



MONTEREY™

COUNTY CONVENTION & VISITORS BUREAU

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LIVIN' LA LOCAVORE -- MONTEREY COUNTY LOCAL FINDS

MONTEREY COUNTY, CALIF. – Bursting at its agricultural seams, Monterey County celebrates its culinary roots with a wealth of regional finds. Ideal for the foodie on a taste trek or traveling oenophile seeking the next new vintage, this county's Salad Bowl of the World, local calamari, fresh-from-the-fields artichokes and micro greens set the stage for an ideal getaway. Grab a fork and go! Local culinary events: www.seemonterey.com.

Artichokes/Pezzini Farms: Located in Castroville Ca. the artichoke Capitol of the world, the Pezzini family has produced Green Globe artichokes here for over fifty years. Product to try: Artichoke marinara Sauce -Made with plenty of baby artichokes, savory marinara sauce is an artichoke lover's delight! Simply heat & serve over cooked pasta or sauté with fresh vegetables for a gourmet entrée. Many other products including bottled dips and sauces. Local store located off Highway 1. Contact: Tony Pezzini: www.pezzinifarms.com Ph. 831.757.4476 info@pezzinifarms.com

Carmel Valley Coffee Roasting Company- Established in 1994 with a specific focus in mind: To provide superior fresh roasted coffee, using the finest Arabica beans, delivered fresh to discerning customers who wish to prolong their Carmel experience with every delicious sip of coffee. Contact: Tina Muia: www.carmel-coffee.com Ph. 831.624.5934 tina@carmel-coffee.com

Carmel Valley Olive Co.: Extra Virgin Olive oil, exclusively grown and bottled in Carmel valley. Contact: Kathy Herbermann: website Ph. 831.659.1406 kathyherbermann@yahoo.com

Earthbound Farms: The nation's largest grower of organic produce, offering 40,000 acres of produce the heart of Carmel Valley. Bug Walks and an organic lunch stand round out the visitor experience. The commitment of the founders shows through the product to bring fresh, flavorful and healthy organic produce to as many people as possible. Contact: Hillary Fish: www.ebfarm.com Ph. 831.623.7880; hillary@ebfarm.com

Far West Fungi: Sells local, high quality organic mushrooms of many different varieties. Contact: Ian Garrone www.farwestfungi.com Ph. 831.728.5469; farwestfungi@aol.com

Local wines: Monterey County is where approximately 85 vintners and growers call home to 45,000 acres of vineyards. Three key tasting regions showcase many great wineries: Château Julien, San Saba Vineyard, Smith and Hook Winery, Ventana Vineyards to name a few. Contact: Rhonda Motil: www.montereywines.org Ph. 831.375.9400 rmotil@montereywines.org

Monterey Abalone Company: Monterey, once the center of California's commercial abalone fishery, is now home to sustainable farming of the highest quality abalone. Contact: Trevor Fay; www.montereyabalone.com Ph. 831.646.0350 trevor@montereyabalone.com

Monterey Bay Aquarum: Cooking For Solutions is an annual Aquarium event promoting sustainable seafood. Enjoy a grand celebration with gourmet dishes prepared by our celebrity chefs and 55 outstanding local restaurants. Sample organic and sustainable wines from 48 premium West Coast wineries and attend book-signings. Local restaurants, include Passionfish, TusCa, Pacific's Edge and The Fish Wife. Contact: Ken Peterson www.montereybayaquarum.org Ph. 831.648.4922 kpeterson@mbayaq.org

Monterey Bay Chocolates: The first shop was located on Author John Steinbeck's Cannery row, California; Verne Ricketts perfected a unique recipe for rich caramel. Today the shop is located in seaside and still continues its tradition of handmade chocolates with the finest ingredients. The original Rickett's caramel recipe and others are enjoyed by people in many parts of the world. Contact: Verne Ricketts: www.montereybaychocolates.com Ph. 831.899.7963

Monterey Fish Company Inc: Packer and exporter of fresh, frozen, and canned seafoods. Products include squid (calamari), sardines, anchovies, and mackerel. The company is family owned and operated since 1941. Contact: Anthony Tringali www.montereyfishcompany.com 831.775.0522 anthonyt@montereyfishcompany.com

Monterey Gourmet Foods: produces over 100 fresh gourmet food products for the premium food consumer that are distributed in more than 10,000 retail and club stores throughout the United States, selected regions of Canada, the Caribbean, Latin America and Asia Pacific. Monterey Gourmet Foods' USDA-inspected fresh refrigerated gourmet food products are produced at facilities in Salinas, (Monterey County) California; Eugene, Oregon; and Seattle, Washington. Brands from this company include Monterey Pasta Company, Cibo Naturals, Sonoma Cheese Company, Casual Gourmet and Emerald Valley Organic Contact: Eric Eddings; 831.753.6262 www.MontereyGourmetFoods.com. info@montereygourmetfoods.com

Purple Pastures Lavender Farm - Monterey County's largest organic lavender farm. Purple Pastures has 7,000 lavender plants in six different varieties. Purple Pastures is nestled in Corral de Tierra, between Monterey and Salinas. John Steinbeck coined these hills, "The Pastures of Heaven," purplepastures@aol.com Ph. 831.484.7414.

Serendipity Organic Farms: Local grown products included heirloom tomatoes and fresh cut flowers. Contact: Jamie Collins: www.serendipity-organic-farm.com Ph: 831.484.2729; info@serendipity-organic-farm.com

Sparky's Root Beer: Sparky's Fresh Draft Root Beer is hand-crafted by Knox Brewing in Pacific Grove. It is made the old-fashioned way from birch root, cane sugar, honey, and spices. For your first taste, go to the Old Monterey Farmers' Market on Tuesday afternoons (4-8 PM summer, 4-7 PM winter) for a glass right from the tap. You'll find their stand at the other end of the market from the food court, beyond the farmers. Contact: Kevin Knox kevin@sparkysrootbeer.com www.sparkysrootbeer.com 831.649.0529

The Farm: An agricultural education center and local farming business just outside of Salinas, California offering fresh produce, farm tours, family activities and a pleasant rural environment. Contact: Sarah Smith: www.thefarm-salinasvalley.com Ph. 831.424.1996 chefsarah@hotmail.com; thefarm@redshift.com

AGRICULTURAL INFO: The Salinas Valley is called the "Salad Bowl of the World" because of its temperate climate and rich soils that make it an ideal growing area for cool season vegetables and wine grapes. Among the vegetable crops grown in Monterey County are lettuce, broccoli, celery, artichokes, tomatoes, and peppers. Fruit crops include wine grapes, strawberries and citrus. The high ranking agriculture products produced in Monterey County include 103,256 acres of leaf lettuce, 66,007 acres of iceberg lettuce, 9,295 acres of Strawberries, and 11,369 acres of spinach. The first significant commercial planting of vineyards in the county was in the early 1970's. Monterey County is now home over 40,000 acres of vineyards, 55 wineries and is considered one of the premium grape growing regions in the United States. Monterey County depends on national and international sales to support jobs and keep land in agriculture. California's top trading partners, Canada and Mexico are markets for \$3.4 billion in farm production, mostly in fresh vegetables, strawberries and grapes.

VISITOR INFO.

Monterey County is located 120 miles/192 km south of San Francisco and 345 miles/552 km north of Los Angeles along the classic California corridor. The region boasts 99 miles of prime Pacific Coastline, the Monterey Bay National Marine Sanctuary, three historic missions, 40,000 acres of premium vineyards, 25 golf courses and over 200 lodging properties. Monterey County includes the Monterey Peninsula, Big Sur, North County and the Salinas Valley. The Monterey Peninsula Airport (MRY), just three miles from historic downtown Monterey and minutes from the area's major attractions, is served by non-stop flights to and from Denver (DEN), Las Vegas (LAS), Phoenix (PHX), Los Angeles (LAX), and San Francisco (SFO). www.seemonterey.com.

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