



**Creating a future that includes the cultural traditions, historic places, working landscapes, and natural treasures of southern Arizona's Santa Cruz Valley!**

The Santa Cruz Valley Heritage Alliance is a 501(c)3 non-profit organization dedicated to connecting people to the cultural, historic, and natural treasures of the Santa Cruz Valley through education, preservation and promotion of its unique resources and living traditions.

The Heritage Alliance is the local organization responsible for coordinate projects for the Santa Cruz Valley National Heritage Area.



## *Santa Cruz Meanderings:*

News from the Santa Cruz Valley Heritage Alliance

Volume 4, Issue 1

Spring 2010

### **Regional Food Branding Initiative launching this spring**

One of the main project goals for the Santa Cruz Valley Heritage Alliance in 2010 is the development of a regional heritage food brand. We invite you to participate in this fun project!

Creating a regional heritage food brand can assist local businesses with their marketing by creating a trademark that allows consumers to more easily recognize local, fresh, heritage foods. By marketing businesses that use local and heritage foods, we will help increase regional awareness of local foods and promote the continued cultivation and use of heritage foods, including traditional Native American crops like tepary beans.

The regional heritage food brand will mark local food packages, grocery displays, farm stands, restaurants, and menu items, which will help consumers identify traditional native crops and other locally grown foods, and will complement our recently published *Local and Heritage Foods Directory* (see page 5 to order a directory while supplies last!).

The Canyon Country Fresh Network from northern Arizona is one of several successful branding initiatives that will serve as a model for the development of the Santa Cruz Valley Heritage Foods Brand. In the Canyon Country Fresh example, members are committed to purchasing local ingredients, foods, and products directly from local sustainable farmers and ranchers throughout the region. This helps preserve the agricultural varieties native to the region, supports a healthy local economy, and reduces the environmental costs of long distance transportation of foods.

The regional heritage food brand will encourage locally-owned businesses to buy local food products, and in return they will receive marketing for their business. Businesses who participate in the heritage food brand initiative will be required to feature a minimum number of local agricultural producers on their menu or in their store. In the Canyon Country Fresh example, member restaurants are required to use a minimum of three local producers on their menu to be eligible.



An initial assessment and discussion of the need and desire to create a regional food brand took place at the Heritage Alliance-hosted Heritage Foods Workshop on May 3, 2008, where farmers, ranchers, chefs, grocers, and the public strongly supported the concept of the Heritage Foods Branding Initiative.

A preliminary brainstorm of brand names included: Desert Country Fresh, Santa Cruz Valley Grown, Cactus Country, Desert Harvest, among many others. Tagline ideas included "Where the desert meets the dinner table." Logo image ideas included a native foods pyramid, cactus or agave, sunset colors, and monsoon images. The brand (tagline and logo) will be used to better identify local foods for

**Continued on page 3**

## Welcome from the New President of the Board of Directors, Barbara Dolan

Hello heritage fans and supporters! I wanted to take a moment to introduce myself and to explain what the Santa Cruz Valley Heritage Alliance and National Heritage Area designation mean to me and why I am so passionate about this cause.

My purpose in writing this note goes beyond a simple introduction. By sharing my perspective as both a non-native Arizonan and someone who works outside the realm of historic preservation or tourism, I hope to demonstrate that you don't have to be a history buff or someone in the industry to be active in this cause – it applies to all of us and directly relates to our quality of life here in southern Arizona.

In July 2009, I joined the Santa Cruz Valley Heritage Alliance's Board of Directors. When asked, I jumped at the chance to be involved with the Heritage Alliance. What first drew me in was the focus on local foods and the connections to conservation, better health and the adventure of trying new recipes and meals.

However, as I got more involved, what struck me the most is the role that the Heritage Alliance plays in helping people appreciate the aspects of their environment that are traditionally handed down from family members to future generations. For first-

generation residents in southern Arizona's Santa Cruz Valley, this is priceless.

I grew up in a very small town in New Jersey and my heritage there is clear. When I walk down the main street in the town, there is a road named after my grandmother near the corner where she was a crossing guard for over 50 years. Or, for example, in the spoken stories, photographs and old newspaper clippings from my grandparents that have given me a rich understanding of the traditions and history of my small town in New Jersey.

However, for someone like me in Tucson, my connection with the heritage here is not so clear. This is why the Heritage Alliance is so important. It fills in for the role that my aunt plays when she teaches me a traditional Italian recipe, or when my grandfather drives me through the part of town where he was raised. The work of people like my fellow Board members, such as Gary Nabhan, teach us about the foods that are part of the Santa Cruz Valley heritage, or those in historic preservation like Marty McCune and Jonathan Mabry, who safeguard greater Tucson's historic treasures and help to bring those stories to life.

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## Featured Member of the Board: Jonathan Mabry, Ph.D.

Our featured member of the Board of Directors is Jonathan Mabry, Ph.D. Jonathan is the Chairman of the Board of Directors and helped write the Feasibility Study for the proposed Santa Cruz Valley National Heritage Area. He has been involved in the development of the National Heritage Area proposal since its inception in 2003, and is an integral part of the Heritage Alliance's Heritage Foods Committee and Designation Committee.

Dr. Jonathan Mabry is the archaeologist and Historic Preservation Officer for the City of Tucson. He manages historic preservation, archaeological compliance, and heritage-based economic development for the City. He has more than 30 years of archaeological experience, including fieldwork in the Middle East, American Midwest, American Southwest, and northwestern Mexico. For the past decade he has also worked in historic preservation and heritage resource planning and development in Tucson and southern Arizona.

As a Senior Project Director for Desert Archaeology, Inc. from 1994 to 2007, he directed excavations at numerous sites in southern Arizona, ranging in age from the Archaic to the Historic periods. A series of excavations



he directed at sites along the Santa Cruz River in and near Tucson found the earliest known pottery, canals, and ceremonial buildings in the Southwest. Between 2000 and 2003, he co-directed the Rio Nuevo Archaeological Program, which extended the beginning of Tucson's history back to 4,000 years ago and uncovered remnants of the 18th-century Spanish presidio, mission, and mission garden.

Jonathan enjoys gardening, turning wooden bowls on his grandfather's lathe, playing with his dogs, and exploring southern Arizona with his wife Linda. He keeps starting a wine collection, but it never becomes large because of the constant need to sample.

## Santa Cruz Valley Early Farming—a Global Top-Ten Discovery

In 2009, the Santa Cruz River floodplain revealed evidence of 3,000-year-old, remarkably sophisticated canal and field systems. The fieldwork at the site of Las Capas, on Tucson's north side, was carried out by Desert Archaeology, Inc., a corporate partner of the Santa Cruz Valley Heritage Alliance.

The fieldwork was sponsored by Pima County and was named one of the "Top 10 Discoveries of 2009" by Archaeology Magazine. This research further strengthens the theme of Desert Farming (2000 B.C. to Present) developed in the Feasibility Study for the Santa Cruz Valley National Heritage Area. For more information go to: [www.desert.com](http://www.desert.com).



Desert Archaeology, Inc.

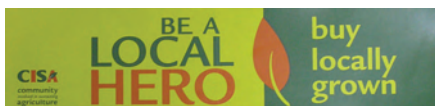
### Regional food brand: continued from cover.

consumers and to increase their marketability.

We will kick-off the Regional Heritage Food Branding Initiative in late April and early May with a series of stakeholder and public input meetings. The facilitated meetings will focus on the needs of each stakeholder group (producers, retailers, consumers), look at successful models from across the country, begin developing the brand, and discuss logistics for project implementation.

The first facilitated meeting will be geared towards the marketing needs of producers (farmers, ranchers and urban gardeners) and is tentatively scheduled for the week of April 19, depending on the availability of our local farmers and ranchers. The second meeting is tentatively planned for the week of May 3 and will focus on the needs of restaurants, grocery stores, and other retail outlets of local and heritage foods. A third and final meeting (date TBD) will engage consumers to determine how a regional food brand would impact their buying decisions.

For more information or to get on the mailing list for one of the three facilitated meetings, please contact Vanessa at [vanessa@santacruzheritage.org](mailto:vanessa@santacruzheritage.org) or (520) 429-1394. Check our website often for updates and meeting details: [www.SantaCruzHeritage.org](http://www.SantaCruzHeritage.org). Notices about the facilitated workgroup meetings will also be emailed via our e-newsletter, so be sure to sign up for that via our website!



### Note from President: continued from pg. 2.

The Heritage Alliance plays a critical role in linking people to the cultural traditions and historic sites that make southern Arizona and the Santa Cruz Valley a place that we all know and love. This is especially important in a place like southern Arizona where the population has increased exponentially. These newcomers, like I once was, carry with them their own heritage. By promoting the rich heritage of the Santa Cruz Valley, we pass the traditions of this amazing region to our newcomers, leading to an enriched sense of place and feeling of home, and contributing to a better overall quality of life.

As a closing thought, what does heritage mean to you and why do you believe in this cause?

As you reflect on this, I encourage you to continue your involvement with and support of the Santa Cruz Valley Heritage Alliance. If you aren't yet a member, or your membership has expired, please take a moment to read the article on page 4 about our special spring 2010 membership campaign.

Supporters and donors like you are what allow the organization to thrive and to enhance the lives of people in the Santa Cruz Valley. Thank you for making this possible! I look forward to working with each of you on our shared goals for the Heritage Alliance and the greater Santa Cruz valley.

*Barbara R. Dolan*

Barbara Dolan, Board President

## Spring 2010 Membership Campaign: Join at any level you can give!

For the past several years the Santa Cruz Valley Heritage Alliance has been working towards the education, preservation, and promotion of the rich cultural and natural heritage of southern Arizona's Santa Cruz Valley. This endeavor is made possible by the generous support of people like you. Please consider becoming a member of the Heritage Alliance during our special Spring 2010 Membership Campaign.

With the support of the community, the Santa Cruz Valley Heritage Alliance has made tremendous strides forward in our efforts to designate a Santa Cruz Valley National Heritage Area. A few of our remarkable accomplishments include:

- Working with Congressman Grijalva and Congresswoman Giffords to get the Santa Cruz Valley National Heritage Area Act approved by the House of Representatives.
- Developing the region's first "Local & Heritage Foods Directory" to help guide consumers to local producers, restaurants, grocers, farmers markets, and food histories and agricultural heritage of the Santa Cruz Valley.
- Increasing sustainable heritage tourism throughout the region through our Heritage Tourism mapguide, which was a finalist in 2009 for a Governor's Tourism Award!

In 2010, with your support, we will persistently work with our Arizona Senators to get the Santa Cruz Valley National Heritage Area Act approved by Congress. We are also launching a regional heritage foods branding initiative to better market local and heritage foods of the Santa Cruz Valley. With your

support as a member of the Heritage Alliance, we hope to make 2010 our most successful year yet!

We're asking you to take a stand for our local heritage and its national significance by making a donation of any amount you can manage. **Our base membership usually starts at \$40, but during our special Spring 2010 Membership Campaign, you can join this remarkable community effort at whatever level you can afford.** Please visit our website [www.SantaCruzHeritage.org](http://www.SantaCruzHeritage.org) to join instantly through our secure *DonateNow* button. Even just \$10 gets you an annual membership to the Heritage Alliance!

Your membership donation allows us to better connect residents and visitors to the Santa Cruz Valley; its cultural heritage, historic traditions and natural treasures. Through preservation, promotion and education of these heritage resources, we have a unique opportunity to work together to ensure that future generations are able to experience the rich cultural and natural heritage of the region.

Become a member and help us move these efforts forward! With our special Spring 2010 Membership Campaign, individuals like you can make a real difference in the community by increasing awareness of our cherished heritage.

*Note: In an effort to reduce costs and ensure that donations are maximized to accomplish our mission, we are encouraging online donations in this newsletter, instead of including a membership envelope. Please help us save paper and put our limited funding to good use by donating through our secure website [www.SantaCruzHeritage.org](http://www.SantaCruzHeritage.org).*

**SAVE THE DATE: 1st annual Santa Cruz Valley Organic Farm & Garden Tour "Somos la Semilla/We are the Seed" on Sunday, September 12, 2010**

Participating farms include: Agua Linda Farm; Arivaca Community Garden; Avalon Organic Gardens, Farm, and Ranch; Continental School Garden; Forever Yong Farm; Green Valley Pecan Co.; and the UA Cooperative Extension in Green Valley/Sahuarita Backyard Growing/Raised Beds.

The tour is sponsored by: Baja Arizona Sustainable Agriculture, Mariposa Community Health Center (Platicamos Salud), and Santa Cruz Valley Heritage Alliance.

Stay tuned to our website [www.SantaCruzHeritage.org](http://www.SantaCruzHeritage.org) for more details.



## Help Save the Presidio Park in Tubac

On March 29, 2010, the Arizona State Parks Department plans to close Arizona's first state park: Tubac Presidio State Historic Park. Concerned about what the closure would mean to Tubac, which depends heavily on cultural tourism, a host of organizations have joined together to propose alternatives to the closure of the park.

Tubac Presidio State Historic Park was Arizona's first state park. It is located in the center of Tubac, Arizona's first European settlement. The site includes a Visitor Center, a museum, an archaeological exhibit, several buildings including an 1885 Territorial schoolhouse, a picnic area, and a trailhead for the Anza Trail for both equestrian and pedestrian use.

The Tubac Historical Society (THS), whose mission is very closely aligned with the Park's mission and purpose, is leading a community-wide effort to keep the Tubac Presidio State Historic Park open. THS has initiated a fundraising effort among the community businesses, non-profit organizations, homeowners associations, and individuals to generate a fund of \$30,000 for Tubac Presidio State Historic Park operations and maintenance.

A separate "Save the Presidio Park" account has been opened and THS is urgently raising funds to demonstrate community support to the Arizona State



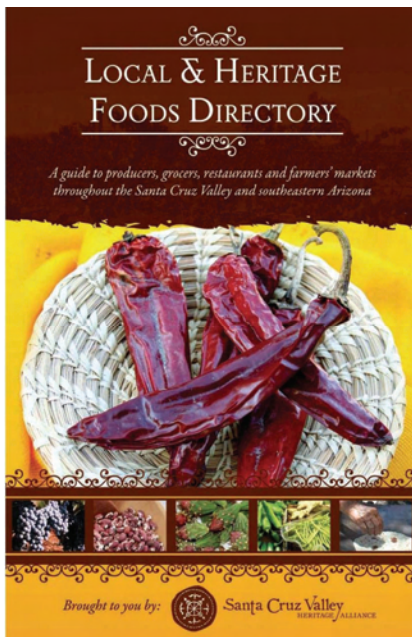
Ruins at Tubac Presidio State Historic Park.

Parks Board. If the THS proposed alternative to keep the park open is rejected by the State Parks Board, all contributions will be fully refunded.

If you would like to contribute to this effort, you may do so by writing a check to Tubac Historical Society noting that it is for "Save the Presidio Park" and sending it to P O Box 3261, Tubac, AZ 85646, or by using the PayPal donation button on the THS website [www.ths-tubac.org](http://www.ths-tubac.org).

More information about the entire State Parks situation and specifically on Tubac Presidio State Historic Park is also available on the THS website [www.ths-tubac.org](http://www.ths-tubac.org). The Tubac Historical Society can also be reached via telephone at 520-398-8046.

## Get your Local & Heritage Foods Directory while supplies last!



Local & Heritage Foods Directory: A guide to producers, grocers, restaurants and farmers' markets throughout the Santa Cruz Valley and southeastern Arizona.

Your decision to buy local, place-based foods helps to support local food security, stimulate heritage-based economic development, improve healthy eating habits, and preserve cultural food traditions.

Directories are available through the Heritage Alliance:

- Print copy of directory: available for \$5, or free with a membership donation. To order a directory email [vanessa@santacruzheritage.org](mailto:vanessa@santacruzheritage.org) or call 520-429-1394. Or, simply make a membership donation at [www.SantaCruzHeritage.org](http://www.SantaCruzHeritage.org) and one will be mailed to you for free!
- FREE Online listing or FREE Interactive online book available at [www.SantaCruzHeritage.org/directory](http://www.SantaCruzHeritage.org/directory).

Also available at Blue Raven Gallery & Gifts, Food Conspiracy Co-op, Hotel Congress, La Pilita Museum, Maynards Market & Kitchen, Pastiche Modern Eatery, and Santa Cruz Chili and Spice Co.

## Heritage Lodging in the Santa Cruz Valley

### The Flying V Guest Ranch

The Flying V Guest Ranch caters to international and domestic travelers who want to experience the unique western heritage and natural wonders of southern Arizona. Nestled in the foothills of the Santa Catalina Mountains, among giant saguaros and desert critters, the Flying V is Tucson's oldest continuously operated guest ranch.



The Flying V is open to guests from October through May. All the cabins have individually controlled air-conditioning/heating units. Many guests use the ranch as a base, taking day trips around southern Arizona and returning to the ranch at night.

The Flying V is indeed the last of a dying breed, and this is notably the only enclave of its kind in the Tucson area. The Shields family is dedicated to their guests of many seasons, and they will continue to operate in the peace and quiet of the Sonoran Desert as it was a hundred and more years ago.

Plan your next getaway at the historic Flying V Ranch. Learn more and plan your adventure at [www.flyingvranchtucson.com](http://www.flyingvranchtucson.com) or call 520-299-0702.



### The Lodge at Ventana Canyon

Against the dramatic backdrop of the Santa Catalina Mountains is an ideal vacation destination: the Lodge at Ventana Canyon, with just 50 cozy guest suites.

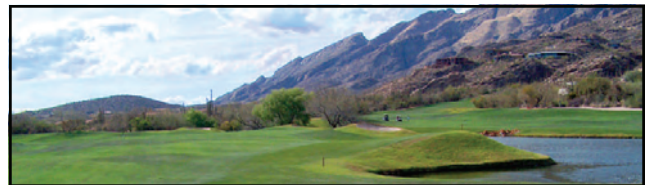


The Lodge at Ventana Canyon and the surrounding area offer some of the best hiking anywhere in the U.S. Southwest.

Explore the grounds surrounding the Lodge by taking a stroll on the Ventana Parcourse Trail. The more adventurous can hike the Ventana Canyon Trail to the top, where there is a natural rock window for which the area is named ("ventana" is Spanish for "window"). Or hike one of the many trails at Sabino Canyon. There is a trail to suit hikers of all levels.

The Lodge features one-bedroom vacation suites (800 square feet) and two-bedroom lofts (1,500 square feet, 1 king bed and 2 queen beds). Each vacation resort suite contains a kitchenette with microwave and refrigerator, dining area, living area and oversized bathrooms. Suites have either patios or private balconies. Amenities include micro-fiber robes, high speed internet access, data ports, in-room safes, irons and ironing boards and 27" televisions.

Plan your luxury getaway at the Lodge at Ventana Canyon by calling (800) 828-5701 or visit them online at [www.thelodgeatventanacanyon.com](http://www.thelodgeatventanacanyon.com).



### Heritage Business Membership Promotes Local Businesses & Supports Heritage

Through our **Heritage Business Membership** program, the Heritage Alliance has created a unique way to support local businesses that promote the rich cultural and natural heritage of southern Arizona's Santa Cruz Valley. Join us as a Heritage Business member today!

Visit [www.santacruzheritage.org/businessmember](http://www.santacruzheritage.org/businessmember) or call Vanessa at (520) 429-1394 to see if your business is eligible for our Heritage Business Membership.

## Heritage Foods & Dining in the Santa Cruz Valley

### The Cup Café

The Historic Hotel Congress, which is home to the Cup Café and was built in 1919, is a landmark in the heart of downtown Tucson, Arizona, and was listed on the National Historic Register on September 12, 2003.

The Hotel commemorates Tucson's role in the January 1934 capture of John Dillinger with the annual Dillinger Days festival, with live music, tours, lectures, exhibits and action-packed re-enactments of the events leading up to the Dillinger gang's capture.



The Cup Café at Hotel Congress is an established downtown Tucson tradition with a reputation for delicious, creative, and eclectic fare alive with flavor. A full-service, historic modern bistro, the Cup Café appeals to locals and visitors alike.

Enjoy the variety of the Cup's menu and the fresh, delectable, and ever-changing daily features. Selections include build-your-own omelets, unique salads, great appetizers, full-coursed entrees, creative and classic sandwiches, as well as vegan and vegetarian options.

The Cup also proudly features Baker Anna Katsenios, and her impeccable homemade desserts. Enjoy the full-service bar, smart signature cocktails, and intriguing wine selections on the comfortable outdoor patio.

Open 7 days a week, 365 days a year. Reservations recommended: (520) 798-1618. For more information visit [www.hotelcongress.com](http://www.hotelcongress.com).

 Hotel Congress

### The Pecan Store

The Pecan Store features a variety of pecans grown right here in the Santa Cruz Valley. The Green Valley Pecan Company is the world's largest irrigated pecan orchard with over 6,000 acres. Enjoy the freshest pecans directly from the farm to your table.

Pecans come in a variety of sizes - mammoth, extra large, large, medium, small and midget. They also come in several forms including whole pecans, pecan halves, pieces, granules and meal. The Pecan Store also sells pecans in delicious candied, spiced and flavored varieties.



### Did you know?

- Pecan trees are native only to North America.
- Pecan trees can live for hundreds of years.
- 75% of the world's pecan crop is grown in the U.S. sunbelt region (Southern/Southwest).
- Georgia is the #1 producing state, Texas is #2, New Mexico is #3 and Arizona is #4.

The Pecan Store is open Monday - Saturday, 9 am to 5 pm, and Sunday 10 am to 4 pm. The Pecan Store is located at 1625 E. Sahuarita Rd., Sahuarita, AZ 85629. For more information call (520) 791-2062 or visit [www.pecanstore.com](http://www.pecanstore.com).

### Save the Date:

The 2010 Sahuarita Pecan Festival, hosted by FICO and the Green Valley Pecan Co., will be Saturday and Sunday, November 20 and 21, 2010. Details will be available on their website as they are finalized. [www.sahuaritapecanfestival.com](http://www.sahuaritapecanfestival.com).





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## **National Heritage Area Legislative Update - Making Progress**

The Santa Cruz Valley National Heritage Area Act (HR 324) was approved by the U.S. House of Representatives in September 2009, and is now in the Senate Committee on Natural Resources.

The Santa Cruz Valley National Heritage Area concept provides a unique voluntary way to preserve and promote our dynamic local heritage. We are finally on the cusp of making this long effort a reality.

An exciting recent development is that Senator McCain has expressed support for the National Heritage Area designation! We are thrilled about his public declaration of support, but we also recognize that a lot of work remains in order to get Senator McCain to take action in the Senate to move the legislation forward.

Senators McCain and Kyl need to hear from constituents (that's you!) before they will actively support the Santa Cruz Valley National Heritage Area Act by ensuring its passage in the Senate.

Please take a stand for this legislation that spurs regional, heritage-based eco-

nommic development by making a brief phone call today.

- Call Sen. McCain's Tucson office at (520) 670-6334.
- Call Sen. McCain's Washington, D.C. office at (202) 224-2235 (speak with Nick Matiella).
- Call Sen. Kyl's Tucson office at (520) 575-8633.

Simply state that you "encourage Senator McCain to continue his support for the Santa Cruz Valley National Heritage Area Act (HR 324) by moving this legislation through the Senate this year."

That's how easy it is to support an extremely successful program aimed at heritage-based economic development and voluntary preservation of our nation's historic sites, cultural traditions, and natural treasures.

For more information please visit:  
[www.SantaCruzHeritage.org/McCain](http://www.SantaCruzHeritage.org/McCain).