

**Santa Cruz Valley Heritage Alliance**  
**Heritage Foods of the Santa Cruz Valley, a Regional Directory**  
**Business Information Sheet**

Are you a **farmer, retailer, chef, or value added processor** that grows, raises, sells, serves or processes Santa Cruz Valley agricultural products? Please complete this form if you're interested in being included in the Santa Cruz Valley Heritage Alliance's farmer-to-chef network, regional food brand, or heritage foods directory!

The Santa Cruz Valley includes the watershed of the Santa Cruz River, from Nogales to Marana and Oro Valley. It is almost entirely in Santa Cruz County and eastern Pima County.

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Complete and return to Vanessa Bechtol, Santa Cruz Valley Heritage Alliance, P.O. Box 3445, Tucson, AZ 85722 or return as an email attachment to [heritagefood@santacruzheritage.org](mailto:heritagefood@santacruzheritage.org).  
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\_\_\_\_\_ **My business has a clear connection to agricultural products grown in the Santa Cruz Valley or surrounding areas.**

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Physical address (if different from mailing address): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Please briefly describe your business in the space below.** Please include the history of your business in this region. Be sure to mention your main products/services in order to give us a better understanding of the nature of your business.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Would you be interested in having your business included in a regional heritage foods directory?** \_\_\_ Yes \_\_\_ No

Are you interested in attending or learning more about the *Tastes of the Santa Cruz Valley* workshop in Spring 2008?

Yes       No

**FARMS**

Please list all products that your farm grows or raises

***Animal Products:***

**Poultry:** \_\_\_\_\_

\_\_\_\_\_

**Meat:** \_\_\_\_\_

\_\_\_\_\_

**Milk:** \_\_\_\_\_

**Other Animal Products:** \_\_\_\_\_

***Fruits, Vegetables, Plants***

**Fruits:** \_\_\_\_\_

\_\_\_\_\_

**Vegetables:** \_\_\_\_\_

\_\_\_\_\_

**Plants:** \_\_\_\_\_

\_\_\_\_\_

**Other Products:** \_\_\_\_\_

**Do you grow any heritage/heirloom varieties?**

Yes  No  Please list/describe: \_\_\_\_\_

\_\_\_\_\_

**Please check all marketing Strategies your farm uses**

Do you have a farmstand or sell products from your farm/home?

Please list physical location and hours of operation: \_\_\_\_\_

\_\_\_\_\_

Do you sell your products directly to restaurants, stores or institutions?

Please list restaurants, stores etc. that you sell to: \_\_\_\_\_

\_\_\_\_\_

\_\_\_ Do you sell at a Farmers' Market?

Please list markets you attend: \_\_\_\_\_

\_\_\_ Do you sell your products to wholesale distributors?

If so, which distributors do you work with? \_\_\_\_\_

**Please describe any services your farm offers** (such as pick/cut your own, petting zoo, farm tours, etc.): \_\_\_\_\_

\_\_\_\_\_

Hours of operation (if applicable): \_\_\_\_\_

### **RESTAURANTS/CAFES/CATERERS**

Nature of business (style of food, size/type of eatery): \_\_\_\_\_

\_\_\_\_\_

Hours of operation: \_\_\_\_\_

Do you already utilize local or heritage foods? Yes \_\_\_ No \_\_\_

If yes, what do you use? \_\_\_\_\_

\_\_\_\_\_

If no, why not? Would you be interested in utilizing local or heritage foods? What types of foods would you be interested in?

\_\_\_\_\_

\_\_\_\_\_

Do you have any recipes utilizing local foods or heritage varieties that you would be willing to share for inclusion in a local foods and heritage varieties directory? Yes \_\_\_ No \_\_\_

\_\_\_\_\_

\_\_\_\_\_

**PROCESSORS**

Please list all the products your business produces

**Dairy Processor** using ingredients farmed in the Santa Cruz Valley to make:

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**Fruit/Vegetable/Herb Processor** using ingredients farmed in the Santa Cruz Valley to make (Jams/Jellies, Salsa, Wine, etc): \_\_\_\_\_

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**Meat Processor** using ingredients farmed in the Santa Cruz Valley making:

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**Baker** producing from scratch using ingredients farmed in the Santa Cruz Valley (if ingredients aren't from the Santa Cruz Valley, let us know where they were grown): \_\_\_\_\_

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**Grocer**, a retail store selling groceries (supermarket, co-op, convenience, general store, etc.) that contain ingredients farmed in the Santa Cruz Valley: \_\_\_\_\_

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**Other Non-Food Producer**, a maker of non-edible products using ingredients farmed in the Santa Cruz Valley. Please describe: \_\_\_\_\_

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**Wholesale Distributor** buying products farmed in the Santa Cruz Valley in quantity for resale to businesses: \_\_\_\_\_

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*Thank you for completing this information sheet!  
Email [heritagefood@santacruzheritage.org](mailto:heritagefood@santacruzheritage.org) with any questions.*

