



LOCAL AND SUSTAINABLE MENU INITIATIVE ASILOMAR CONFERENCE GROUNDS

As part of ARAMARK's green initiative for Asilomar, produce and other elements for the food and beverage service will be sourced from local farms. Asilomar plans to work with the following to integrate the local organic aspect into Asilomar's new menu.

Alba Organics

Contact: Tony Serrano

Phone: 831 758 5958

Website: http://www.albafarmers.org/alba_organics.html

In 2002, ALBA established ALBA Organics as a licensed produce distributor to support the sales and sales training needs of ALBA farmers. Monterey County based ALBA Organics connects its customers with the highest-quality product available in season, and offers the opportunity to support small-scale, limited-resource and beginning farmers.

Coke Farm

Contact: Dale and Christine Coke

Phone: (831) 623-2100

Website: <http://www.cokefarm.com/>

Coke Farm has been growing CCOF certified organic fruits and vegetables in Northern California for more than two decades. With a strong commitment to sustainability and good agricultural practices, Coke Farm prides itself in quality produce, customer satisfaction, and the year-round employment it provides to the local community. Coke Farm raises dozens of crop varieties, seed crops and grows specialty produce.

Happy Boy Farm

Contact: Rob Smith and Jen Eozzuto

Phone: (831) 476-FARM

Website: <http://www.happyboyfarms.com/>

Farmer Gregory Beccio began farming in 1988 on two acres of land. He then began growing salad greens and marketing nationwide, leading his operations to expand to over 1,000 acres. Beccio sold the company in December 1995 to begin farming specialty vegetables under the name of Happy Boy Farms. He currently farms 100 Certified Organic acres in Watsonville, San Juan Bautista, Giddy and Chow Chilla, California.

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Pinnacle Ranch

Contact: Phil Foster

Phone: 831 623 9422

Website: <http://www.pinnacleorganic.com/>

Phil and Katherine Foster farm 250 acres of C.C.O.F. and I.F.O.A.M. certified organic vegetables, melons and fruit on two ranches near San Juan Bautista and Hollister, California.

Pinnacle strives to maintain high quality by:

Paying employees a fair wage and benefits, and treating them with respect.

Building the soil and seeking to improve farming methods.

Practicing environmentally sensitive pest control.

Decreasing water consumption and protecting water quality.

Finding alternatives to fossil fuels.

Route 1 Farm

Contact: Jeff Larkey

Phone: (831) 426-1075

Website: http://www.route1farms.com/Route_1_Farms/Home.html

Jeff Larkey and his team are stewards of 65 acres of beautiful, choice, CCOF certified organic Santa Cruz coastal valley farmland, covering areas along Waddell Creek and the San Lorenzo River.

Sea Level Farm

Contact: John Paul McDaniel

Phone: (831) 556-2605

Website: <http://sealevelfarm.com/>

Jane Freedman, John Paul McDaniel and their daughter Bella farm over 25 acres of CCOF certified organic land in the southern reaches of Santa Cruz County. They specialize in Dry Farmed Tomatoes – some of the best tomatoes you'll ever eat.

Veritable Vegetable

Contact: Nicole Mason

Phone: (415) 550-4812

Website: <http://www.veritablevegetable.com/>

Veritable Vegetable is the nation's oldest distributor of certified organic produce. The company is creating and fostering sustainable culture as well as integrating the environment, the economy and society as sustainable systems. VV has chosen to influence these areas by distributing organic produce and promoting sustainable agriculture.

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