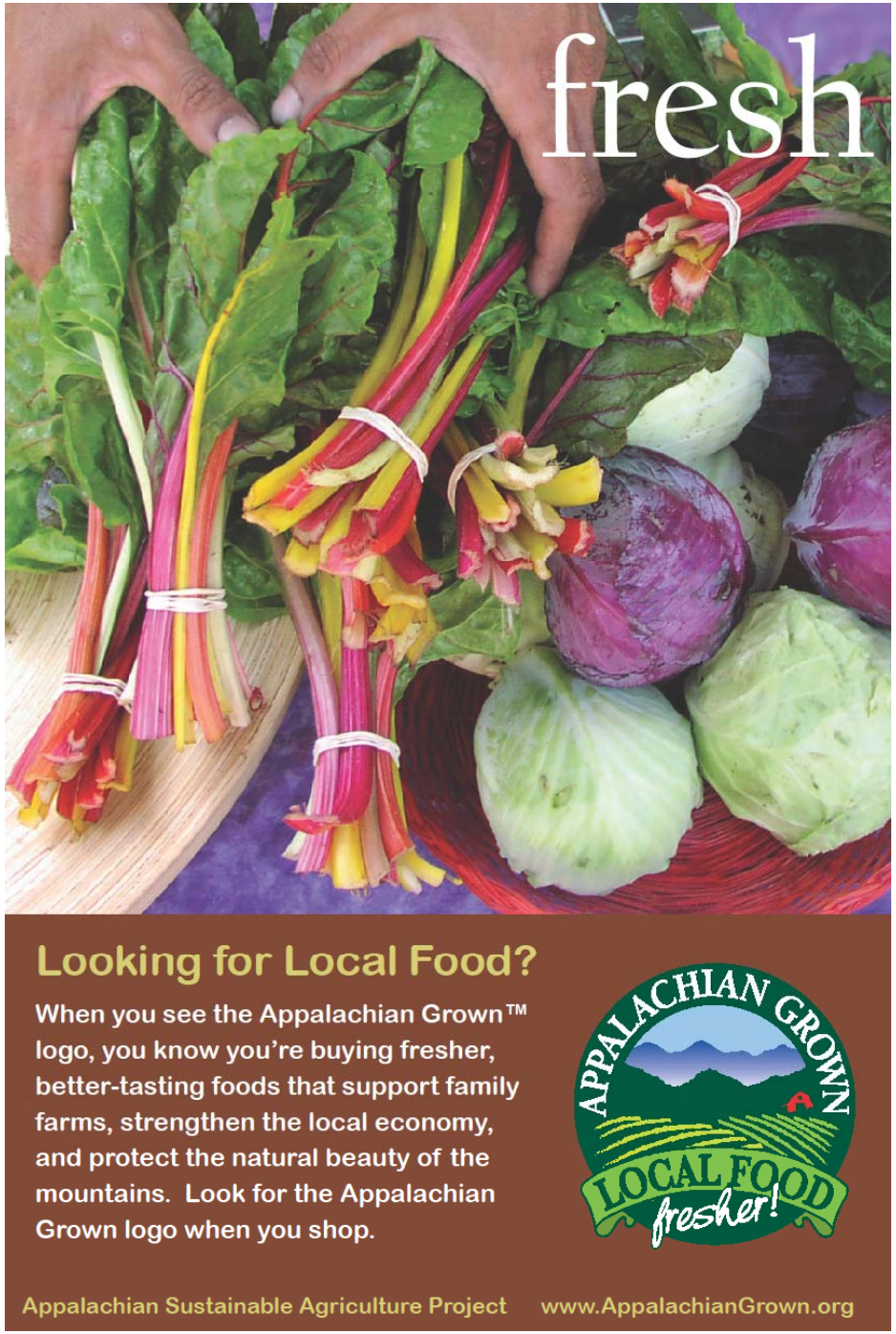
Local Food Research Center

Local Branding and Marketing

Charlie Jackson

ASAP
Appalachian Sustainable Agriculture Project



ASAP's Local Food Research Center (LFRC)

LFRC Mission: To assess the economic, social, and environmental impacts of food system localization through applied, systems-based, collaborative research.

- Grounded in ASAP's theory of change: localizing food systems strengthens local economies, boosts farm profitability, increases sustainable production practices, and improves individual and public health.

Research will explore questions such as:

- How do experiences with local food and farms affect consumers' perceptions, purchasing decisions, relationships with food, eating habits, and health?
- How are changes in demand for local food affecting production practices, farm profitability, and regional food infrastructure and local food distribution networks?
- What are the real economic impacts of localizing food production and consumption?
- What are the unintended consequences of localizing food production and consumption? How are these consequences hindering or supporting localization efforts?

2011 Local Food Survey

- **94% of respondents said that knowing where their food comes from would make them more likely to buy locally grown food**

- **88% of respondents said that they would buy more locally grown food if it is labeled as local**

- **83% of respondents said that when local is more expensive it is worth the cost**

- **Locally grown food is an important consideration when choosing a grocery store (77%) or a restaurant (64%)**

2011 ASAP Consumer Survey, TJH Research and Strategy- Margin of error +/- 3.7%

Trend + Supportive Environment = Farmers, Businesses, and Communities Innovate, Invest, and Institute

Appalachian Grown™ Certification

- 500 Farms
- 300 Businesses

Pick Your Own Apples & Pumpkins
STEPP FARM
SteppApples.com
828.685.9083
APPALACHIAN GROWN
LOCAL FOOD
fresher!
7 Miles Ahead Pace Rd.

APPALACHIAN GROWN
LOCAL FOOD

TROY & SONS
MOONSHINE
BATCH

KALE
APPALACHIAN GROWN
LOCAL FOOD
fresher!
PLU 4627

get Local

get Local
ramps
April
Sun Mon Tue Wed Thu Fri Sat
Enjoy local food every month of the year.
www.AppalachianGrown.org
get Local
2012

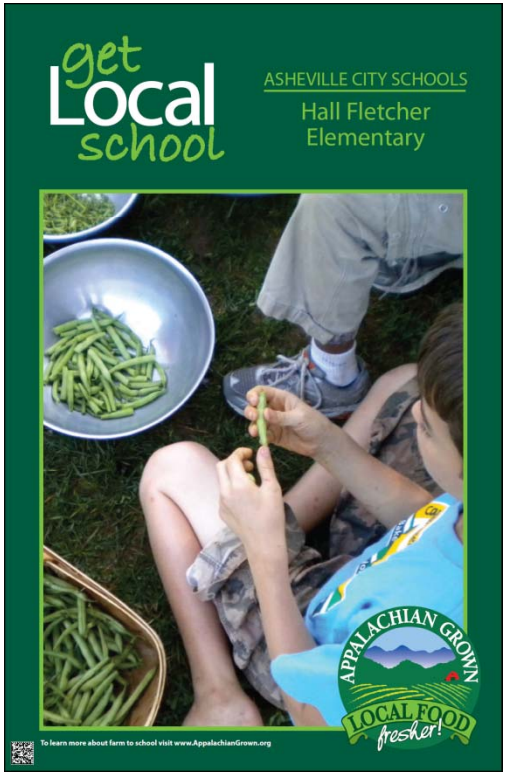
get Local
APPALACHIAN GROWN
LOCAL FOOD fresher!
Enjoy local food every month of the year.
www.AppalachianGrown.org
2012

Now Serving:
food fresh
from local farms!
get Local
APPALACHIAN GROWN
LOCAL FOOD fresher!
Look for the Appalachian Grown sticker at participating restaurants.
Ask eateries about local monthly specials as part of ASAP's Get Local initiative.
Thousands of miles fresher!

get Local
trout in February
APPALACHIAN GROWN
LOCAL FOOD fresher!
Find trout on the menu of participating Get Local restaurants.
Look for local trout and trout products at area grocery stores.
Share your trout recipes with ASAP and the local food community.
To learn more about Get Local and find a list of participating restaurants, visit www.asapconnections/getlocal.html
ASAP
Appalachian Sustainable Agriculture Project
Check out upcoming ASAP events, including the first Meet the Farmer CSA Fair in March, at www.asapconnection.org.

get Local

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.
APPALACHIAN GROWN
LOCAL FOOD
fresher!


get
Local
school
ASHEVILLE CITY SCHOOLS
Hall Fletcher
Elementary
APPALACHIAN GROWN
LOCAL FOOD
fresher!
To learn more about farm to school visit www.AppalachianGrown.org

APPALACHIAN GROWN
LOCAL FOOD
fresher!
Coca-Cola

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.

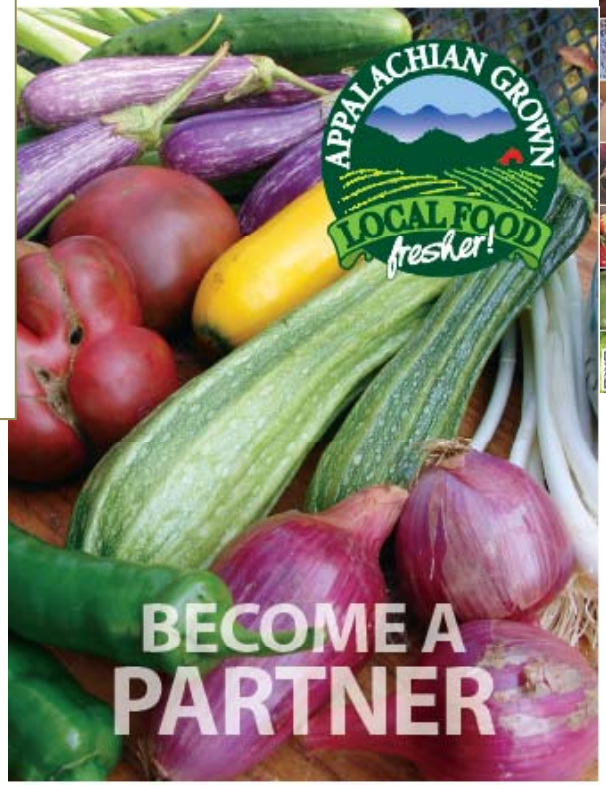
Go to www.buyappalachian.org and "Get in the Guide."

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).



The ingles ADVANTAGE
GREEN
CABBAGE
3 lbs for $1.00
WEEKLY
APPALACHIAN GROWN
LOCAL FOOD
fresher!
APPALACHIAN GROWN
LOCAL FOOD
fresher!

Jimmy & Sheila Greene
North Fork Farm
Zionville, NC
© 2011 Appalachian Sustainable Agriculture Project
APPALACHIAN GROWN
LOCAL FOOD
fresher!
To meet more local farmers visit www.AppalachianGrown.org

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 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 Grown 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.

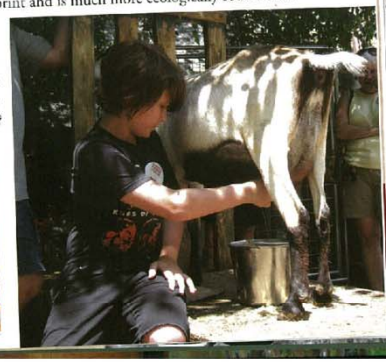
Get It To Go!

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 wineberries 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 food shipped in from other areas. According to the Sierra Club, the average meal travels nearly 1,500 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 tasty idea.



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/farm
828.771.3014

Sally Eason
Sunburst Trout
Haywood County, NC
APPALACHIAN GROWN
LOCAL FOOD
fresher!
To meet more local farmers visit www.AppalachianGrown.org

2011 FREE

LOCAL FOOD GUIDE

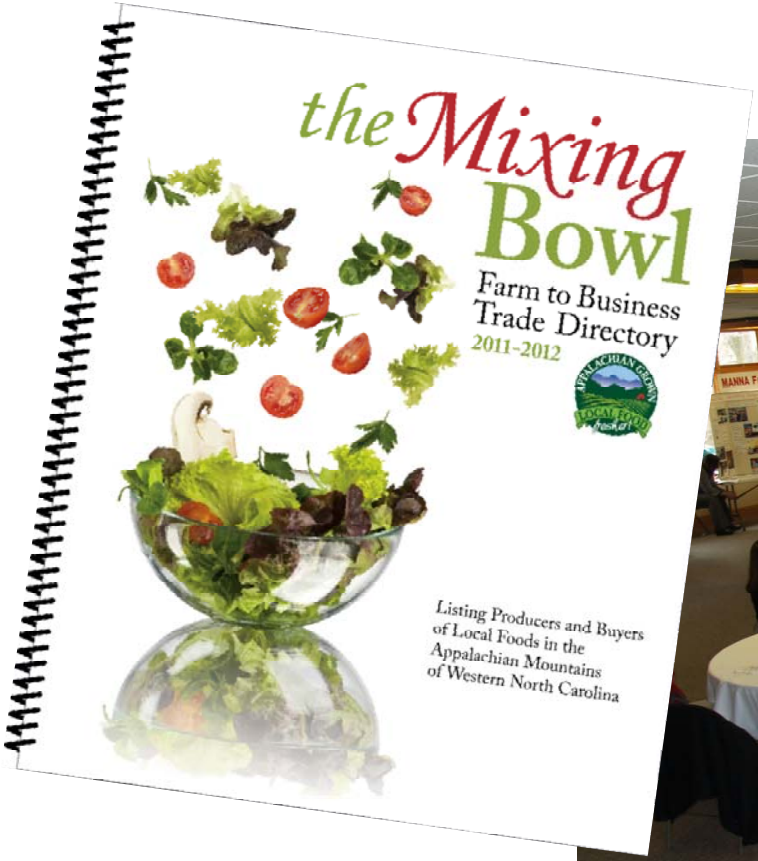
Fresh from the Farms of the Southern Appalachians

Tailgate Markets
Restaurants
CSAs
Family Farms
U-Pick
Apple Growers
Grocers
Caterers
Bakers
Wineries
Distributors
and more

Thousands of miles fresher!

ASAP
Appalachian Sustainable Agriculture Project

BuyAppalachian.org


the Mixing Bowl
Farm to Business Trade Directory
2011-2012
Listing Producers and Buyers of Local Foods in the Appalachian Mountains of Western North Carolina

MANNA FOODBANK

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**

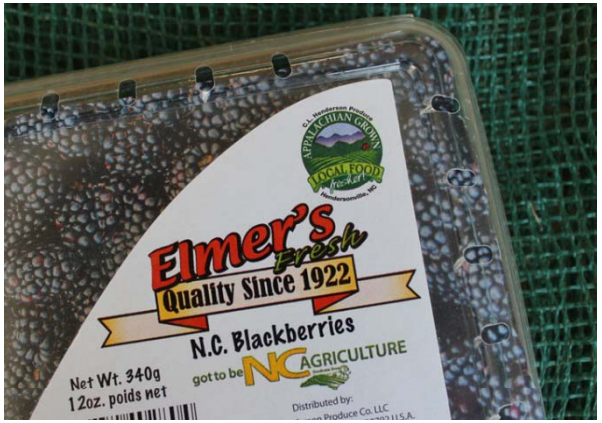
"I'm crazy about them," Dianne Tolman says of her plants. A botanist by trade, she began growing culinary herbs on a small plot in Candler, NC. Shortly after, she expanded to an old tobacco farm in Madison County where she still grows culinary herbs today with her husband, Steve Covington. They've owned their farm in the Big Pine Valley for over 20 years.

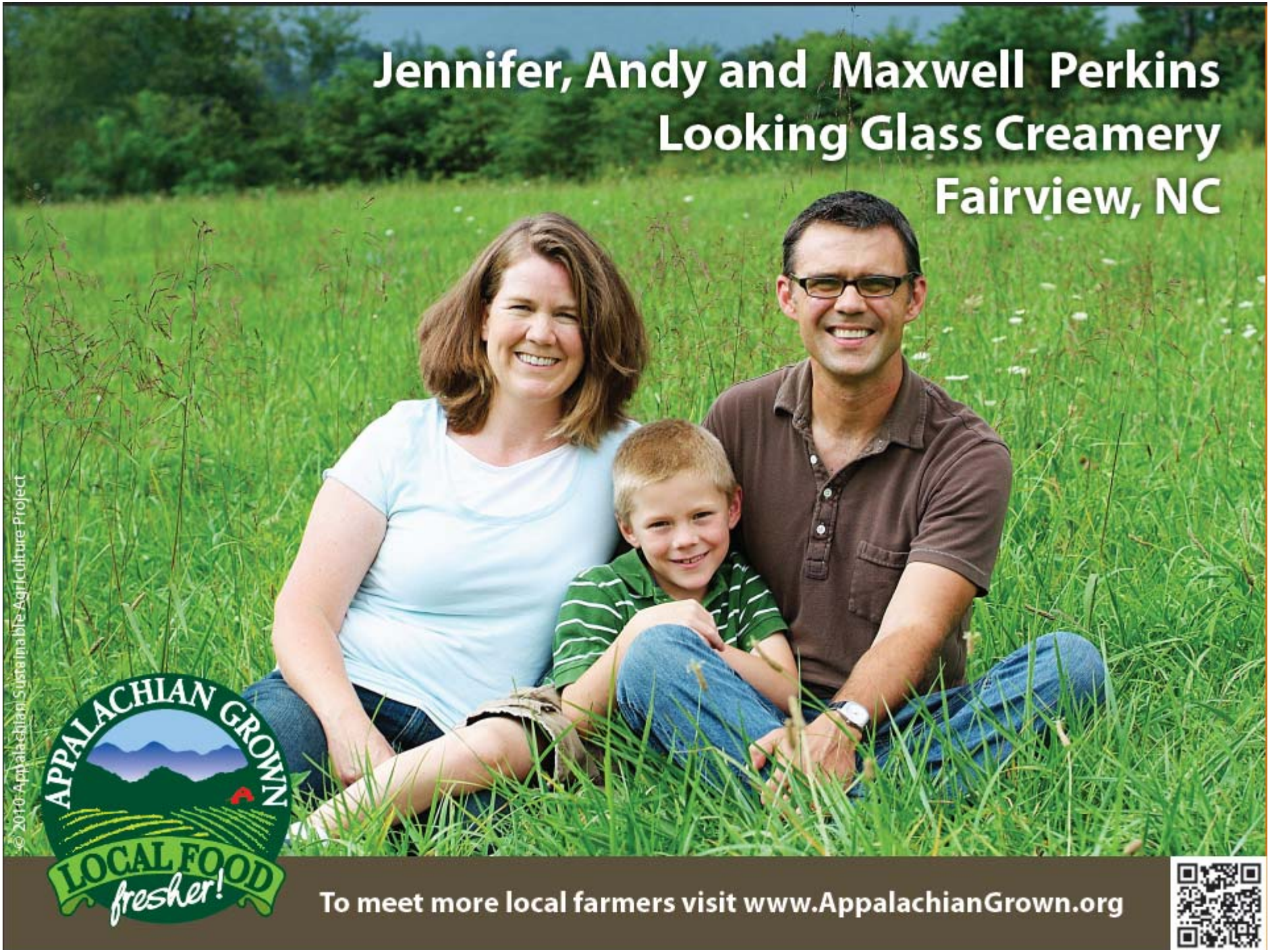
Mike Brown of **Farside Farm**

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

LOCAL TROU
Fresh and flavorful.
LOCAL HONEY
Pure and sweet.
All Natural
Local Honey
Pilgrim Farm
LOCAL RAMPS
A spring delicacy.
LOCAL
SHROOMS
and cultivated.
APPALACHIAN GROWN
FOREST PRODUCTS
LOCAL
100% REAL

APPALACHIAN GROWN
LOCAL HONEY
100% REAL
Life is sweeter with honey. And that's all you'll find in this bottle. 100% real honey from right here in the Southern Appalachians.


Elmer's Fresh
Quality Since 1922
N.C. Blackberries
got to be NC AGRICULTURE
Net Wt. 340g
12oz. poids net
Distributed by:


Jennifer, Andy and Maxwell Perkins
Looking Glass Creamery
Fairview, NC
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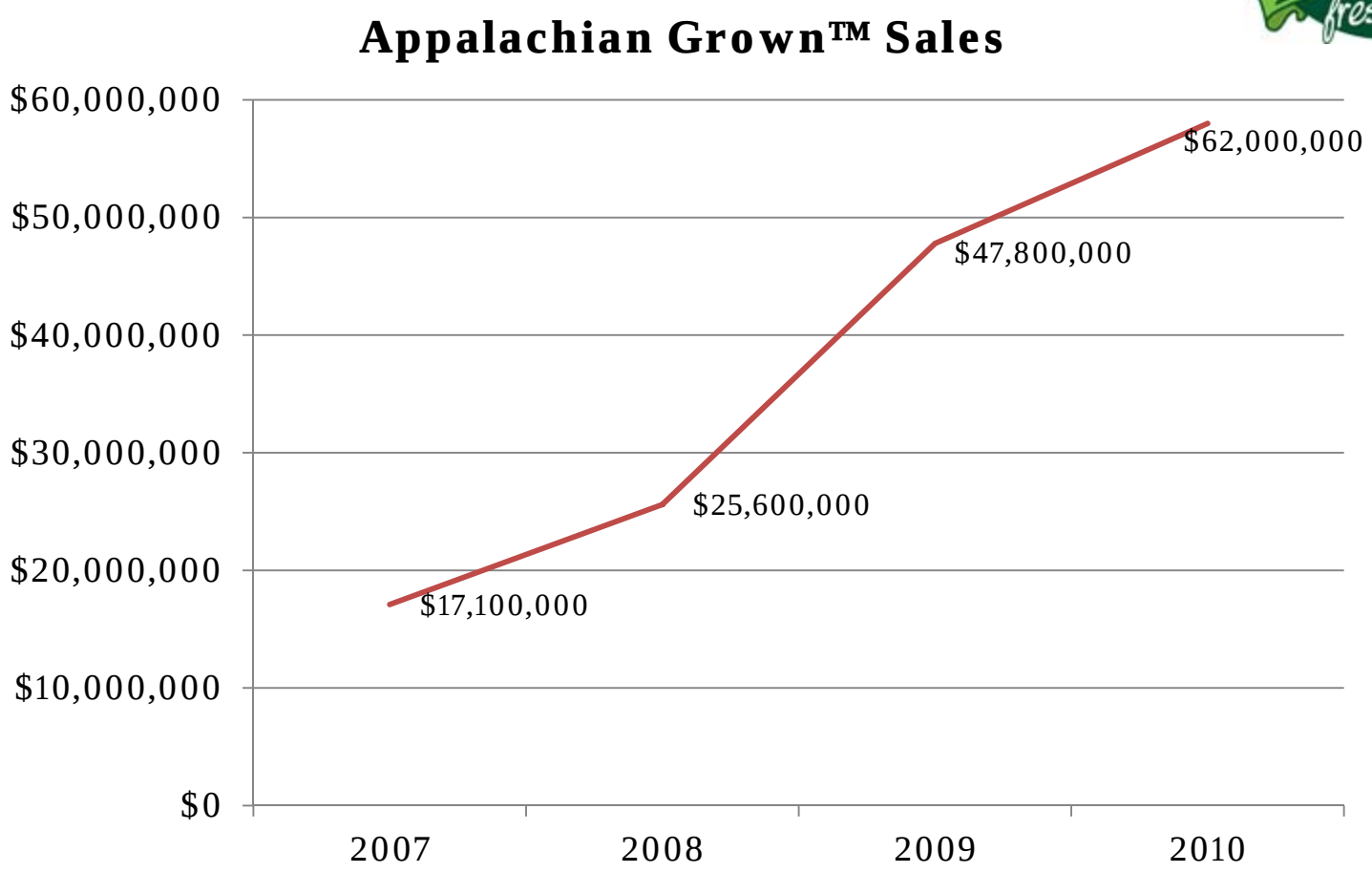
Appalachian Grown™ Sales
$60,000,000
$50,000,000
$40,000,000
$30,000,000
$20,000,000
$10,000,000
$0
$17,100,000
$25,600,000
$47,800,000
$62,000,000
2007
2008
2009
2010

Charlie Jackson
charlie@asapconnections.org