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## **OLD PUEBLO RECEIVES RECOGNITION AS AN INTERNATIONAL CULINARY CAPITOL**

City of Gastronomy designation will tout Tucson's food traditions  
and culinary distinctiveness

*TUCSON, AZ* – Today, the United Nations Educational, Scientific and Cultural Organization (UNESCO) announced designation of the City of Tucson as a *City of Gastronomy* in the Creative Cities Network. The City partnered with the University of Arizona College of Social and Behavioral Sciences' Southwest Center, Edible Baja Arizona magazine, and many other community partners to apply for recognition of our region's rich agricultural heritage, thriving food traditions, and culinary distinctiveness through a UNESCO *City of Gastronomy* designation.

The City of Tucson has posted the application and related information on its website: [www.tucsonaz.gov/gastronomy](http://www.tucsonaz.gov/gastronomy). The nominating document is a summary of Tucson's qualifications as a City of Gastronomy. Partner organizations can use this as a resource guide when implementing projects and programs affiliated with this designation.

UNESCO's Creative Cities Network allows Tucson to more widely share experiences, ideas, and best practices for cultural, agricultural, social, and economic development. It is also a point of pride that can be used to attract tourists and businesses to our region.

"The UNESCO Creative Cities Network presents an opportunity for Tucson to be represented on the world stage," explains Mayor Jonathan Rothschild. "Tucson is a destination city for people who love great food, and this confirms it."

"Bolstered by a Kellogg Endowment in 2011, the study of food systems and agricultural sustainability has been a special focus of research and publication for the Southwest Center since its founding," said Joseph Wilder, director of The University of Arizona's Southwest Center. "With the ancient agricultural heritage of Southern Arizona's native peoples and Tucson's dynamic cultural mix, food is an integral part of the distinct regional identity that we document and study. We are thrilled that the UNESCO City of Gastronomy designation will introduce people around the world to our borderland cuisine as well as raise awareness about sustainable desert food production."

Joining the Creative Cities Network as a City of Gastronomy promotes Tucson as a culinary tourism destination in national and international markets by drawing attention to the many food and culinary assets of our city and region, including:

- An agricultural heritage extending back more than 4,000 years, and a 300-year tradition of vineyards, orchards, and livestock ranching
- A unique blend of foods and culinary traditions resulting from our multicultural history and the exchange of Old World and New World foods
- A well-developed gastronomy that is a defining characteristic of Tucson and this region of the southwestern United States
- Many restaurants and chefs using indigenous ingredients in both traditional and contemporary recipes
- Traditional recipes and traditional farming techniques continuing to be passed down from generation to generation
- Many farmers' markets selling locally produced foods and food products
- Historic food industries being revived or sustained
- Hosting of food and agricultural festivals, awards, and contests
- Respect for the environment and promotion of sustainable local foods and food products
- Fostering of public understanding of nutrition through educational institutions and government programs
- Innovative food biodiversity conservation programs

For more information about the UNESCO designation and City of Tucson food policies and measures, visit: [www.tucsonaz.gov/gastronomy](http://www.tucsonaz.gov/gastronomy).

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