



Insights from the Appalachian Grown™ Branding Program

Peter Marks

ASAP
Appalachian
Sustainable
Agriculture
Project



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.

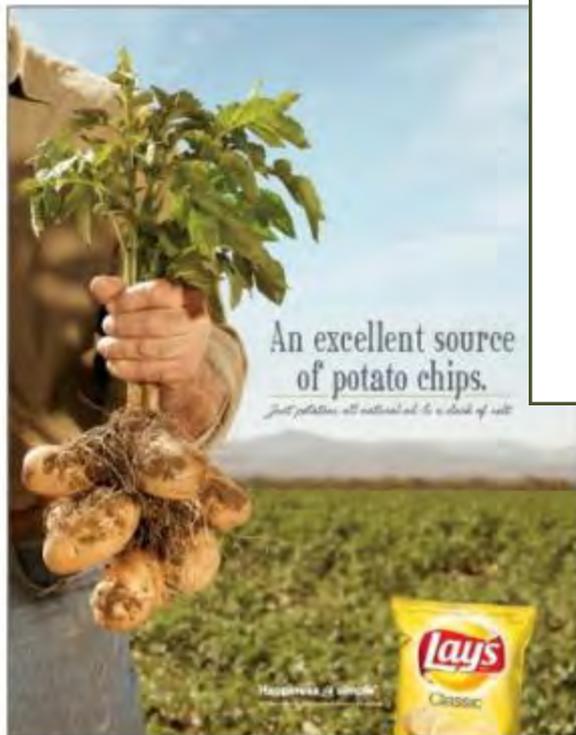




Appalachian Grown™ Certification



- 500 Farms
- 300 Businesses



Changing messaging as change happens around us



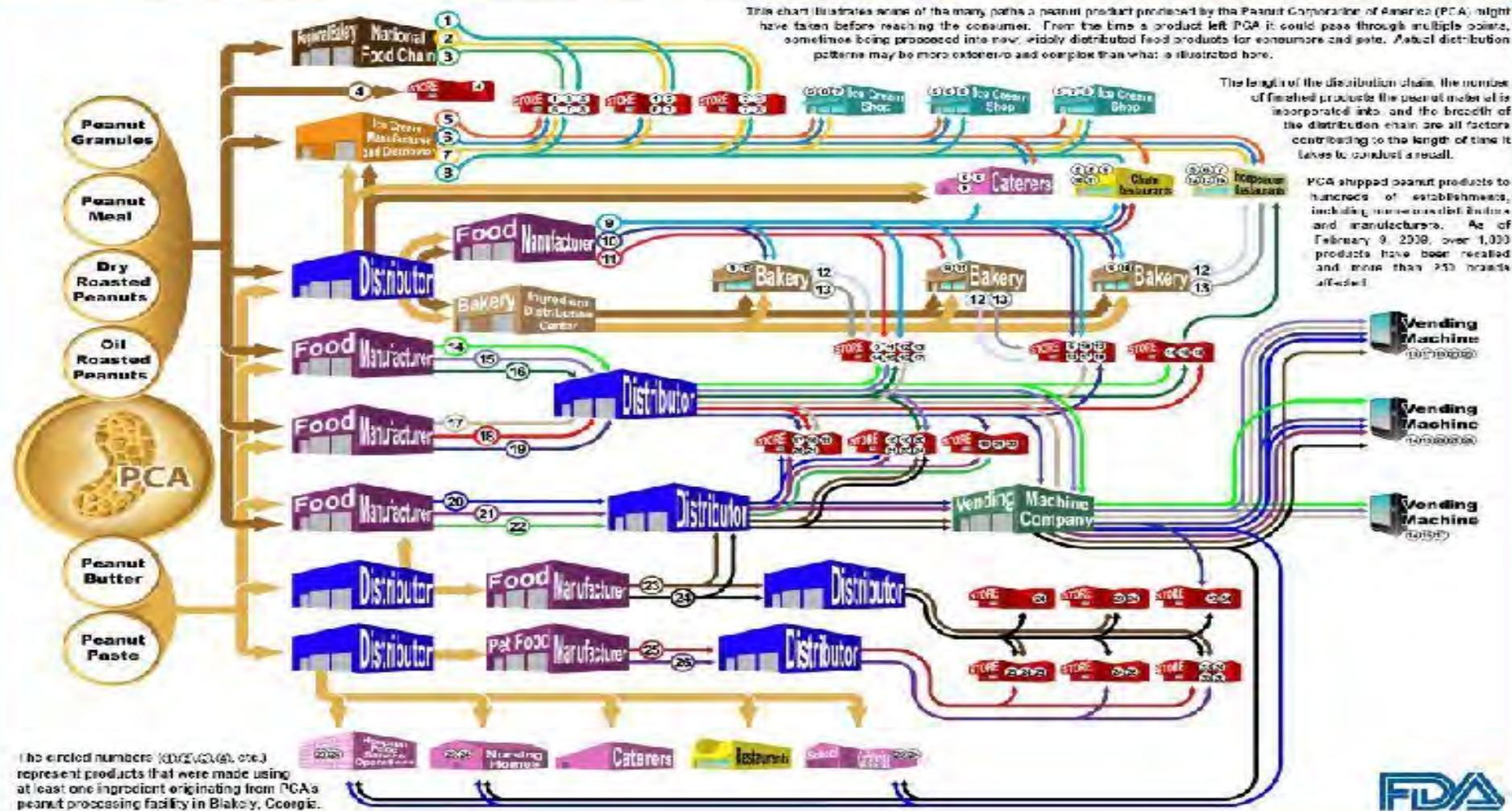
WNC Wants Local food – Consumer Survey

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 sale. Actual distribution patterns may be more extensive and complex than what is illustrated here.

The length of the distribution chain, the number of finished products the user makes or is incorporated into, and the breadth of the distribution chain are all factors contributing to the length of time it takes to conduct a recall.

PCA shipped peanut products to hundreds of establishments, including convenience stores and manufacturers. As of February 9, 2008, over 1,000 products have been recalled and more than 250 brands affected.



The circled numbers (1, 2, 3, 4, etc.) represent products that were made using at least one ingredient originating from PCA's peanut processing facility in Blakely, Georgia.



Establish Your Brand







get Local tomatoes

August

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

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

get Local

with Chef Jett at  Blue Ridge

 The Grove Park Inn

To learn more about this and other partner restaurants, visit www.AppalachianGrow.org.

get Local school

ASHEVILLE CITY SCHOOLS
Hall Fletcher Elementary

To learn more about farm to school visit www.AppalachianGrow.org

Appalachian Grow LOCAL FOOD fresher!

LOCAL FOOD

LOCAL FOOD

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 Grow 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 separate businesses—grocers, restaurants, schools, hospitals, etc.—participating.

So why is local food so important? Well, it starts with the care that goes into the products... and the things that aren't included... like no antibiotics, no hormones, no nitrates, 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 tons 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 family farms, strengthens our local economy, and helps protect the farmland and scenic landscapes that draw visitors here from all over the world," said Maggie Cramer, ASAP's communications coordinator.

If you are ready to get started in the local food scene, we invite you to peruse the dining section of *A Look at Asheville* as well as the rest of this book, and to look for retailers and restaurants that have the Appalachian Grow seal. Also, ASAP's *Local Food Guide* and map each have extensive listings of area farms, farm stores and stands, tailgate markets, restaurants and grocers. 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," Cramer 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 1900s. Here you can see animals living the good life. Hickory Nut offers pastured pork and chicken 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 a 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.html for times 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 month of June brings black raspberries, followed by blackberries. Blueberries and wincherries ripen in July and red raspberries are available beginning in August. So grab a basket and gather a bunch to take home with you.



Warren Wilson College, a school that is firmly entrenched in 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



Where you can find them:

ASAP
asapconnections.org
buyappalachian.org
 828.236.1282

Carolina Bison
carolinabison.com
 828.236.1659

Hickory Nut Gap Farm
 Open Wed. – Sat. 1 – 5 p.m.
 828.628.1027
hickorynutgapfarm.com

Sunburst Trout Farms
sunbursttrout.com
 828.648.3010

Warren Wilson College
warren-wilson.edu/fiam
 828.771.3014



Organización promueve consumo de productos locales

Victor Palomino

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 locales dando acceso a comida fresca, saludable y apoyando las familias de agricultores.

“El director ejecutivo Charlie Jackson comenzó con la organización hace 10 años, la misión es conectar a los agricultores con la gente que quiere comprar sus productos y la gente que quiere comprar productos de los agricultores”, dijo Maggie Cramer Coordinadora de comunicaciones de ASAP.

Acercamiento

Cramer comentó que ASAP quiere acercarse a la comunidad latina, tanto a los consumidores, como los agricultores y dueños de mercados y restaurantes.

“Estamos buscando hacer más conexiones con los negocios y agricultores latinos”, aseguró Cramer agregando que: “Tenemos recursos disponibles para ayudar a los restaurantes a promocionar que trabajen



Maggie Cramer Coordinadora de comunicaciones de la organización ASAP.

con productos locales.”

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

Según Cramer en el pasado la agencia participó junto con UNCA en un programa para llevar un grupo de mujeres latinas a visitar los

mercados locales y familiarizarlas con los productores.

Desde sus principios ASAP ha publicado una guía de productos locales para encontrar restaurantes que sirven comida local y mercados. Además la organización participa en un programa nacional para llevar expertos en comida saludable a las escuelas, que lanzó a co-

mienzos de año la primera dama Michelle Obama.

“Estamos juntando chefs con escuelas primarias, la idea es llevar comida local a las cafeterías, y hacer demostraciones”, explicó Cramer. “Los niños se emocionan. Muchas veces no saben que pueden sacar comida de la tierra, es una experiencia diferente para ellos que llevan a casa”, agregó.

Productos locales

La página de Internet de ASAP tiene contenido en español con recetas y las 10 razones para comprar productos locales. La organización busca difundir en la comunidad latina los beneficios y bondades de la comida que se produce cerca a donde viven durante todo el año.

“Tenemos recetas que vienen de restaurantes o de personas que trabajan con los alimentos frescos, en el futuro estaremos enviando correos electrónico con sugerencias de los que están en temporada y lo que pueden encontrar en el mercado cada semana”, dijo el funcionario.

ASAP se encuentra ubicado en 306 West Haywood Street. el teléfono es 828-236-1282 y cuenta con personas que hablan español. La dirección en el Internet es: www.asapconnections.org donde se puede encontrar contenido en nuestro idioma.



Mercado de productores locales en el centro de Asheville



Bill Hunt de la granja Kay Farms, con su voluntaria Sarah Nájera, en su tienda durante el mercado de Asheville.



Charles Church Watauga River Farm Valle Crucis, NC



To meet more local farmers visit www.AppalachianGrown.org

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.

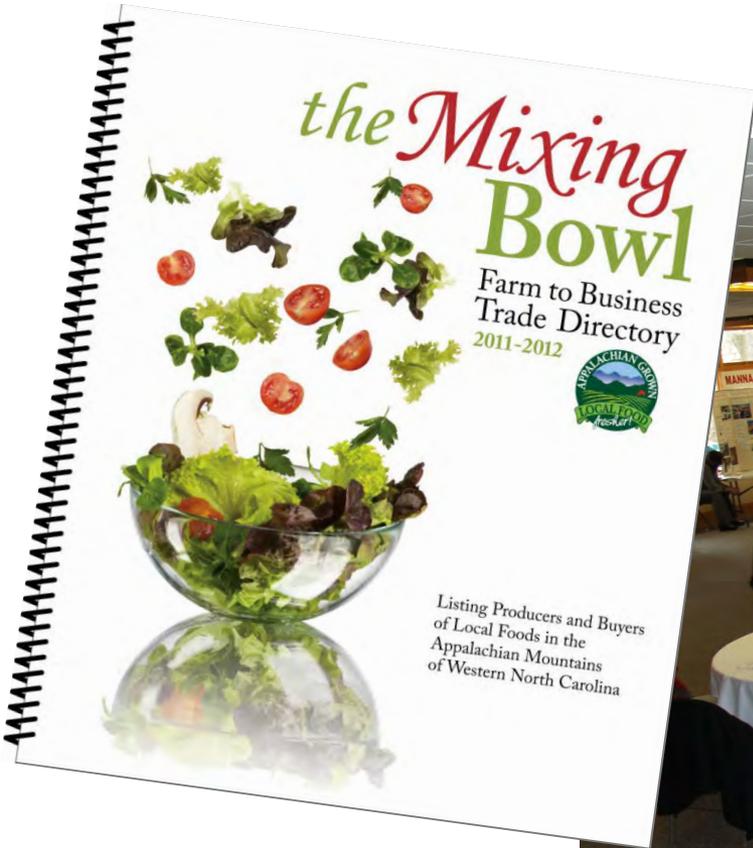
Appalachian Grown is a program of Appalachian Sustainable Agriculture Project (ASAP).



Month	Featured Local Food
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

**Business Marketing Environment is Complex
– Simplify and Create Focal Points**

Build User Capacity





Who Grows Your Food?

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 recliner," 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 35 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 20 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

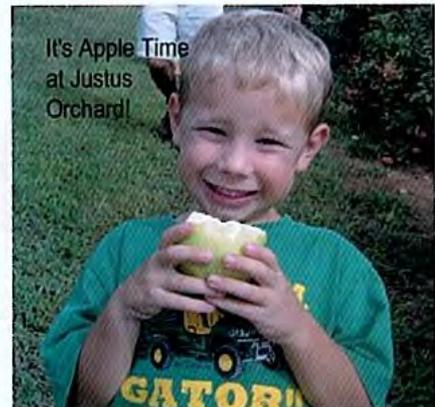
PAGE C-8 - The Tomahawk, Mountain-City, TN 37683 - Tuesday



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 "A DIVISION OF BOONE DRUGS, INC."
 Serving the Mountain City Community with
 Friendly Service Since 1994!

1641 South Shady St.
 Mountain City, 37683
 423.727.0039

We have
 selection
 for all you
 and fa



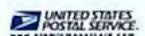
It's Apple Time
 at Justus
 Orchard!

FROM: Justus Orchard
 187 Garren Rd
 Hendersonville NC 28792



TO: MEGAN RAY
 306 W HAYWOOD ST
 ASHEVILLE NC 28801-3105

First-Class Mail
 Auto
 U.S. Postage Paid
 Permit #427
 85334



North Fork Farm

828-297-5755
 www.northforkfarmbeef.com

680 North Fork Road
 Zionville, NC 28698



HO SAM

\$25 +
 4 Chick
 2pks. Ch
 4 Pc
 1p

\$50 +
 2 Sirloin Steaks
 4 Chicken Breasts
 1 Roast
 1 lb. Sausage
 1 lb. Ground Beef

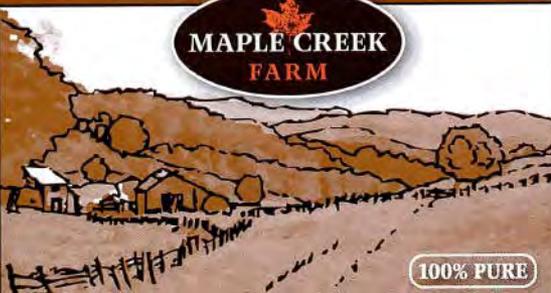
tomatoes may be substitut-
 ed. With frozen or canned
 beans, this recipe can be
 ready to serve your family
 in about 45 minutes.



SWEET SORGHUM SYRUP is a natural sweetener made from juice squeezed from sorghum cane, a tall grass resembling corn. Sorghum syrup is dark and sweet, with a rich flavor similar to molasses (a by-product of the sugar industry), but without the bitterness. Sorghum is a natural source of iron, calcium, and potassium, and does not need refrigeration. Use sorghum syrup to replace corn syrup, molasses, or honey in recipes. It's delicious served over ice cream, in baked beans or gingersnaps, or simply eaten the traditional way, drizzled on hot buttered biscuits or pancakes.



Enjoy!



MAPLE CREEK FARM

100% PURE

From the Mountains of Western North Carolina

SWEET SORGHUM SYRUP

NET WT 16 OZ

MAPLE CREEK FARM spans 106 acres, running from ridge to ridge and straddling Lickskilllet Creek in Yancey County, NC—the highest county in the Eastern US. Our wood-fired sugarcane produces both maple syrup and sweet sorghum syrup. We are proud to be the southernmost commercial producer of maple syrup in the country. Our farming philosophy is rooted in the practices of permaculture and agricultural sustainability, and we use organic methods in our syrup production. For more information about Maple Creek Farm, please visit our website: www.maplecreekfarm.net.

MAPLE CREEK FARM 1641 Lickskilllet Road
 Burnsville, NC 28714

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

Appalachian Grown farm products come from family farms in western North Carolina and the other mountain counties within 100 miles of Asheville, NC.




The Appalachian Grown Region



Defining Local

- Where
 - What
 - Who
- (define your own goals)**



Fitting in with Other Local Labeling
-what do you offer?



Appalachian Grown™ Sales

