



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 3, Issue 1

Spring 2009

Seeking Listings for the Local & Heritage Foods Directory

Attention local chefs, restaurant owners, grocers, farmers market organizers, farmers, ranchers, and producers of other regionally unique food products!

The Santa Cruz Valley Heritage Alliance has completed a draft of the region's first printed directory of local and heritage foods, and is seeking your input. The directory will be a guide to producers, grocers, restaurants and farmers markets throughout the Santa Cruz Valley in Pima and Santa Cruz counties.

Although we have compiled a thorough list of local producers and retailers of heritage foods, we don't want to miss anyone. **If you know of a business that should be included in the "Local and Heritage Foods Directory" be sure to let us know.**

For the purpose of our *Heritage Foods Program* and directory, heritage foods are defined as "locally produced foods tied to the region's history and cultural identity."

This definition provides for the promotion, cultivation, and use of wild desert food products, historically cultivated crops, foods that are culturally unique to this region, and modern crops that continue the historic

agricultural traditions of the Santa Cruz Valley.

The purpose of the Local and Heritage Foods Directory is twofold. First, the



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directory aims to increase consumer awareness of the abundance of local and heritage foods produced throughout the Santa Cruz Valley and southern Arizona.

Second, the directory will assist with increasing the availability of local heritage foods by connecting local producers with local restaurants and grocery stores so they will feature these foods more prominently.

A set of criteria have been established to determine which producers, retailers, and restaurants are included in this directory.

1). *Businesses that use, prepare, grow, or feature local or heritage foods.* This includes local farmers, ranchers and gardeners, value-added products such as local honey or prickly pear products, grocery stores that sell local

foods, or restaurants that feature local and heritage foods in their menu.

2). *Businesses are located in the Santa Cruz Valley (from Nogales to Marana) or are producers in southeastern Arizona that provide fresh produce or heritage foods to the communities in the Santa Cruz Valley.*

3). *Food products are available to the general public.* Local producers that ship their products out of southern Arizona and aren't available to the public directly from the source are not eligible for inclusion in the directory.

We invite you to share your thoughts on what busi-



Amy Schwemm sells her locally made mole powders, *Mano y Metate*, at the Heritage Alliance-hosted Foodways Festival in Tubac, November 2008.

Continued on page 3

A Note from the President of the Board of Directors

The Santa Cruz Valley Heritage Alliance is hard at work promoting local businesses and positively affecting the economy of the Santa Cruz River Valley from Marana to Nogales during these challenging economic times. The Heritage Area concept, being pursued in Congress, is based on a model of economic development through the preservation, expansion, and promotion of local historical, recreational and heritage attractions.

Some of our efforts include:

- Creation of a multi-faceted *Heritage Foods Program* which seeks to connect food producers and food purveyors in a variety of ways. Education efforts are focused on using healthy local foods.
- Production of paper and web-based heritage tourism maps. These maps provide information to locals and visitors alike about the impressive cultural and natural

resources which are available in this diverse and exciting area.

- Development of historic driving and walking tour routes for areas within the Heritage Area.
- Identification of heritage lodging and heritage food businesses and promotion of these on our website and as members.
- Collaboration with local tourism agencies to promote the area.
- Development of a strong grassroots network of members and interested parties who participate in and support programs and activities of the Heritage Alliance.

Education is an important component of the Heritage Area concept and one that will always remain central to our mission. The feasibility study, which delineates ten theme areas, is the document on which our continuing educational efforts are based. The Heritage Alliance is preparing a heritage foods directory,

and has approached educational opportunities in several other ways including workshops, classes, and tours in conjunction with Pima Community College to further promote heritage foods and other heritage based activities.

The Board and staff are open to new ideas for using the rich cultural heritage of the Santa Cruz River Valley to provide learning opportunities for our residents and visitors.

Please consider joining our efforts by becoming a member of the Santa Cruz Valley Heritage Alliance today or donating your time or money to those programs and projects which interest you. Your support benefits the businesses and attractions in both Pima and Santa Cruz counties.

Marty McCune

Marty McCune, President

Featured Member of the Board: Richard Vaughan

Our featured member of the Board of Directors is Richard Vaughan, Senior Vice President of Sales & Marketing at the Metropolitan Tucson Convention & Visitors Bureau (MTCVB).

Rick has been a tourism professional for 34 years, with 25 years of experience in sales & marketing within the hotel industry with Marriott, Sheraton and Westin brands. As the Senior Vice President Sales & Marketing for the MTCVB, he is responsible for \$9.5 million dollar budget and oversees all sales, marketing, advertising, public relations, convention services, creative services and website development.

Rick has been an active promoter and supporter of the Heritage Area concept for the Santa Cruz Valley since its inception in 2003, and currently serves on the Board of Directors. The heritage-based economic benefits affiliated with the work of the Heritage Alliance and the proposed Santa Cruz Valley National Heritage Area are what attracted Rick to serve on the Board of Directors.

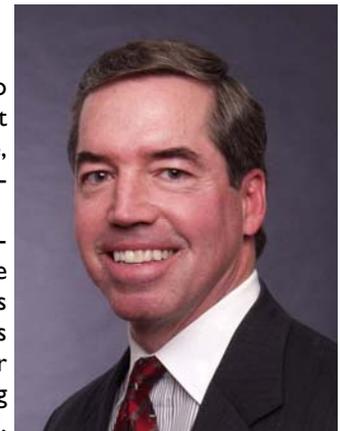
"Heritage and Culture is one of Tucson's key destination drivers and an emerging interest among travelers to

our region. Our ability to celebrate this unique aspect for a visitor experience, makes us a desirable tourism attraction."

In addition to his volunteer work with the Heritage Alliance, Rick also serves as the Chairman for the Sales and Marketing Council for the Destination Marketing Association International,

and is a Board member for the Pima County Tourism and Sports Authority. He is a member of a variety of professional tourism associations, including the Southern Arizona Lodging and Resort Association, Southern Arizona Attractions Alliance, and Tucson Chamber of Commerce, among others.

Rick and his wife of 30 years, (saint) Margie, have three kids: Matt, Kelsey and a white American bulldog named Charley.



Friends of Tumacácori National Historical Park

Have you ever walked through the mission grounds, enjoyed the serenity of the garden, stepped inside the cool, historic adobe walls of the church, celebrated Fiesta weekend and been entertained by the Native American cultural groups, or taken one of the special tours or walks at Tumacácori?

Then you know what a special place Tumacácori National Historical Park has in southern Arizona's history and culture.

The Friends of Tumacácori National Historical Park is a non-profit organization whose purpose is to provide extra support to the park when limited government funds

must meet other critical needs of the park.

This partnership not only helps to protect the church and historic mission grounds, it helps preserve the cultural history of the people who lived in the mission community by funding interpretive programs of the park.

The Friends of Tumacácori National Historical Park invite you to assist in helping the park by joining our membership. For further information, contact Friends of Tumacácori NHP at 398-2341, extension 80, or P.O. Box 334, Tumacácori, AZ 85640. Visit the park's website www.nps.gov/tuma.

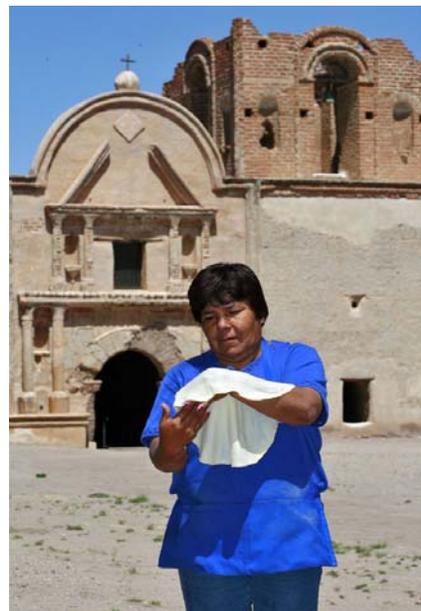


Photo credit: National Park Service.

Heritage Foods Directory: continued from front page.

nesses should be included in the local and heritage foods directory. A preliminary listing is featured online: www.santacruzheritage.org/directory.

If you know of a local business that you think should be featured, just let us know by April 24th to ensure as many eligible businesses are included as possible.

In addition to your input on businesses that feature heritage foods, we are also seeking recipes to include in the directory. If you have a recipe for cholla buds, prickly pear nectar, tepary beans, mesquite meal, chiltepins, agave syrup, or any other local heritage food, send them to us for inclusion in the directory.

Although we may not be able to print every recipe in the directory, we can post additional heritage food recipes on our website. So please share your favorite heritage food recipes with us!

Please send your ideas, comments and suggestions to Vanessa



The chiltepin, which grows in the wild near Tumacácori, is often called "the mother of all chiles" because it is believed to be the oldest known species of the chili genus.

Bechtol at (520) 429-1394 or vanessa@santacruzheritage.org.

Thank you to our sponsor!

This local and heritage foods directory has been made possible by funding from the Tohono O'odham Nation. On behalf of the Santa Cruz Valley Heritage Alliance, the businesses featured in this directory, and everyone who benefits

from the use of this directory, we thank the Tohono O'odham Nation and Chairman Ned Norris Jr. for funding this project.

A Community Grant from the Food Conspiracy Co-op is also supporting projects of our Heritage Foods Program. Read more about the Food Co-op's generous funding support on page 5.



Produce grown in the Santa Cruz Valley, 2008.

Marana Heritage Project Takes Shape with New Educational Materials

By Paula Schaper, WestWordVision

The Marana Heritage Project tells the story of Marana's past—celebrating and interpreting the community's cultural and natural heritage—and shapes the community's future as it integrates agricultural traditions with land development in the American southwest.

Located in the open basin of the Santa Cruz Valley, the Marana Heritage Project highlights the importance of the natural river corridor along a major trade route as a source for perennial water, nutrient rich soils, and refuge provided by



Irrigation lines are installed before planting the Marana Farm.

the surrounding mountains.

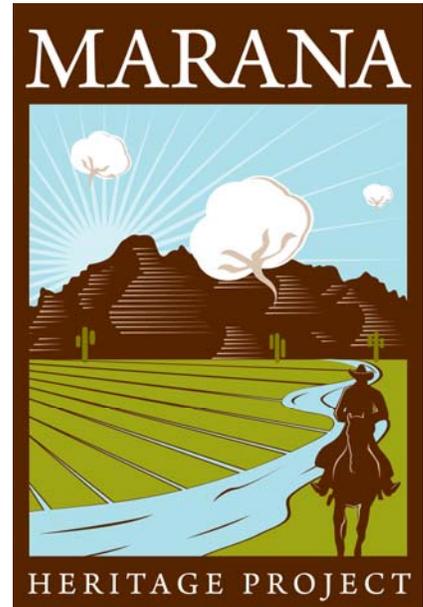
At the heart of the Marana Heritage Project is the 300-acre Marana Heritage River Park which includes:

- The restored Heritage House
- Marana Heritage Farms
- The Beard House
- Heritage Plaza with reconstructed buildings for a Cultural Center and Warehouse
- Five designated miles of trails along the Juan Bautista de Anza Trail with adjacent recreational areas.

Surrounding points of interest include 50 cultural sites, natural landscape features, and 17 miles of river corridor.

As part of the Marana Heritage Project, the Town of Marana is producing a "character brochure" and a "Marana Cultural Heritage Booklet" to reveal the community's unique personality and wealth of cultural heritage destinations for visitors and residents to enjoy.

The Marana Heritage Project inspires pride in Marana's cultural and natural heritage by commemorating the region's past and future



importance in Arizona's history as the community continues to pioneer innovative solutions in the face of rapid change.

The educational materials are expected to be completed in early summer. For more information contact Tom Ellis at the Town of Marana's Parks & Recreation Department. www.Marana.com

Vanessa Bechtol Promoted to Executive Director of the Heritage Alliance

The Santa Cruz Valley Heritage Alliance is pleased to announce the promotion of Vanessa Bechtol to Executive Director. Vanessa has been our Programs Manager since January 2007, and was promoted to Executive Director in January 2009.

As the Executive Director, Vanessa is the main point of contact for the Heritage Alliance and is responsible for creating and implementing nature and culture heritage programs, managing community relations and building new partnerships, working closely with the Board of Directors to obtain congressional designation as a National Heritage Area, and fundraising to sustain the organization.



Vanessa can be reached at 520-429-1394 or via email at vanessa@santacruzheritage.org.

INVEST IN OUR FUTURE!

Your support is critical to our role as a heritage advocate for the Santa Cruz River Valley. Invest today and play an important role in supporting heritage education and promotion programs, and in securing designation as a Santa Cruz Valley National Heritage Area.

Please use the enclosed envelope to make your tax deductible donation today.

Or donate online
www.SantaCruzHeritage.org

Calendar of Heritage Events Supports Local Economy

The Santa Cruz River Valley, from Nogales to Marana, is blessed with a distinctive combination of cultural, historic and natural treasures, all of which are being promoted to stimulate heritage-based economic development. Annual festivals that attract winter visitors, unique desert foods and cultural food traditions, and special destinations that define the region's diversity and character all support our local economy.

By participating in the variety of heritage events and activities our region has to offer, the money you spend is kept right here in our own community. We hope to see you at one of the many heritage events this spring.



For more information about the following events, visit our calendar of annual heritage events at www.SantaCruzHeritage.org.



APRIL - MAY 2009

Yaqui Easter Ceremonies, Feb. 25—April 12
 Tucson Audubon Birdathon, April 10—May 10
 Tucson Bird Count, April 15—May 15
 Pima County Fair, April 16—26
 Arizona International Film Festival, April 16—26
 Oro Valley Community Heritage Day, April 18
 La Frontera Tucson International Mariachi Conference, April 22—25
 Sonoita Quarter Horse Races, April 25—26
 Blessing of the Vineyards Ceremony & Festival, April 25
 Sonoita Quarter Horse Races, May 2—3
 Fiesta de los Aves, May 10—16

Heritage Alliance is Recipient of Food Conspiracy Co-op Community Grant

The Santa Cruz Valley Heritage Alliance's *Heritage Foods Program* has been awarded a \$365 Community Grant from Tucson's Food Conspiracy Co-op!

We would like to extend our sincere thanks to the Food Conspiracy Co-op for supporting the Heritage Foods Program, and to all Co-op members who voted for the Heritage Foods Program as a grant recipient.

With an agricultural history dating back 4,000 years, the Santa Cruz Valley is one of the longest continuously cultivated regions in the United States. This agriculture heritage can still be experienced today through the local foods produced throughout the Santa Cruz River Valley, from Nogales to Marana and Green Valley to Sonoita.

At wineries, pick-your-own farms and orchards, farmer's markets, grocery stores (such as the Co-op) and restaurants, residents and visitors can sample heritage foods tied to the region's history and cultural identity.

The goals of the Heritage Foods Program are to increase consumer awareness of regional heritage foods, support local food security and economy, and preserve cultural food traditions.

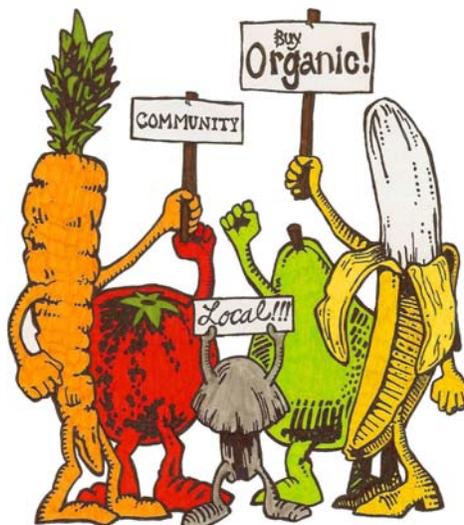
As we carry out a variety of projects affiliated with the Heritage Foods Program we will continue to partner with other local organizations, including the Food Conspiracy Co-op, to increase the availability and use of local and heritage foods in the community.

The Food Conspiracy Co-op is a natural foods market, cooperatively owned by its members and open to the public. Since 1971 the Co-op has been committed to providing the highest quality natural and organic foods and products to the Tucson community.

Their produce department is entirely organic, and they don't carry any products known to contain genetically-modified organisms (GMOs). The Co-op is committed to offering certified organic products whenever possible. In alignment with their commitment to environmentalism, social justice, and education, they are constantly expanding their line of local, fair

trade, and independently produced items.

For more information about the Food Conspiracy Co-op, visit them in Tucson at 412 N. 4th Ave. or online at www.foodconspiracy.org.



Food Conspiracy Co-op

412 N Fourth Avenue • 520-792-COOP • www.foodconspiracy.coop



The stories of our communities form the fabric of a cultural and natural heritage that has the power to shape our future.

Knowledge and respect for this heritage contributes to a sense of place and improves the quality of our lives.



Patagonia Heritage Project

Three years in advance of the official Arizona Centennial Celebration in 2012, a local working group is being formed in Patagonia to reflect on Arizona's past, present and future, as well as our rich diversity of people, places and progress.

Each of the nine communities named in funding provided by the Rural Tourism Development Grant Program from the Arizona Office of Tourism - Amado, Tubac, Tumacácori/Carmen, Rio Rico, Nogales, Patagonia, and Sonoita/Elgin - will develop their own historical branding heritage program.

The Heritage Tile Mural Project will establish a Santa Cruz County-wide historical branding heritage program through the creation and installation of up to four semi-permanent outdoor tile murals in each of the nine identified communities.

To learn more about the project, or share your stories and resources about the people, places and progress of the Patagonia community, email Tim Mello with the Patagonia Local Working Group or visit the weblog created to share information:

Email:
patagonialwgazchp2009@gmail.com
 Weblog:
patagoniaheritage2009.blogspot.com

Nogales Community Market

On Sunday, April 19, Nogales Community Development is hosting a community market in downtown Nogales at the southwest corner of Court St. and Morley Ave. from 10:00AM to 2:00 PM. In addition to local vendors selling produce, food and crafts, there will also be a DJ providing music for entertainment.

"We are looking for growers to sell produce as well as local entrepreneurs and artists who want to sell their crafts and goods," says Yvonne Delgadillo, Executive Director of Nogales Community Development. There is also space reserved for non-profit informational booths, and the Santa Cruz Heritage Alliance is participating.

Nogales Community Development is a 501(c)3 non-profit organization that is committed to building thriving communities in Nogales and Santa Cruz County by providing project management for commercial revitalization, business support for entrepreneurs and asset development and affordable housing for families and individuals.

Anyone interested in participating in the community market as a vendor should contact Jeremy Carter at Nogales Community Development, (520) 397-9219 or (910) 233-7058. He can also be reached by email at carterj@email.arizona.edu.

A heartfelt THANK YOU for your continued support!

Individuals

Vanessa Bechtol
 Don & Darlene Burgess
 Curtis & Liz Collier
 Kevin Dahl
 Edward & Gilda Dick
 Marjorie & Jerry Dixon
 Bill Doelle & Linda Mayro
 Ivan Drechsler
 Dorothy Finley
In Memory of Hazel Fontana
 Gary Forbes
 William Gibson
 Marlesa Gray
 Gwen Griffin
 Beth Grindell
 Diana Hadley
 David & Lil Hunsaker

Larry Kempton
 Julia Kent
 Maureen & John King
 Jonathan Mabry
 Teresita Majewski
 Marty McCune
 Jacquie McNulty
 Charles Dean Miller
 Sarah Miller
 Laurinda Oswald
 Janet Parkhurst
 Shauna Peery
 Cele Peterson
 Mark & Diana Pettit
 Tammy & Larry Robertson
 Bill & Alice Roe
 Margot Rogers
 Paula Schaper

Cynthia Shoemaker
 Benjamin Smith
 Mary Lou Warren
 Anne Woosley

Businesses

Desert Archaeology Inc.
 Duquesne House Bed & Breakfast
 Farmers Investment Co.
 Friends of the Santa Cruz River
 Global Arts Gallery
 Mano y Metate
 Post-Frost Associates
 Southern Arizona Homebuilders Association

In-kind Contributions

Arizona-Sonora Desert Museum
 Bahti Indian Arts
 Bashas'
 CactusHuggers Gallery
 Desert Survivors Nursery
 Estrada-Weber Cultural Connections
 Food Conspiracy Co-op
 Green Valley Pecan Co.
 Hacienda Corona de Guevavi B&B
 Janos Restaurant
 Madaras Gallery
 Santa Cruz Chili & Spice Co.
 Tucson Museum of Art & Historic Block
 Tucson Touch Therapies



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 the Santa Cruz Valley.

Our Heritage Business members incorporate one of the ten themes of the proposed National Heritage Area by encouraging the preservation, promotion and education of the theme in their daily business operations.

The Flying V Ranch was our first Heritage Business member upon launching the program in 2008. We appreciate their continued support for the Heritage Alliance and the unique heritage resources affiliated with the guest ranch.

Join us as a Heritage Business member by visiting our website at www.santacruzheritage.org/businessmember.

Heritage Lodging at the Historic Flying V Ranch

Visitors from across the country, even across the world, come to southern Arizona to experience the unique combination of western heritage, cultural resources, and natural wonders. These heritage tourists seek out place-based foods and crafts, distinctive outdoor adventures, and authentic historic lodging experiences.

Guest ranches are a rare opportunity for visitors to have an authentic western experience.

Nestled in the foothills of the Santa Catalina Mountains, among giant saguaros and desert critters, lies Tucson's oldest continuously operated guest ranch: the Flying V Ranch. Today, the Flying V Ranch stands as one of the last outposts of yesteryear and a vigilant caretaker of the past.

Established as a mining claim in the early 1900's and homesteaded before Arizona became a state, the Flying V became a working cattle ranch and "Dude Ranch" in the 1920's, encompassing 25,000 acres of leased and deeded land.

In 1946, the ranch was purchased by the Shields family, who hosted many famous names who came

incognito for the informality and tranquility of Ventana Canyon.

In the 1970's when high taxes and the unrelenting march of "progress" made it impossible to continue operation as it was, much of the perimeter acreage was sold as a buffer.



Western Horseman Cover (1950) - Ray Manley.

In 1979, most of the remaining acreage was sold to developers, with the home ranch and 70 acres retained by the Shields family. The cottages were converted to fully self-contained units with kitchen facilities, emphasizing simplicity, comfort, privacy, and retention of the original Sonoran desert atmosphere.

The Flying V is open to guests from October through April for long-term (30 days or more) stays. All the cabins have individually

controlled air-conditioning/heating units.

The old ranch house is in a constant state of renovation. Massive rock fireplaces dominate the living and recreation rooms. Guests are invited to browse the extensive library, or enjoy a game of pool, Ping-Pong or cards. Although horses are no longer on the property, stables are nearby for guests who enjoy horseback riding.

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 as long as they can repel developers and keep up with property taxes, they will continue to operate in the peace and quiet of the Sonoran Desert.

Plan your next weekend getaway at the historic Flying V Ranch. Learn more and plan your adventure at www.flyingvranchtucson.com or call 520-299-0702.





Santa Cruz Valley
HERITAGE ALLIANCE

P.O. Box 3445
Tucson, Arizona 85722

Ph: 520.429.1394

Fax: 520.882.4405

info@santacruzheritage.org

www.santacruzheritage.org



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Rick Vaughan

Vanessa Bechtol, *Executive Director*



To add or remove your name
from our mailing list call
520.429.1394 or email
info@santacruzheritage.org

Senate Support Needed for National Heritage Area Legislation

On January 8, 2009, Congressman Raúl Grijalva and Congresswoman Gabrielle Giffords re-introduced legislation in the House of Representatives to designate the Santa Cruz Valley National Heritage Area. The bill, H.R.324, is identical to the legislation approved by the House in 2007, but didn't make it to a Senate floor vote.

Please thank our dedicated Representatives for their continued support for this much needed opportunity to boost heritage-based economic development throughout southern Arizona.

- Rep. Raúl Grijalva – (520) 622-6788
- Rep. Gabrielle Giffords - (520) 881-3588

A Senate version of the legislation is still needed, so **please contact Senator Jon Kyl and Senator John McCain and urge them to support this legislation**, which will help to stimulate our local economy by promoting heritage resources, in-

cluding local foods and crafts. The legislation includes authorization for potential future matching funds, but *does not appropriate any funding*.

Neither of our Senators has taken a position in support of the proposed Heritage Area, despite broad, bi-partisan, local support. The Heritage Area is supported by chambers of commerce, local businesses, the tourism industry, museums and historical societies, and every local jurisdiction.

Please call our Senators and encourage them to do something positive for southern Arizona by sponsoring the Santa Cruz Valley National Heritage Area legislation.

- Senator McCain – (602) 952-2410
- Senator Kyl - (602) 840-1891

For more information or talking points, visit www.santacruzheritage.org/takeaction, email vanessa@santacruzheritage.org or give us a call at (520) 429-1394.