Insights from the Appalachian Grown™ Branding Program

Peter Marks

Looking for Local Food?
When you see the Appalachian Grown™ logo, you know you’re buying fresher, better-tasting foods that support family farms, strengthen the local economy, and protect the natural beauty of the mountains. Look for the Appalachian Grown logo when you shop.

Appalachian Sustainable Agriculture Project  www.AppalachianGrown.org
Appalachian Grown™ Certification

- 500 Farms
- 300 Businesses
Changing messaging as change happens around us
WNC Wants Local food – Consumer Survey
Simplified Peanut Product Distribution Pattern From Peanut Corporation of America (PCA) to Point of Sale

This chart illustrates some of the many paths a peanut product produced by the Peanut Corporation of America (PCA) might have taken before reaching the consumer. From the time a product left PCA, it could pass through multiple entities, sometimes being processed into new, widely distributed food products for consumers and pets. Actual distribution patterns may be more extensive and complex than what is depicted here.

The length of the distribution chain, the number of entities involved, and the breadth of the distribution network are all factors contributing to the length of time it takes to conduct a recall.

PCA shipped peanut products to numerous establishments, including mass-market foodstores and manufacturers. As of February 9, 2004, over 1,300 products have been recalled and more than 150 brands affected.

The circled numbers (1, 2, 3, etc.) represent products that were made using at least one ingredient originating from PCA's peanut processing facility in Blakely, Georgia.
Establish Your Brand
August

Find local tomatoes everywhere, at farmers markets and grocers, from your neighbors and work associates, from your garden, from your neighbor’s garden.

Find in all varieties, shapes, sizes and colors: heirloom, cherry, pear, peach, purple, gold and even striped.

get Local tomatoes

get Local

with Chef Jett at Blue Ridge

get Local

ASHEVILLE CITY SCHOOLS
Hall Fletcher Elementary

To learn more about this and other partner restaurants, visit www.AppalachianGrown.org.
Partner with the Media

Local and Green: Sustainable Food

At the cornerstone of support for the local food movement is ASAP (Appalachian Sustainable Agriculture Project). ASAP works to promote local foods and farmers, and coordinates with large and small grocery outlets to carry and promote local foods. The organization helps farmers improve their operations with workshops, business planning services, information about packaging and labeling, and developing ideas for new markets.

To help you better identify businesses that offer local food, ASAP has developed a seal to indicate those who participate. If you see the Appalachian Grown seal at a store or restaurant, you'll know that you, too, are supporting the area's local farms.

To date, there are more than 450 certified farms and over 250 tenant/homegrown-grocers, restaurants, schools, hospitals, etc.—participating.

So why is local food so important? Well, it starts with the care that goes into the produce... and the things that aren't included... like no antibiotics, no hormones, no enrichers, no preservatives. Local food is fresher because it doesn't have to travel hundreds of miles to get here. It is most likely that if you purchase foods from a local farmer's market, that food has been picked within 24 hours. Since most produce is seasonal, and there are tens of regional varieties, eating locally grown products allows you to try different things throughout the year. Top that with the sustainability that comes to our farms, economy and community and you've got a win-win all the way around.

"Seeking out and purchasing local food directly supports our region's farmers, strengthens our local economy, and helps protect the farmland and scenic landscapes that draw visitors from all over the world," said Maggie Crain, ASAP's communications coordinator.

If you are ready to get started in the local food scene, we invite you to pursue the dining section of #LookAtAsheville as well as the rest of this book, and to look for retailers and restaurants that have the Appalachian Grown seal. Also, ASAP's Local Food Guide and map pick have extensive listings of area farms, farmers markets, and restaurants. You can pick one up in various grocery store outlets and magazine racks around town.

"Visitors can also browse the guide online, which will soon be the home of an interactive trip planner," Crain explained. "The planner component will allow visitors to create and map a personalized Western North Carolina food and farm adventure.

Hickory Nut Gap Farm is another popular place for those interested in local food. Family-owned and operated by a rather large family, the farm has been in operation since the early 1980s. Here you can see animals living the good life. Hickory Nut offers pastured pork, chickens and grass-fed beef, all available in their retail store along with a variety of other local products. The farm's meats are popular with many area restaurants, so look for them on the menu.

Get It To Go!

If you are in town over the weekend, check out one of Asheville's dozen or so tailgate markets. Fresh eggs, produce, breads, flowers and much more await at these temporary markets. Most happen on Saturday mornings, but others are open Wednesdays, Thursdays and Sundays. Check the web at www.asapconnections.org/MTMA/ for hours and locations.

Want to take a more "hands-on" approach? You can pick your own fruits and vegetables at many area farms. From July through November, apple orchards welcome you to pluck delicious North Carolina apples from their trees. The months ofJune brings black raspberries, followed by blueberries. Blueberries and wineberries ripen in July and red raspberries are available beginning in August. So grab a basket and get off to take a local farm tour with you.

Warren Wilson College, a school that is firmly committed to sustainable farming, has an active farm that has been in operation for over a century. The college's focus on work, service and academics is on display here as students run the mixed-crop and livestock operations and learn first-hand about sustainable farming practices. Warren Wilson hosts seasonal sales which include frozen beef and pork in bulk packages, specialty sausages, bacon and salami.

Local food is always the freshest option, and Asheville has a plethora of markets and restaurants to choose from. There are myriad farms in the area, but another reason there are so many choices here is that the people of Asheville, with their "green" leanings, know that local food reduces the carbon footprint and is much more ecologically sound than food shipped in from other areas. According to the Sierra Club, the average meal travels nearly 3,500 miles before it reaches your table, so why not support the local food movement, help the area economy and enjoy local food? Now that's a easy idea.
Organización promueve consumo de productos locales

En el condado de Buncombe la organización sin fines de lucro ASAP (Appalachian Sustainable Agriculture Project) ha ayudado por más de diez años a crear y expandir mercados de comida local y de agricultores que vende en los mercados y en tiendas de alimentos saludables.

"El objetivo principal de ASAP es mejorar la calidad de vida de los agricultores y de los consumidores, y por lo tanto, el bienestar de la comunidad," dijo Maggie Cramer, coordinadora de comunicaciones de ASAP.

Maggie Cramer Coordinadora de comunicaciones de la organización ASAP.

"AsAP también apoya la organización de mercados de agricultores locales que una vez a la semana se reúnen en diferentes partes de la ciudad para poder vender sus productos.

Según Cramer, en el pasado la institución participó junto con UNCA en un programa para llevar un grupo de mujeres latinas a visitar los mercados locales y familiarizarse con los productos.

"En el futuro, ASAP planea fortalecer más la cooperación con otras organizaciones de la comunidad en el promoción de productos locales," agregó.

En la imagen, se puede observar el mercado de productores locales en el centro de Asheville, donde se venden productos frescos y saludables directamente de los agricultores.
Business Marketing Environment is Complex
– Simplify and Create Focal Points

AG Quick Start Guide for Restaurants

Step 1: Become an Appalachian Grown™ (AG) partner restaurant and use the Appalachian Grown logo to show your customers that you source local food from certified farms within 100 miles of Asheville.
Download agreement at www.asapconnections.org/HandlerAgreement.pdf.

Step 2: Get in ASAP’s Local Food Guide of local farms and businesses in the Southern Appalachians.
Go to www.buyappalachian.org and “Get in the Guide.”

Step 3: Join our Get Local campaign and celebrate a featured local food each month.
Learn more at www.asapconnections.org, “Get Local.”

Get help from Lee Seabrook, marketing coordinator, lee@asapconnections.org or 828-236-1282 ext. 117.

Appalachian Grown is a program of Appalachian Sustainable Agriculture Project (ASAP).

BECOME A PARTNER

get Local
Look for these featured locally grown ingredients at markets, gardens, and restaurants all over town.

August tomatoes
September apples
October greens
November winter squash
December farm raised meat
January honey & sorghum
February trout
March eggs
April farmstead cheese
May strawberries
June summer squash
July beans
Build User Capacity
Supporting our local economy is important to us here at Mountain Food Products. That's why we source Appalachian Grown certified produce from local family farms. This certification, provided by Appalachian Sustainable Agriculture Project, ensures that the produce was grown in the mountains within 100 miles of Asheville.

Marvin Robertson of Robertson Farm
Marvin Robertson began farming with his family when he was fifteen years old on one of the largest farms in the Upstate. After he graduated from high school, his choices were to go to work in the textile mill or on the farm. He chose farming. Today, "to stay out of the recliners," Marvin farms two acres of collards, kale, swiss chard, beets spinach, lettuce, and sweet corn.

William Shelton of Shelton Family Farm
Fourth-generation farmer William Shelton tends 25 acres in the Jackson County community of Whittier where he and five employees grow tomatoes, bell peppers, strawberries, and half-runner beans. His hydroponic lettuce fills about half an acre of greenhouse space, making a glorious carpet of green even in the depths of winter.

Bridget Kennedy of Harvest Moon
Bridget Kennedy currently leases one acre in Swannanoa, NC, which she farms using practices she describes as sustainable. The land is also home to a small trout farm, and to connect her acre to the larger ecosystem, she uses fish manure as compost. While she works for herself and as a steward of the land, she recognizes that, in farming, Mother Nature is the true boss and has the final say.

Dianne Tolman & Steve Covington of Big Pine Herbs
"I'm crazy about them," Dianne Tolman says of her plants. A botanist by trade, she began growing culinary herbs on a small plot in Candler, NC. Shortly after, she expanded to an old tobacco farm in Madison County where she still grows culinary herbs today with her husband, Steve Covington. They've owned their farm in the Big Pine Valley for over 30 years.

Mike Brown of Farside Farm
Every morning, families in the mountains wake up and enjoy fresh Farside Farm's eggs from farmer Mike Brown. Mike's goal is to provide a healthy, safe, fresh product that tastes great. He makes his own animal feed. That way, he knows the feed is high quality and contains no added antibiotics.
Cost share program
Jimmy & Sheila Greene
North Fork Farm
Zionville, NC

To meet more local farmers visit www.AppalachianGrown.org
Go beyond direct sales . . .
Research can help you understand issues of volume.
Challenges

Persistence
Defining Local

- Where
- What
- Who

(define your own goals)
Fitting in with Other Local Labeling
-what do you offer?