificial ingredients; everything was organic.

Jesse remembers apologizing to customers that it took so long to prepare the food, due to their commitment to make everything from scratch with only the best

ingredients.

In 1980, Jesse opened Flea Street Café in Menlo Park. Today, Jesse Cool Restaurants and Catering is made up of Flea St. Café, Cool Café at Stanford, Cool Café at

“Carrying forward the philosophy she had started at Late for the Train, all of the farmers she works with are listed on the menu by name.”

Menlo Business Park and Jesse Cool Catering, which all purchase fresh produce from numerous local farmers such as Full Belly Farm, Webb Ranch, Coke Farm, Molino Creek, and CJ Olson Cherries. Carrying forward the philosophy she had started at Late for the Train, all of the farmers she works with are listed on the menu by name.

Chef Carlos Canada joined Flea Street a few years ago, working his way up in the restaurant industry from dishwasher to Sous Chef, to Executive Chef. Jesse admires how Chef Carlos is very respectful of the history of the restaurant and of the farmers. Jesse talks about how she felt comfortable introducing him to her farmer friends and how Chef Carlos “just gets it.” She stresses how he really cares about the ingredient-driven philosophy of the restaurant, the focus on the integrity of the product, and of not

hiding the ingredient or masking the food.

Jesse is excited by the change she has witnessed in the restaurant scene over the last five years.

The next generation is beginning to realize the old way of cooking, and the younger generations want to know and learn about the integrity of their food. Jesse has witnessed

a change in the clientele at her restaurants as well -- a younger crowd that understands the true cost of the food and the value of those who helped make it.

As far as the future of the movement, Jesse stresses the importance of preserving farmland for future generations. Jesse believes that saving farmland is really the only way to make sure the movement is sustained. Jesse supports the idea that we have to shift the model to really support production farmers. This movement is not just for the elite, but for everyone who eats and lives here.

Flea Street Café is located at 3607 Alameda de las Pulgas in Menlo Park. For more information about the other restaurant locations and catering, visit www.cooleatz.com.

Member Listings

All of the farms and businesses listed in this guide are CAFF members and have joined the Buy Fresh Buy Local campaign. As members, businesses commit to purchasing from and promoting local farms and food.

Buy Fresh Buy Local businesses - like grocery stores, food artisans, restaurants, caterers and food service companies - often source-identify by farm name and location, while distributors have created local lines that identify local products for their clients. While many of the distributors are based outside of the Valley, they have committed to purchasing from our local farmers.

Farmer members use sustainable agricultural practices to maintain healthy soil, water, air, and habitat and are owned by family members who are actively engaged in running the farm. Many of the farms are open to the public for farm stands and events. Refer to the key in the farm listings to see where you can find farm-fresh produce.

To try out a new farmers market, see the farmers market listing or find a weekly produce box that's right for you on the CSA page! We invite you to use the listings in this guide to support Buy Fresh Buy Local members and further your own local food commitment.

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Timptations, Santa Clara Valley

info@timptations.com
www.timptations.com
Drop site(s): Pick up sites and home delivery available for most cities within the Santa Clara Valley. Visit website for a complete list of locations.

TIMptations is family owned & operated by 3rd generation Santa Clara County farmer Tim Chiala. We also service corporate cafes, restaurants & caterers.

Veggielution, San Jose

408-634-3276
info@veggielution.org
veggielution.org/
farmbox
Drop site(s): 4 San Jose Locations: Veggielution Community Farm, Williams Street Park / Olinder School, The Studio Climbing Gym (1st and San Salvador), South Willow Glen

Farm Box members are part of the Veggielution family - dedicated supporters who want to keep San Jose's agricultural heritage alive, and who are helping to create a more sustainable, equitable food system here in the South Bay. By becoming a seasonal member, you will not only receive the very best of Veggielutions produce, you will know your membership goes to support their various community programs.

END OF CSA LISTINGS

FARMS

Abounding

Harvest ● ●
831-275-0610
Los Gatos, CA 95033
contact@
aboundingharvest.com
www.aboundingharvest.com

We are a family farm located in the Santa Cruz Mountains. We specialize in sub-tropical fruit and summer vegetables. We have avocado and citrus groves, as well as blocks of pomegranates, kiwis, and persimmons. Our vegetable crops differ from year to year, but always feature onions, potatoes, peppers, tomatoes, and tomatillos in the hot season. Our fruit harvest occurs during the rainy season, with pomegranates and kiwis in the fall followed by different varieties of citrus and avocados in the spring.

Selling at: Santa Cruz restaurants: Penny Ice Creamery, The Picnic Basket, Assembly and Ristoranti Avanti. Also sell to Frog Hollow Farm and Local Harvest.

Andy's Orchard f

● ● ●
408-782-7600
1615 Half Rd.
Morgan Hill, CA 95037
andysorchard@
andysorchard.com
www.andysorchard.com

Expert orchardist Andy Mariani specializes in new and heirloom varieties of tree-ripened stone fruit, including sweet cherries, apricots, peaches, nectarines, and plums. He hosts tastings and tours at the orchard, and offers products for sale through their website and farmstand.

Selling at: Andy's Orchard online store and mail order, farm stand, specialty stores

C.J. Olson Cherries f

● ●
408-736-3726
348 W. El Camino Real
Sunnyvale, CA 94087
info@cjolsoncherries.com
www.cjolsoncherries.com

Visit our historic fruit stand, known for Bing cherries and Blenheim apricots. Experience the fun and the delicious treats at Olson's.

Selling at: On-site fruit stand, San Jose and Oakland airports

Coke Farm f ●

831-623-2100
San Juan Bautista, CA 95045
ccattin@cokefarm.com
www.cokefarm.com

Going into our 35th year of farming, we are still offering a well-rounded array of organic fruits and vegetables, always aiming for highest quality of product and service, and providing a fair and enjoyable work place to our employees.

Selling at: Palo Alto Farmers' Market

ECOPIA Farms f

● ●
1520 Dell Ave.
Campbell, CA 95008
sales@ecopiafarms.com
www.ecopiafarms.com

We are an organic, indoor, urban farm, producing fresh, pristine produce year round. We deliver to local chefs, and consumers a variety of tasty greens, herbs and other produce.

Selling at: Bay Area restaurants, home delivery and farmers markets (Los Altos, Los Gatos, Saratoga)

CONTINUED ON PAGE 17

SALES METHOD

● FARMERS MARKET ● FARM STAND ● RESTAURANTS
● ONLINE ● WHOLESALE / RETAIL / GROCERY ● CSA

Bringing you a
FRESH
Perspective on
LOCAL
Resources



Edible Silicon Valley magazine celebrates the local, sustainable food sources of the Silicon Valley area. Every season we serve up a combination of profiles, features, and recipes that illuminate the people who work so hard to bring this bounty to our tables.

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INFO@EDIBLESILICONVALLEY.COM

**Savor the Taste of Award-Winning
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Certified Extra Virgin Olive Oil

Locally grown and produced in San Martin, Santa Clara Valley, CA

2014 GOOD FOOD AWARD WINNER



To find your local retailer visit:
www.FrantoioGrove.com

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Edible Acres Farm

408-314-7025
13385 Murphy Ave.
San Martin, CA 95046
jose.teamtierra@gmail.com
www.teamtierra.com

Edible Acres provides private culinary garden plots for restaurant clients and grows rare fruits and vegetables for sale to CSA members and Fresh Carts vendors.

Selling at: La Cosecha mobile produce cart

Fairhaven Orchards

831-637-4221
1448 Bolsa Road (Hwy. 25)
Hollister, CA 95023
www.fairhavenorchards.com

Visit Fairhaven Orchards for the finest Bing and Rainier Cherries, fresh and dried Blenheim Apricots. Family-owned and operated since 1958.

Frazier Lake Farms

831-902-7806
1090 Hudner Lane
Hollister, CA 95023
halperin@calcon.us

Frazier Lake Farms has been farming in Hollister for 28 years. The Halperins and their three children live off-the-grid in a solar-powered house. They produce a variety of vegetables and herbs, including heirloom tomatoes, red peppers and winter squash. The farm sits on 100 acres, including 35 acres of greenhouses.

Selling at: Veritable Vegetable

Freshness Farms

408-520-1272
csa@freshnessfarms.com
www.freshnessfarms.com

Freshness Farms is a suburban farm, planting and harvesting at various locations throughout the South Bay. Freshness Farms promotes the growth of California Native Edibles and other environmentally friendly growing methods such as Aquaponics.

Full Circle Farm

408-735-8154
1055 Dunford Way
Sunnyvale, CA 94087
info@fullcirclesunnyvale.org
www.fullcirclesunnyvale.org

Cultivating eleven acres in Sunnyvale, Full Circle Farm feeds the community through a CSA, farmstand, and educational programs. Produce includes the best of the season's veggies and fruit. The farm's educational programming offers a farm-based curriculum with hands-on experience for both young people and adults.

Selling at: On-site farm stand and Santa Clara Valley restaurants and schools

Garnish Garden

408-507-7001
Sunnyvale, CA 94087
garnishgarden@gmail.com
www.garnishgarden.net

Based in Sunnyvale, California, Garnish Garden has produced micro greens for local fine restaurants since 2011. Our artisanal greens are sown and grown right here on our own micro farm, and are delivered living, in soil, directly to your kitchen.

Selling at: Santa Clara Valley restaurants including: Chez TJ, Plumed Horse, Lexington House, Dio Deka, Parcel 104 and The Table

Gibson Farms, Inc.

831-637-3512
1190 Buena Vista Rd.
Hollister, CA 95023
mark@gibsonfarmsinc.com
www.gibsonfarmsinc.com

Gibson Farms is proud to grow and process heirloom Blenheim Apricots, which are picked off the trees and the perfect stage of ripeness, cut into halves and then dried in the California sun.

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GET TO KNOW...

Cloud9 Orchard and Olive Oil

by Zea Luce



A newcomer on the scene, Cloud 9 Olive Oil has won awards every year since its beginning, proving its worth and quality. The organic and sustainable practices used by owner May Chevallier produce a distinctive product that now has a strong and loyal following. Most recently her oil won the Gold and Best of Class awards at the Mid-State Fair Competition.

The business took root in 2007 when Mrs. Chevallier decided to act on her desire to grow food commercially. She attended farming workshops and seminars at UC Davis Extension, where she learned about olive growing, followed by the sensory olive oil tasting seminars that really got her hooked! During this process, Mrs. Chevallier discovered that her maternal grandfather was an orchardist in China specializing in Lychee nuts; she believes this is why she has always had the desire to own land and grow food.

In 2008 Mrs. Chevallier purchased land in the rolling hills of Monterey County's San Antonio Valley and started her olive orchard. The orchard is planted with 10 different olive cultivars that she blends into three varietal oils. Mrs. Chevallier is largely able to run the business from her home office in Palo Alto with the help of a reliable orchard foreman to assist in the

field. Organic rodent control, weed management, and drip irrigation inspection occur year-round. She also performs periodic leaf analysis to determine the trees' nutrient profile, and organic nutrients are applied as needed. In the beginning, it was a steep learning curve. There were "more errors than trials" in the earlier years, she said.

At harvest time, in addition to a large crew of olive harvesters, the family invites friends and customers to volunteer in the orchard. Harvest means praying for a fine day and coordinating with the miller and enough labor to make for a smooth day of harvesting. Mrs. Chevallier hires a mobile mill to press the oil immediately after picking, and then sends the oils to a lab to certify that they are fresh and authentic. The California Olive Oil Council performs blind taste tests to judge the quality of the oil and bestows their seal of approval for extra virgin grade olive oil. Mrs. Chevallier has won a number of awards in regional and national competitions. She markets much of her oil to local businesses in the San Francisco Bay Area and hopes to expand sales to national and international markets.

*For more information, please visit:
www.cloud9orchard.com*



Gilroy Demonstration Garden 

 
 949-981-0268
 7360 Egleberry St.
 Gilroy, CA 95020
 gilroydemonstrationgarden@gmail.com
 www.gilroydemonstrationgarden.org

The mission of the Gilroy Demonstration Garden is to enrich the lives of our local community through environmentally sustainable gardening and education programs that empower residents to experience the Earth as a classroom, an edible landscape, the center of our community, and a place of enjoyment, beauty, and endless wonder.

Selling at: Gilroy Farmers' Market, Miliias Restaurant

Ground Stew Farms  

408-634-3311
 13525 Center Ave.
 San Martin, CA 95046
 sergio.jmnz@yahoo.com

Sergio worked in the manufacturing industry for 15 years building parts for the high-tech industry before realizing that his real passion was farming. In 2009, Sergio completed the ALBA beginning farmer-training program. 5 acres of certified organic land and growing, Ground Stew produces a wide variety of vegetables from fennel to kale.

Selling at: Bay Area farmers markets

Hain Ranch Organics 

831-628-3390
 608 Bolado Rd.
 Tres Pinos, CA 95075
 mail@hainranchorganics.com
 www.hainranchorganics.com

Hain Ranch Organics is a small family farm and ranch bordering the Tres Pinos Creek. Paul and Leti Hain produce and market CCOF-certified walnuts, pastured poultry, and heirloom tomatoes.

Heirloom Organic Gardens   

831-637-8497
 743 Shore Rd.
 Hollister, CA 95023
 sales@heirloom-organic.com
 www.heirloom-organic.com

Growing everything from tasty specialty Spinaches to exotic and not so exotic Greens, an amazing array of Root Crops, Walnuts and Fruit, Vine Crops, Herbs and medicinal plants here in San Benito County, food is fun! The farm grows over 200 products, an astonishing number of which are grown year round or near year round, including many exclusives.

Selling at: Hollister, Gilroy, Saratoga, Mountain View, and Palo Alto Farmers' Markets, Coke Farm, Bay Area restaurants including: Chez T.J., Madera, Plummed Horse, Forest on First

Las Hermanas CC Produce  

831-207-3628
 440 Shore Rd.
 Hollister, CA 95023
 lashermanascproduce@yahoo.com

In 2011 our family decided to start our own farm. Our whole family is involved in running Las Hermanas. Mom, dad, a brother and two sisters manage everything from the field to customer sales. We started small, and in three years we have grown to 60 acres.

Selling at: Coke Farms, J&W Produce, ALBA Organics

Morris Grassfed Beef  

831-623-2933
 500 Mission Vineyard Rd.
 San Juan Bautista, CA 95045
 info@morrisgrassfed.com
 www.morrisgrassfed.com

We sell 100% grassfed and finished beef, grown on ranches along the Central Coast. We are a family-owned ranch and have been direct marketing our beef to family and friends in California for the past 23 years.

Selling at: Online at www.morrisgrassfed.com/order

Oya Organics    

510-847-5358
 Hollister, CA 95023
 falafelita@gmail.com
 www.oya-organics.com

We are a young farming family, bringing a youthful mix of agroecological and traditional knowledge background to the farm. We currently produce on 12 acres of certified organic land in Hollister, California and distribute our produce directly to the local community.

Selling at: Santa Clara University Dining Services, New Leaf Community Markets-Evergreen, Zannoto's Family Market in San Jose, Caffè Riace and Tin Pot Creamery in Palo Alto. Also selling at Santa Clara Valley Farmers Markets, including Indian Health Center, San Pedro Square Market, Morgan Hill, Mountain View and Belmont.

Paicines Ranch 

831-628-0288
 P.O. Box 8
 Paicines, CA 95043
 info@paicinesranch.com
 www.paicinesranch.com

Paicines Ranch has been a working ranch since the mid-1800s. They offer delicious grassfed and grass-finished beef seasonality as split-halves, halves, or wholes, and year-round in a variety of packaged retail cuts. Their mission is to preserve the ranch for future generations, and their products are all processed by small independent plant in Newman.

Penny Lane Farm 

831-524-3671
 25 Daffodil Dr.
 Hollister, CA 95023
 1tomatomama@gmail.com
 www.1tomatomama.com

For the last 5 years, from March to June, husband and wife team Diane and Dan Matarangas grow and sell organic vegetable starts from all over the world, including 150 different varieties of heirloom tomatoes, 50 varieties of peppers and 20 varieties of eggplants.

Selling at: Hollister, Saratoga, Morgan Hill, Mountain View, and San Jose Blossom Hill farmers' markets

Phil Foster Ranches & Pinnacle

Organic Produce
 831-623-9422
 P.O. Box 249
 San Juan Bautista, CA 95045
 pfoster@pinnacleorganic.com
 www.pinnacleorganic.com

Cultivating and marketing a wide variety of organic vegetables and fruits, Phil Foster Ranches strives to provide high quality products for their customers, excellent compensation and benefits for their employees, and the best possible care for the land.

Ritter Ranch

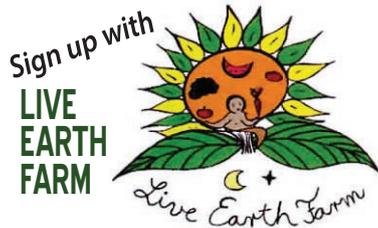
831-637-1356
 565 Santa Ana Valley Rd.
 Hollister, CA 95023
 akr830@aol.com

Shady Creek Farm  

510-845-6301
 14490 Watsonville Rd.
 Morgan Hill, CA 95037
 shadycreekfarmca@gmail.com
 www.shadycreekfarm.info

Shady Creek Farm provides fresh from the farm products including, pastured eggs, jams, and a variety of baked goods.

Selling at: Shady Creek Farmstand



Join our CSA

- Choose your veggies with the new CHOICE SHARE option.
- Monthly Community Events and U-Picks.
- Delivery throughout Santa Clara County, Santa Cruz, and Monterey Bay as well.



CONTINUED FROM PAGE 19

Sherrie's Farm

408-842-5862
6930 Holsclaw Rd.
Gilroy, CA 95020
shersfarm@hughes.net
sherriesfarm.com

Sherrie's Farm is a small family-owned operation that specializes in growing certified organic heirloom and specialty tomatoes. Our purpose is to carefully produce and package heirloom tomatoes of exceptional quality without the use of pesticides, synthetic fertilizers or fumigants while practicing stewardship of the land and of the other natural resources.

Spina Farms

408-463-0125
8820 Santa Teresa Blvd.
San Jose, CA 95141
www.spina-farms.com

Spina Farms sells homegrown produce at their on-farm produce stand, with a pumpkin patch, petting zoo and hay rides in the fall.

Selling at: Farmstand and wholesale

Swank Farms Produce, Inc.

831-367-4704
645 Lanini Dr.
Hollister, CA 95023
mccauleymf@aol.com
http://www.swankfarms.com

Dick and Bonnie Swank are owners of Swank Farms Produce, Inc. in Hollister California. They farm sixty acres at the home ranch, property that was purchased by Dick's grandfather Bill Maggini in 1929, along with 240 acres at a satellite location.

The Salad Farm

831-663-3311
17813 Country Side Ct.
Salinas, CA 93907
joyce@thesaladfarm.com
www.thesaladfarm.com

The Salad Farm is a family-owned operation based in Salinas, California. We are committed to growing, processing and sales of the finest quality produce available. Our growers are devoted to the cultivation and harvest of the best quality spring mix, spinach and arugula.

Selling at: Wholesale and other retail markets

TIMptations

1565 Maple Ave.
San Martin, CA 95046
info@timptations.com
www.timptations.com

TIMptations Farm is family owned & operated by 3rd generation Santa Clara County farmer Tim Chiala. TIMptations Farm offers a CSA program (see CSA section of this guide for more information). We also service corporate cafes, restaurants & caterers.

Uesugi Farms

408-847-9401
1020 California 25
Gilroy, CA 95020
pete@uesugifarms.com
www.uesugifarms.com

Uesugi Farms is a grower, packer and shipper of various fruits & vegetables. We also operate three farmstands from April through August and a pumpkin patch in October.

Selling at: Chef's Choice, Daylight Foods, IJB Farms, George Chiala Farms/Timptations, Golden Rule Produce, Gaili Produce, various farmstands located throughout Gilroy, Morgan Hill, and San Jose, Lunardi's, Safeway, Albertson's, SaveMart, Chong's Produce, T&S Produce, J&S Produce, Whole Foods, Trader Joe's

Van Dyke Organics

408-483-3636
7665 Crews Rd.
Gilroy, CA 95020
pvandyke@earthlink.net
www.vandykeorganics.com

The Van Dykes are a 5th generation Californian family farm specializing in organic dried fruit. They have been producing fruit for their Gilroy ranch since 1921-most notably the Blenheim apricot! They also grow Bing cherries and will be diversifying into walnut and grape growing in the coming years.

Veggielution

408-634-3276
info@veggielution.org
veggielution.org/farmbox

Veggielution Community Farm's classes and volunteer programs inspire happier and healthier lives while also growing fresh produce for our neighbors in the South Bay that need it most. By cultivating a space where everyone feels included, Veggielution breaks down barriers that keep people apart, uniting South Bay residents across all generations, incomes, and cultures.

Vintage Farms

831-265-1405
7171 Lovers Ln.
Hollister Ca, 95023
vintagefarms201@yahoo.com

We are a family owned family operated farm that specializes in heirloom tomatoes. We also grow kales, chards and many other seasonal vegetables.

Welten Farms LLC

831-710-7407
2985 Roop Rd.
Gilroy, CA 95020
weltenfarms@hotmail.com

Welten Farms is a certified organic family farm in South Santa Clara County. We grow heirloom vegetable varieties for top chefs in the SF Bay Area. Among our customers are Michelin star rated restaurants.

Selling at: Baume Restaurant (Palo Alto) and Veritable Vegetable (San Francisco)

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New Leaf Community Markets

Embracing Buy Fresh Buy Local

by Allie Hoffman

GOODNESS

is eating lettuce that isn't

JET LAGGED



At New Leaf, you'll find the best of what's around. Even if it takes longer. Or costs a bit more. We're culinary explorers, ruthless about labeling and determined to give back.

Visit us for sustainable meat and seafood, organic produce, fresh juices and smoothies, made-to-order sandwiches, homemade deli salads and sides, and for gluten-free, vegan, raw and more.



New Leaf
Community Markets

FOR THE GREATER GOODNESS



www.newleaf.com

Santa Cruz • Capitola • Felton • Boulder Creek
Half Moon Bay • San Jose • Pleasanton

It can be hard to find a company that has remained committed to their original values, yet New Leaf Community Markets has done just that.

Beginning as the Our Neighborhood Food Co-op in Santa Cruz, owner Scott Roseman then opened the Westside Community Market in 1985, which later developed into what we know today as New Leaf Community Markets.

Staying true to their mission to “nourish and sustain their community,” New Leaf includes local organic farmers as part of their community. Because of this, they were among the first Buy Fresh Buy Local supporters in California and continue to remain faithful to that tenant today.

While New Leaf began in Santa Cruz, they have since expanded to Half Moon Bay, Pleasanton and San Jose. Despite expansion, they continued to purchase on a scale that is local to their individual

stores. At New Leaf, food that is considered local needs to be produced within a 100 mile radius. Because there are 1,693 farms in the Santa Clara Valley, there is no shortage of local growers that they can feature in their San Jose store.

In a world where the food system is built for produce to travel around the world before it reaches our tables, New Leaf feels like they have an advantage over other stores in terms of quality. By receiving deliveries directly from farmers, they can turn produce around from farm to customer faster than retailers that rely on a central distribution model. New Leaf is quick to point out that they can't always source directly from local farms because of what is available seasonally. Still, Maroka Kawamura, New Leaf's Produce Director says that they always prioritize local organic food over any alternative. Each individual store has

CONTINUED ON PAGE 22

a produce manager that Kawamura oversees. While she works to approve new vendors, the Produce Manager handles the purchasing for their own store. This way they can meet the unique needs of their individual customers and select products based on geographic location. The Evergreen store, in San Jose, for example, has a different set of local vendors (farmers) than the Half Moon Bay store.

Despite the commitment to their original values, their growth has not been without criticism. In late 2013, New Leaf and New Seasons Market, a Portland, OR-based grocer, merged. Because New Seasons carries some conventional (non organic) products, some consumers pushed back fearing that New Leaf may begin to do the same. Roseman says that this is not the case and each company will continue to operate independently. Both companies are interested in continuing to grow and expand, and by joining forces they have more clout to be able to do so. Kawamura believes that the merger will help farmers in our region because opening new stores will allow them to purchase more produce from local farmers.

When asked about Buy Fresh Buy Local, New Leaf said, “We love the [Buy Fresh Buy Local] program. It dovetails very nicely into the local focus we put on our products and produce department specifically. We use [Buy Fresh Buy Local] graphics on all of our produce signs so that customers can quickly distinguish if an item is grown within 100 miles of their store.”

GROCERY STORES

Monta Vista Market

408-777-0330
21666 Stevens Creek Blvd.
Cupertino, CA 95014
manager@montavistamarket.com
www.montavistamarket.com

Monta Vista Market embraces the “Slow Food” movement by promoting high quality, fresh and local, non-processed healthy foods that are organic, without additives, and GMO-free. Half our store is organic fruits and vegetables - the remainder features organic chicken, grass-fed ground beef, pork and bacon, organic dairy, raw milk and cheeses, organic nuts and snacks, Amy’s frozen entrees, plus a variety of organic beans, rice, grains, snacks, dry goods, canned and frozen items, condiments, juices, teas, coffee plus healthy grab-n-go.

New Leaf Community Markets

408-513-8200
5667 Silver Creek Valley Rd.
San Jose, CA 95138
info@newleaf.com
www.newleaf.com

New Leaf’s mission is to nourish and sustain our community. See article in this guide for more information about how New Leaf supports local farmers.

Oak Grove Market

650-477-2127
1000 Oak Grove Avenue
Burlingame, CA 94010
info@oakgrove-market.com
oakgrove-market.com

Our goal from the outset at Oak Grove Market has been to upgrade this small convenience store back into a true neighborhood market. We continue to carry many national brands but also feature numerous premium quality items with a particular emphasis on local small producers. We’re proud to be - and proud to support other independent small local businesses.



SPECIALTY STORES & FOOD ARTISANS

Barefoot Coffee Roasters

408-293-7200
2475 De La Cruz Blvd.
Santa Clara, CA 95050
justine@barefootcoffee.com
www.barefootcoffee.com

We are a small batch, local specialty coffee roastery. We strive in building relationships with farmers as well as customers and have been direct trade for over 10 years.

Cloud 9 Orchard

650-776-6962
168 Tennyson Ave.
Palo Alto, CA 94301
may@cloud9orchard.com
cloud9orchard.com

Grower and producer of award winning Extra Virgin Olive in Monterey County.

Find at: Country Sun Natural Foods, Draeger’s Market, Dittmer’s Wurst-Haus, Full Circle Farm of Sunnyvale, GoodEggs, Milkpail Market, Monterey Wharf Marketplace, Spina Farm and Veggielution

CurryFresh

info@asianseasons.com
www.asianseasons.com

CurryFresh is an authentic South East Asian curry paste that is vegan, gluten free, all natural with zero preservatives and is handcrafted in the South Bay using fresh ingredients from local family farms.

Find at: You can find CurryFresh at your local Whole Foods Market and New Leaf Community Markets

Frantoio Olive Grove

408-391-0013
10756 Green Valley Dr.
Gilroy, CA 95070
jeff@frantoiogrove.com
frantoiogrove.com

Frantoio Grove produces COOC certified Extra Virgin Olive Oil in Santa Clara County, with 150 years of a family tradition revived in the heart of California.

Find at: Online and at Clos La Chance Winery, C7 Olson Cherries, Draeger’s Market, L7B Farms, Guglielmo Winery, Rocca’s Market, Solis Winery, Zannatto’s Market’s, Cordevalle’s II Vigneto Restaurant, Andy’s Orchard Farm Stand

Urban Agriculture in the Santa Clara Valley

- Educational and Community Farms

by Zea Luce

Despite the urbanization of northern Santa Clara County in the last 50 years, some farms have remained and exist today as educational farms and others have sprouted up, filling the niche of what has become known as “urban agriculture.” Urban agriculture takes many different forms (for example, rooftop gardens, guerilla gardens, vacant lots, community gardens, and indoor and educational farms), but often includes a community or educational aspect. They may offer classes, host volunteer work days, and promote nutrition and access to fresh produce. This area is home to many such organizations, several of which are highlighted below. Please see the Local Partners and Community Resources page for a longer listing of organizations in our region.



Emma Prusch Farm Park

Preserving agriculture amidst busy free-ways and shopping centers in San Jose

Offering a wealth of farm-oriented programs, this 47-acre park sits juxtaposed against both the 101 and 280 freeways in east San Jose. Thanks to a generous donation from Ms. Emma Prusch in 1962, visitors today may experience farm tours, tend community garden plots, participate in summer camps, feed and view animals, take classes, attend festivals, or have picnics. Where there was once pasture land, and then a dairy farm for 100 years, there is now a bustling educational farm, complete with free-ranging fowl. Ms. Prusch deeded the property to the City of San Jose with two conditions: that it remained a farm park and that it was accessible to the public. Today the park reaches over 10,000 local residents annually with classes and programming, and hosts 200,000 visitors. The park is home to the “Hatchery” pre-school and a large barn where 4H members raise

livestock. While visitors can tour the farm park on their own, the naturalists also offer guided tours that include hay rides, pumpkin picking, butter-making, or seed sowing. Other specialty classes and events consist of cheese-making, pizza-making, campfires, insects, composting, or naturalist-led animal chores. The children who attend summer camp are able to feed the animals, grow their own food, do crafts, and have a barbeque with vegetables they grew themselves. Take some time to visit the park and experience life on a farm!

647 S. King Rd
San Jose, CA 95116
www.pruschfarmpark.org

Veggelution Community Farm
Putting down roots in a San Jose community

Veggelution is a non-profit community farm dedicated to bringing Bay Area residents together around food and farming.

The 6-acre farm, located within the Prusch Farm Park, runs several programs that provide healthy food to families in need and educates children and adults about gardening, healthy eating, and sustainable lifestyles. Individuals and groups can volunteer on the farm during the weekly workdays and families with children can participate in free garden activities every Saturday. The subscription Farm Box Program and Saturday Farm Stand provide customers with a variety of fresh vegetables each week, while generating income that supports the community programs. Veggelution offers a place to meet new people and create authentic, meaningful connections. Please visit their website for more information.

647 S. King Rd.
San Jose, CA 95116
www.veggelution.org

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Deer Hollow Farm

A historic, educational farm in Los Altos

The Rancho San Antonio Open Space Preserve, in the foothills of Los Altos, is home to Deer Hollow Farm, where visitors can experience a working homestead and view the orchard and animals. The 150-year-old farm is an educational farm that is open to the public, receives school classes, and various community groups. Volunteer docents show elementary students around the farm, the preserve, and a replica Ohlone Village. Volunteers also assist with the livestock, in the garden and orchard, and interact with the public. The farm hosts a summer day camp for local students, where they experience life on a farm, take hikes, play games, and do crafts. Run by the City of Mountain View's Recreation Division, the farm is a delightful surprise to encounter when hiking in Rancho San Antonio!

22500 Cristo Rey Dr,
Cupertino, CA 95014
www.fodhf.org
www.mountainview.gov

Martial Cottle Park

A historic agricultural park in San Jose

Visitors to the newly minted Martial Cottle Park are invited to step back to a time when Silicon Valley was known as the Valley of Heart's Delight. Nestled between freeways, commercial buildings, and suburban communities, the park will provide a welcome respite to the surrounding development while offering a gateway to Santa Clara Valley's agricultural past. The

approximately 287-acre park is a fraction of the 6,900-acre Rancho Santa Teresa that once occupied the neighborhood beginning in 1834. Walter Cottle Lester, whose family had continuously farmed the land for over 150 years, staved off development and generously donated part of the property Santa Clara County and sold another portion of the land to the State of California. After the death of his grandfather, Martial Cottle, Lester envisioned developing the land into an agricultural park to be used as educational public property, connecting current and future generations to the rich agricultural history of the region. He, therefore, sought the partnership of the County and the State to implement this vision.

A portion of the park's perimeter trail opened at the end of 2013 and residents of the Santa Clara Valley can now enjoy walking, jogging, and biking on 1.5 miles of new trail that will eventually be completed around the entire perimeter of the park. Residents and visitors of south San Jose can look forward to the continuing development of this unique park. Construction has already begun on many of the park's other planned features, including a 3,500 square-foot visitor center, family picnic areas, and educational resources including a discovery farm, which will allow families to learn about past farming practices. The park will also be home to small agricultural production fields, a community garden, urban forestry program, youth agricultural programs (such as 4-H and Master Farmer programs), and a research and demonstration garden for the University of California Cooperative Extension. Construction on the park is expected to be completed

by December 2014. More information and updates can be found at the Santa Clara County Parks Department website.

The park is bounded by Highway 85, Snell Ave, Branham Lane, & Chynoweth Ave in San Jose.

www.sccgov.org/sites/parks/parkfinder/Pages/martialcottle.aspx

Hidden Villa

A non-profit organic farm offering wilderness and environmental education on 1600 acres in Los Altos Hills

Hidden Villa's mission is to inspire a just and sustainable future through community programs, land, and legacy. Founded by the Duveneck family in 1924, the first hostel on the Pacific Coast was established here, as well as the first multiracial summer camp. Today community members can participate in the farm's CSA, view the farm animals, attend workshops, enroll in summer camp, schedule a field trip, pursue an internship, volunteer in any aspect of the farm's operations, hike the 8 miles of trails, and more. The small-scale organic farm teaches about and produces sustainable food – quality vegetables, fruits, meat, and eggs for local markets. Visit their booth at the Los Altos Farmers' Market!

26870 Moody Rd,
Los Altos Hills, CA 94022
www.hiddenvilla.org

Farm to School Programs in Santa Clara Valley

by Zea Luce



“My mom never heard of persimmons before, but now she buys them for me!”

For the last 6 years students in partner school districts throughout the Santa Clara Valley have been learning about fresh, locally-grown fruits and vegetables, visiting farms, and eating them when they appear in cafeterias. These students are part of the Farm to School program at their districts, which is loosely defined as any effort to connect students with fresh, healthy, locally-grown food in cafeterias, classrooms, and communities. There is no packaged program a school can sign up for; Farm to School is an approach adapted to the district's needs. Strong programs coordinate and combine all three legs of Farm to School:

- **Procurement** – local foods are purchased, promoted, and served in the cafeteria
- **Education** – students participate in education activities related to agriculture, food, health, and/or nutrition
- **Gardens** – students grow their own food through hands on learning in the school gardens

“It is not often that my cafeteria staff are included, recognized or made to feel a part of the health movement. I cannot tell you the amount of impact it had on me and my staff when CAFF held the professional development culinary trainings.”

- Nalani Battaglia, Food Service Director, Gilroy Unified School District

In the Santa Clara Valley, CAFF's Farm to School program includes:

Harvest of the Month – Teachers receive and are trained on monthly tasting kits that feature fresh fruits or vegetables grown by local, family farms. Students learn about seasonal produce, how fruits and vegetables are grown, what local farmers grow, and the nutrients and vitamins contained in produce.

Farm to Cafeteria – School food service directors collaborate to advance farm to school efforts in the region through the “Farm to School Consortium.” They coordinate on recipes and purchasing the monthly local items. In some districts, staff receive culinary training on preparing farm fresh

produce and scratch cooking. Farm to School educators dress in fruit or vegetable costumes and hand out produce tastings in the cafeterias to encourage students to eat the local items.

Results! – Collectively, participating districts have achieved the following in 2013-2014:

- An average of **41%** of produce was purchased locally (within 150 miles of their distributor's warehouse in Union City)
- School districts spent and served approximately **\$400,000** of local fruits and vegetables to K-12 students
- Of **993 students** receiving Harvest of the Month Tasting Kits each month, **64%** reported increases of fruit and vegetable consumption and **74.5%** reported knowing where their food comes from
- Santa Clara Valley farms **Heirloom Organics Farm, Las Hermanas Farm, Uesugi Farms, Coke Farm, and Sherrie's Farm** are now selling to schools through Fresh Point Distribution Company

To learn more about how your school district can participate, contact southbay@caff.org!

Participating school districts include:

Gilroy Unified
Moreland
Oak Grove
Franklin McKinley
San Jose Unified
Mountain View Whisman
Sunnyvale Elementary



Harvest of the Month Tasting Kits

Students learn about local, farm-fresh produce, nutrition, and agriculture

HOW IT WORKS

Each month, participating classes from the Central Coast to Hollister to Palo Alto receive a Harvest of the Month Tasting Kit featuring a different locally grown produce item and teaching materials. Students taste the fruit or vegetable, hear about the farmer that grew it, and learn about nutrition. Many of the schools also feature the item in the cafeteria in recipes or on the salad bar! The program runs September to May.

THE FARMERS

Local farmers sell their produce to be packed in school tasting kits. Some past participating farmers in Santa Clara County have included Coke Farm (Easter Egg Radish), Van Dyke Farm (Dried Pear and Apricot), Las Hermanas Farm (Green Beans), and Ground Stew Farms (Kale). Farmer profiles in each kit enable students to learn more about what they grow, where they farm, and why they like farming.

KIDS SAY:

"My plate is already empty!"

"I didn't know oranges could be different kinds of colors, just like apples! Before [HOTM] I thought there was only one kind. I thought an orange was just an orange or an apple was just an apple."



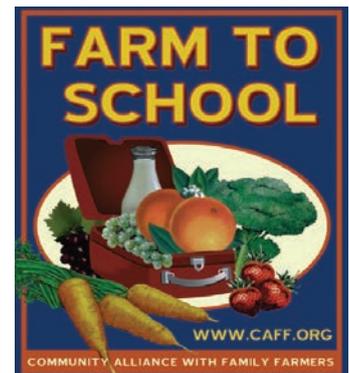
PARENTS AND TEACHERS SAY:

"My daughter is always excited to tell me the different foods she has eaten for the first time. There are times when I am hesitant to give my children a vegetable with their meals, for fear that they might not like it. **This Harvest of the month program has changed my attitude.**"
- Parent, Greenfield Union School District

"Your program is such a benefit to our curriculum. We are able to utilize it in all subject areas. **The added benefits are that it is hands-on, 'taste-on', and healthy.** What more could we ask for?"
- Teacher, Sunnyvale School District

HARVEST OF THE MONTH 2013-2014 SCHOOL YEAR NUMBERS

- 54 schools participated in the program
- Over 500 produce tasting kits were delivered each month
- 150,000 students benefited from this program in their classes
- \$20,000 of produce was purchased from local farmers



Are you a teacher? The kits provide nine months of engaging standards-based lessons and farm-fresh produce for \$15 per class each month, which comes to only 44 cents per student!

Please contact us at harvestofthemonth@caff.org for more information about the program.

Mission Hill Creamery 
408-615-1080
2905 Park Ave.
Santa Clara, CA 95050
chris@missioncitycreamery.com
www.missioncitycreamery.com

Nanny O's 
408-209-0849
P.O. Box 870
San Martin, CA 95046
stu@nannyos.com
www.nannyos.com

Grown on a Family Farm and harvested at the peak of ripeness. That garden fresh, nothing artificial, home-made quality is captured in every jar of asparagus, pickles, olives, green beans, mushrooms, and more.

Find at: Sarah's Vineyard in Gilroy, Rocca's Market in San Martin, Guglielmo Winery in Morgan Hill, Riccatoni's Market in Morgan Hill, Sunmyvale Farmer's Market

San Benito Tea Company 
13140 Cienega Road
Hollister, CA 95023
info@sanbenitotea.com
www.sanbenitotea.com

Estate grown herbal infusions.

Find at: Bay Area farmers markets, including Palo Alto farmers market

Sons-of-Sicily Olive Oil
831-801-6120
281 Richardson Rd.
Hollister, CA 95023
www.sons-of-sicily.com

We produce Extra Virgin Olive Oil. A blend of five Tuscan varieties, cold pressed and unfiltered. The oil is award-winning and has a very unique flavor which separates it from all the rest.

Find at: San Benito Bene, Casa De Fruta, Bertuccio's Market in Hollister, The Garlic Shoppe and Market 25 in Gilroy, Star Market in Salinas, Pezzini Farms in Castroville, The Whole Enchilada Market Place and Phil's Fish Market in Moss Landing, Pacines General Store in Pacines.

Uva's Gold Apiary 
408-644-2382
15325 Uvas Road
Morgan Hill, CA 95037
kingbee@uvasgold.com
www.uvasgold.com

Pure, local, raw artisan honeys, beeswax candles and goat's milk and honey soap.

Find at: Morgan Hill farmers market, Garlic City Mercantile, Patty's Perfect Pantry in Gilroy and Almaden Valley Nursery in San Jose.



The Santa Clara County Food System Alliance (**SCCFSA**) is a collaborative of stakeholders concerned with issues of healthy food access, agricultural production, and food distribution in Santa Clara County. The Alliance stimulates synergistic working relationships among individuals and organizations to find creative win-win solutions to problems that impede a more sustainable, effective and accessible food system.

The Santa Clara County Food System Alliance is a project of Ag Innovations Network, a non-profit organization dedicated to helping stakeholders solve problems in the food system through effective collaboration.

For more information visit our website at:
aginnovations.org/alliances/santaclara/

DISTRIBUTORS

Chef's Choice Produce Company
408-213-3880
395 Commercial St.
San Jose, CA 95112
www.chefschoiceproduce.com

Chef's Choice is a local, family owned produce distributor. Serving Northern California with fresh conventional and organic produce for more than 20 years.

Earl's Organic 
415-824-7419
San Francisco Wholesale Produce Market, 2101 Jerrold Ave.
San Francisco, CA 94124
katherinev@earlsorganic.com
www.earlsorganic.com

FreshPoint San Francisco 
510-476-5900
30340 Whipple Rd.
Union City, CA 94587
www.freshpointsanfrancisco.com

Watsonville Coast Produce, Inc. 
800-966-8547
Watsonville, CA 95076
wcp@coastpro.com
www.coastpro.com

Wholesaler and distributor of conventional and organic fresh fruits and vegetables. If we don't stock it, we can get it. Celebrating 40 years of Gary Manfre buying the business!

RESTAURANTS, CATERERS, & FOOD SERVICE COMPANIES

Baumé Restaurant
650-328-8899
201 S California Ave.
Palo Alto, CA 94306
info@baumerrestaurant.com
www.baumerrestaurant.com

Baumé specializes in French Modern cuisine using local, fresh produce, with menus that change with the seasons. We serve an eight course tasting menu with the option of three different wine pairings.

Bon Appétit Management Company

f
100 Hamilton Ave., Suite 400
Palo Alto, CA 94301
info@bamco.com
www.bamco.com

Bumble **f**

650-383-5340
145 First Street
Los Altos, CA 94022
info@bumblelosaltos.com
www.bumblelosaltos.com

Bumble is a farm-to-fork restaurant in Downtown Los Altos created for locals and families to gather and enjoy a healthy meal and relax with friends over coffee or a glass of wine while children can check in to our bright, sunny playroom. Our menu serves breakfast, lunch, afternoon tea and dinner and changes seasonally to make the most of locally sourced, organic ingredients.

Catered by Diana **f**

408-375-4809
16100 Jacqueline Court
Morgan Hill, CA 95037
chef@cateredbydiana.com
www.cateredbydiana.com

We provide corporate, social and business event catering for all occasions from drop off to full service. Catered by Diana is all about the food! Quality local ingredients prepared especially for our clients while providing a level of service to match.

Country Gourmet

408-733-9446
1314 S Mary Ave.
Sunnyvale, CA 94087
www.country-gourmet.com

Forest on First **f**

650-383-5760
129 First Street
Los Altos, CA 94022
info@forestonfirst.com
www.forestonfirst.com

Forest on First is a play cafe concept for families and friends to come and enjoy each other's company, while munching on delicious, all-natural, locally sourced food. The cafe has a kid-friendly, custom-made Treehouse play structure to keep the little ones entertained. And if you feel like taking the night off from cooking, we offer freshly prepared, complete take-home meals nightly.

Hay Market **f**

408-295-4800
1185 Lincoln Ave.
San Jose, CA 95125
joe@haymarketwillowglen.com
haymarketwillowglen.com

We are "Farm to Table" cuisine specializing in Eclectic Global Comfort Food, and we make our own Bacon and Lardo - while offering a Full Bar, Extensive Wine List, and Craft Beers.

Jesse Cool Restaurants and Catering **f**

650-854-5806
3 restaurants in San Mateo and Santa Clara County, catering serves the larger Bay Area
kathy@cooleatz.com
cooleatz.com

Committed for decades to our local farmers and food producers.

Laura Stec - Innovative Cuisine **f**

650-855-7100
Portola Valley, CA
laura@laurastec.com
www.laurastec.com

Personal and corporate chef. Wellness events and corporate cook classes. Writer/author/speaker with healthy people & planet focus.

My Green Lunch **f**

408-390-6599
326 Commercial St.
San Jose, CA 95112
todd@mygreenlunch.com
www.mygreenlunch.com

My Green Lunch provides healthy, organic, and sustainably sourced meals for Silicon Valley schools and businesses.

Oren's Hummus Catering

650-204-0017
Serving the entire Bay Area
catering@orenhummus.com
www.orenhummus.com

Take advantage of our full service catering to try what we hope you will consider the finest hummus this side of Tel Aviv.

Oren's Hummus Shop

650-752-6492
261 University Ave., 126 Castro St.
Palo Alto, CA 94301, Mountain View, CA 94041
orenhummus@gmail.com
www.orenhummus.com

Oren's Hummus Shop offers authentic Israeli hummus unlike any other hummus you have ever tasted. We are guided by 5 simple principles: authenticity, freshness, health, convenience, and sustainability.

Rock Bottom Brewery **f**

408-377-0707
1875 S. Bascom Ave. #700
Campbell, CA 95008
www.rockbottom.com/locations/campbell

Join us at Rock Bottom Brewery – Campbell's brewery of choice! We offer award-winning handcrafted beer brewed on-site with a diverse menu featuring everything from Cod Fish & Chips to Top Sirloin and refreshing salads.

The Lexington House **f**

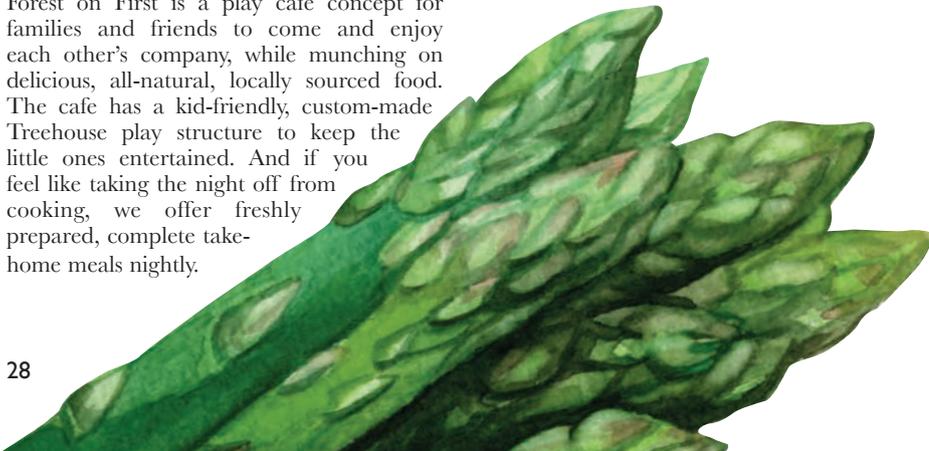
408-354-1600
40 N. Santa Cruz Ave. STE A
Los Gatos, CA 95030
thelexingtonhouse@gmail.com
www.thelexlg.com

Bringing together modern Northern California cuisine with classically inspired cocktails, small-batch spirits, craft beer, and limited-production wines, The Lexington House offers a welcoming dining experience for sharing a meal with friends. Opened in September 2013 by Stephen Shelton and Jimmy Marino, the restaurant in Los Gatos, CA, serves a progressive menu dictated by the seasons. Chef Philippe Breneman focuses on ingredients from local, organic, and sustainable farmers, and Shelton and Marino reflect that same philosophy in the bar program they co-curate.

The Table **f**

408-638-7911
1110 Willow St.
San Jose, CA 95125
info@thetablesj.com
www.thetablesj.com

The Table is an urban neighborhood restaurant focused on seasonal ingredients, hand-crafted cocktails and progressive wines. Our cuisine is contemporary American, paying tribute to the people and cultures that call this valley home. We believe that the quality of our product begins at the source— with the farmers, ranchers, and dairymen that produce them.



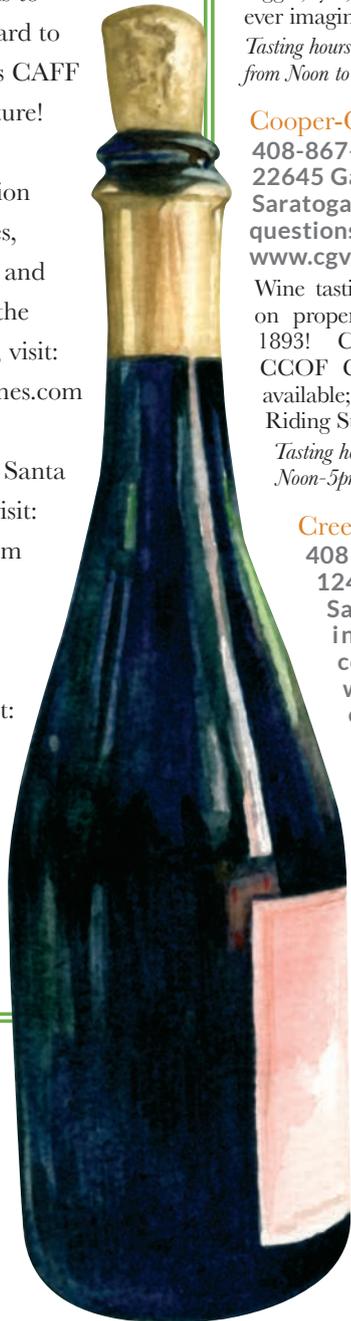
Wineries & Vineyards

Santa Clara and San Benito counties are home to approximately eighty wineries. While the wineries listed here represent only a handful of all that this wine region has to offer, we look forward to welcoming more as CAFF members in the future!

For more information about local wineries, the new wine trail, and varietals grown in the Santa Clara Valley, visit: www.santaclarawines.com

For wineries in the Santa Cruz Mountains, visit: www.scmwa.com

For a directory of wineries in San Benito County, visit: sanbenitocounty.chamber.com/winery-directory



Aver Family Vineyards

408-203-8575
2900 Soma Way
Gilroy CA 95020
wine@averfamilyvineyards.com
www.averfamilyvineyards.com

Aver Family Vineyards is a magical 8.25-acre vineyard nestled in the beautiful Uvas Valley, at the southern edge of Santa Clara Valley, just south of the Silicon Valley in northern California. Aver Family specializes in the Rhone varietals and blends. We hope that we can share with you an experience you will always remember, and that our wines will remind you that you are part of a family far bigger, yet, much more intimate, than you ever imagined.

Tasting hours: First and third weekend of each month from Noon to 5pm.

Cooper-Garrod Estate Vineyards

408-867-7116
22645 Garrod Road
Saratoga, CA 95070
questions@cgv.com
www.cgv.com

Wine tasting where the grapes are grown, on property farmed by the family since 1893! CSWA Certified Sustainable and CCOF Certified Organic. Picnic tables available; co-located with Garrod Farms Riding Stables.

Tasting hours: Weekends, 11am-5pm Weekdays, Noon-5pm

Creekview Vineyards

408 686-0534
12467 Creekview Ct.
San Martin, CA 95046
info@creekviewvineyards.com
www.creekviewvineyards.com

Family owned and operated, we are a small estate winery nestled along the east foothills of San Martin, California. With a passion for quality, our wines are meticulously hand crafted in small lots to preserve the utmost in character and style.

Tasting hours: Open for tasting Saturday and Sunday 11-5pm every third weekend. Creekview Vineyards wine tasting also offered at Sherman Cellars, 40 Post St. San Jose, CA 95113, 408 288-9463

Guglielmo Winery

408-779-2145
1480 East Main Ave.
Morgan Hill, CA 95037
info@guglielmowinery.com
www.guglielmowinery.com

Located in Morgan Hill, CA, Guglielmo Winery has practiced the fine art of winemaking for three generations. Today, third generation brothers, George, Gene and Gary Guglielmo, offer a family of award-winning Private Reserve varietals and more in the Tasting Room and Gourmet Gift Shop.

Tasting hours: Daily, 10am-5pm, closed major holidays

Lighthouse Cellars

408-475-8463
305 Roosevelt Ave.
San Martin, CA 95046
wine@lighthousecellars.com
www.lighthousecellars.com

Lighthouse Cellars is a small estate winery in San Martin (Southern Santa Clara County), featuring handmade, single vineyard wines. Bordeaux, Rhone and Burgundy style wines, handmade on the premises by winemakers Jane Mika-Haynie and Sheldon Haynie.

Tasting hours: Open first and third weekends from Noon-5pm or by appointment for private tastings.

Satori Cellars

408-848-5823
2100 Buena Vista Avenue
Gilroy, CA 95020
tom@satoricellars.com
www.satoricellars.com

Satori Cellars believes that great wine and great fruit are inseparable. We believe winemakers create better wines when they are intimately involved in the vineyard and the vineyard caretakers do a better job when they are intimately involved in the winemaking process. The result is a truly handcrafted wine intended to awaken not only your taste buds but your experience of life, your connectedness to the world around you.

Tasting hours: Open for tasting and sales every weekend from Noon-5pm.

Solis Winery

408-847-6306
3920 Hecker Pass Hwy
Gilroy, CA 95020
solis@soliswinery.com
www.soliswinery.com

A working winery dating back to 1917, in 1980, the Vanni family purchased the land and have been producing small-lot, award-winning estate wines ever since. Solis Winery is known primarily for red wines, including: Merlot, Syrah, Sangiovese, and Zinfandel, but also produces perennial gold-medal-winning white varietal Fiano.

Tasting hours: Daily, Noon-5pm

Local Partners & Community Resources

California Native Garden Foundation ●

www.cngf.org

The California Native Garden Foundation is a non-profit educational, research, and resource organization that promotes gardening with California native plants. Our goal is to increase the popularity and use of California's native plants in the designed landscape.

Collective Roots ●

www.collectiveroots.org

Committee for Green Foothills ●

www.greenfoothills.org

Common Ground ●

commongroundinpalalto.org

Common Ground provides education and resources to support the local community in growing gardens sustainably through the cultivation of edible and native plants, which facilitate access to fresh nutritious food while maintaining a healthy planet.

Community Links International

● www.commlinks.org

Connecting children and their families to good food and land stewardship through education and immersion.

Deer Hollow Farm ●

www.mountainview.gov/city_hall/comm_services/recreation_programs_and_services/deer_hollow_farm.asp

Ecological Farming Association ●

www.eco-farm.org

Edible Silicon Valley ●

ediblesiliconvalley.com

Emma Prusch Farm Park ●

www.pruschfarmpark.org

Garden to Table ●

garden2table.org

Greenbelt Alliance ●

www.greenbelt.org

Hidden Villa Farm & Wilderness ●

www.hiddenvilla.org

Hollyhill Hummingbird Farm ●

hollyhillhummingbird.com

Kitchen Table Advisors ●

www.kitchentableadvisors.org

La Mesa Verde ●

www.sacredheartcs.org/our-programs/self-sufficiency/la-mesa-verde

Living Classroom ●

www.living-classroom.org

Master Gardeners of Santa Clara County ●

mastergardeners.org/sc.html

Sacred Heart Community Services ●

www.sacredheartcs.org

Santa Clara County Farm Bureau ●

www.sccfarmbureau.org

Santa Clara County Food System Alliance ●

aginnovations.org/alliances/santaclara

Santa Clara County Open Space Authority ●

www.openspaceauthority.org

Second Harvest Food Bank ●

www.shfb.org

Slow Food South Bay ●

slowfoodsouthbay.org

The Slow Food South Bay (SFSB) chapter of Slow Food USA actively promotes our local food communities so that everyone can enjoy food that is good, clean and fair. Encompassing San Mateo and Santa Clara counties, SFSB advocates for food and farm policies, educates about the origins and preparation of real food, and celebrates the region's diverse bounty with visits to farms, restaurants, wineries, and breweries. We are part of the Slow Food network that began in Italy in the 1980s and has grown to more than 150,000 members in more than 150 countries.

Sustainable Agriculture Education - SAGE ●

www.sagecenter.org

The Health Trust of Silicon Valley ●

healthtrust.org

UC Small Farm Program ●

● sfp.ucdavis.edu

UC Cooperative Extension Santa Clara County-Nutrition, Family, and Consumer Sciences Program ●

cesantaclara.ucanr.edu/nutrition

Valley Verde ●

valleyverde.org

Veggielution ●

veggielution.org

Veggielution Community Farm's classes and volunteer programs inspire happier and healthier lives while also growing fresh produce for our neighbors in the South Bay that need it most. By cultivating a space where everyone feels included, Veggielution breaks down barriers that keep people apart, uniting South Bay residents across all generations, incomes, and cultures.

Village Harvest ●

www.villageharvest.org

Weston A. Price Foundation ●

www.westonaprice.org

Yummy Tummy Farms ●

yummytummyfarms.com

FOCUS AREAS



*Names in BLUE are Buy Fresh Buy Local Members



Join CAFF today!

Complete this form and mail it with payment to the P.O. Box address below. Or sign up to become a member online at caff.org/support.

Name _____

Farm/ Business _____

Street _____

City, State, Zip _____

Phone Number(s) _____

Email _____

Website _____

Membership Levels

- \$50 \$250 \$1000
 \$100 \$500 \$2000
 Other \$ _____



Check # _____ Annual membership \$ _____
(Payable to CAFF) Additional donation \$ _____
TOTAL \$ _____

Credit Card: Visa MC

Card # _____

Exp. Date ____ / 20 ____ CSC# _____

Signature _____



When you become a member of CAFF, you are also eligible to receive *Buy Fresh Buy Local* materials for free!

x _____

Sign above if you agree to the terms and conditions in the "BFBL Guidelines," available at www.caff.org/support (or call the CAFF Membership Office at 530.756.8518 x 30).

GROWING FOOD • GROWING FARMS • GROWING COMMUNITIES

P.O. Box 363 • Davis, CA 95617-0363
530.756.8518 (p) • 530.756.7857 (f) • info@caff.org • www.caff.org

Top 10 Reasons to Buy Local

1 BETTER FOR YOU. When fresh fruits and vegetables are locally grown, picked and processed, the vitamins and minerals they contain are at their peak. Fresh produce loses nutrients quickly, and often spends between 7-14 days in transit. In the weeklong (or more) delay from harvest to table, sugars turn to starches, plant cells shrink and produce loses its vitality. Fresh, local produce provides better nutrition and keeps you healthy. In addition, when you know where your food originates, you can choose produce from farmers who use safe growing practices.

2 TASTE AND APPEARANCE. Local farmers can grow tastier varieties if they know they'll be eaten locally and not trucked across the country. Local produce is more delicious because it can be picked at peak ripeness, providing juicy peaches, sweet corn, and bright red tomatoes!

3 SUPPORTS FARM FAMILIES. Since 1935, the U.S. has lost 4.7 million farms. Fewer than one million Americans now claim farming as a primary occupation (less than 1%). And no wonder: farmers today receive less than 10 cents of the retail food dollar. When you buy directly from family farmers at a farmers market, farmstand, or u-pick, your money goes directly to help them continue farming and growing the good food your community needs.

4 PRESERVES GENETIC DIVERSITY. In industrial agriculture, plants are bred for their ability to ripen uniformly, withstand harvesting, survive packing and last a long time on the shelf; therefore there are few varieties in large-scale production. This leaves our food supply vulnerable to disease and disaster. Smaller local farms, in contrast, often grow many different varieties to provide a longer season, an array of colors, and the best flavors.

5 LIGHTER CARBON FOOTPRINT. On average, our food travels 1,500-2,500 miles from the farm to plate. Moreover, each calorie of food produced requires an average of 10 calories of fossil-fuel inputs from travel, refrigeration, and processing. Purchasing locally grown food is a simple way to address the increasing expense of fossil fuels and the adverse effects of global warming from increased carbon emissions. Purchasing locally grown food saves the fuel needed to transport food, reduces air pollution, and combats carbon emissions.

6 PRESERVES OPEN SPACE. As the value of direct-marketed fruits and vegetables increases, selling farmland for development becomes less likely. A well-managed family farm is a place where the resources of fertile soil and clean water are valued. Good stewards of the land grow cover crops that

prevent erosion and replace nutrients. In addition, the patchwork of fields, hedgerows, ponds and buildings is the perfect environment for many beloved species of wildlife. When you buy locally grown food, you are helping to preserve the agricultural landscape.

7 BUILDS TRUST. In today's society there are many issues that surround food, including food safety. There is an assurance that comes from directly speaking with growers at the farmers market, or driving by the fields where your food comes from.

8 LOCAL ECONOMIC STRENGTH. Buying local food also keeps your dollars in the community, providing jobs and creating a more healthy and vibrant local economy. Every dollar you spend with a local family farmer circulates through the community 7 to 11 times, multiplying the benefit of that dollar for everyone.

9 BUILDS COMMUNITY. When you buy directly from a local farmer, you're engaging in a time-honored connection between consumer and grower in addition to supporting a local business. Learning who grows your food teaches you about where you live. In many cases, it also gives you access to a place where you can go to enjoy natural habitats and to learn more about how food is grown.

10 INVESTMENT IN OUR FUTURE. By supporting local growers today, you can help ensure that there will be farms in your community tomorrow, and that future generations will have access to nourishing, flavorful, and abundant food.

Use this guide to find out what's in season, read about local farmers, find a farmers market or CSA near you, and plug into your vibrant local food scene.

Do you want you local business to support local farmers? Slip comment cards in with your check or stuff them in suggestion boxes. Contact your local CAFF office for copies of the comment card, or print your own at:

tinyurl.com/n4b8z57

Vote with your dollar & your fork & your voice!

