

ASAP

Appalachian
Sustainable
Agriculture
Project

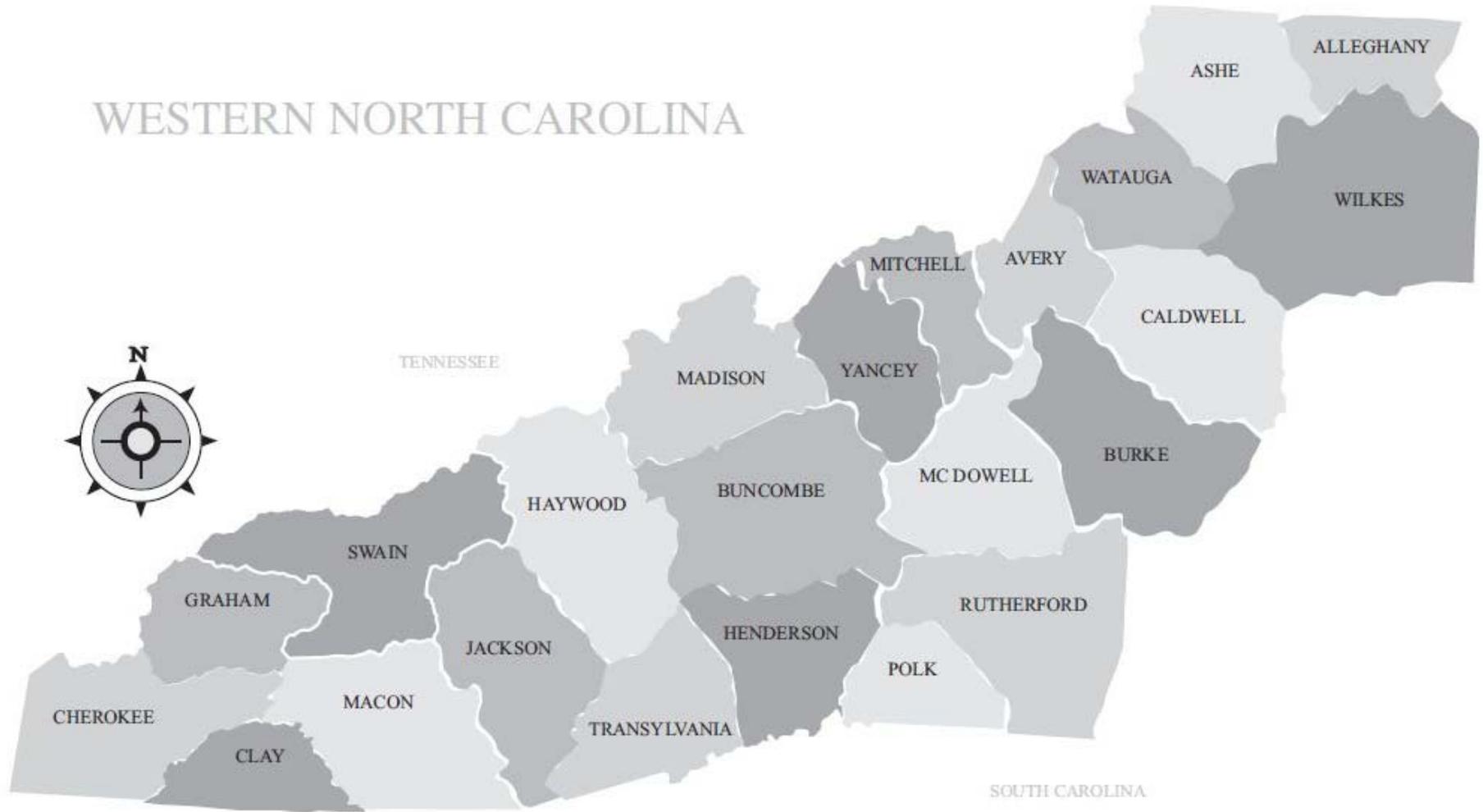
Charlie Jackson







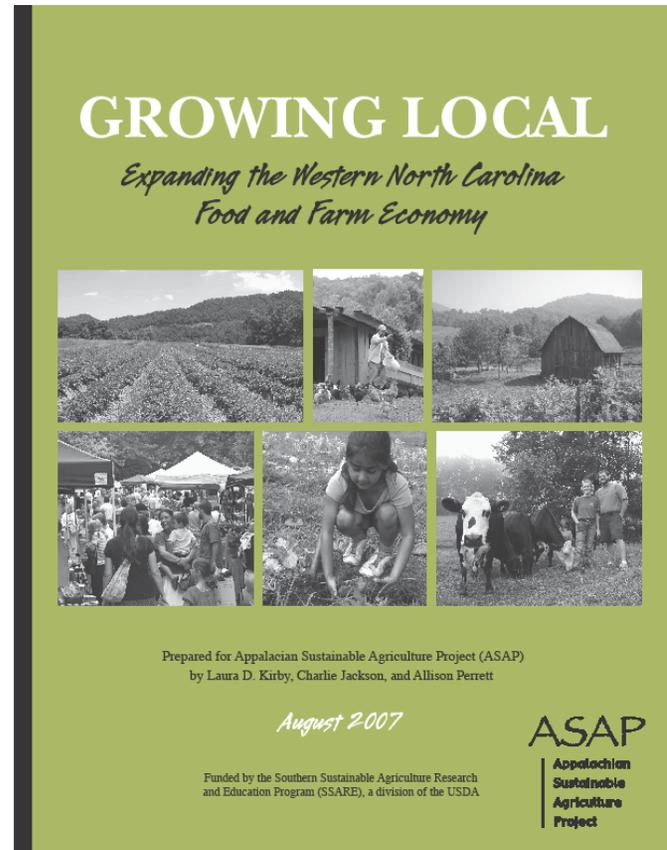
WESTERN NORTH CAROLINA



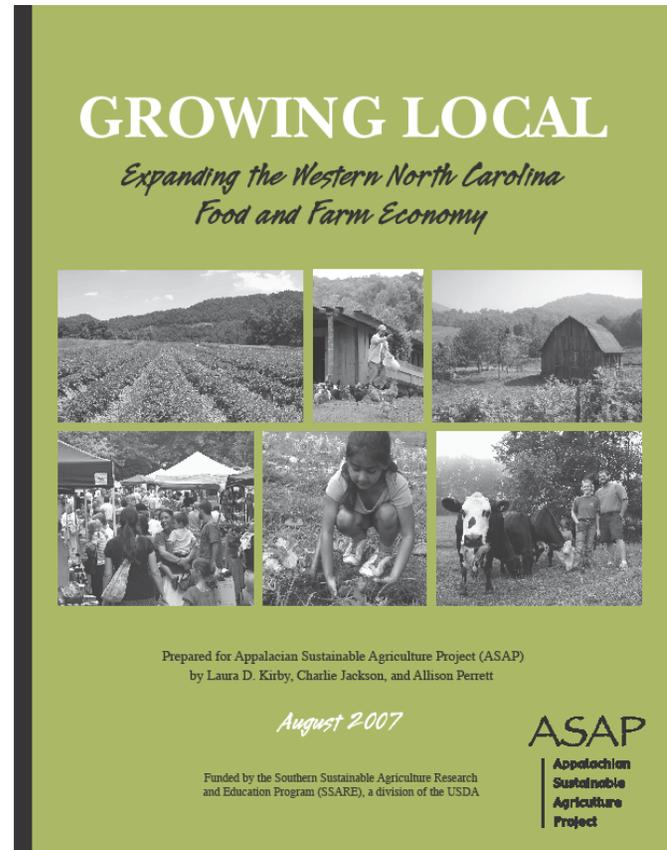
- Locally Grown Foods Strategic Positioning Research
- WNC Food and Farm Economy: Highlights of a Data Compilation
- A Market Analysis of Tailgate Farmers' Markets of Buncombe and Madison Counties
- Survey of Farmers' Tailgate Market Vendors in Buncombe and Madison Counties
- Community Supported Agriculture in the French Broad River Basin
- WNC Farm-to-College Survey
- Summer Camps as a Potential Market Channel for Locally Grown Food in WNC
- Defining Success in the Farm-to-School Arena
- Restaurants as a Market Channel for Locally Grown Food in WNC
- Local Food Purchasing by Highly Motivated Businesses and Consumers in WNC
- A Survey of Licensed Dairies in WNC

- The Value of Appalachian Grown™ labeling for Nursery Growers in WNC
- Local Food Purchasing by Highly Motivated Businesses and Consumers in WNC
- A Survey of Licensed Dairies in WNC
- A Survey of Local Food Activities in the Southern Appalachian Region
- Hospital Foodservice in WNC: Implications for the Local Food System
- A Survey of NC Cooperative Extension Agents in WNC
- A Survey of Shoppers at the WNC Farmers' Market
- Opportunities for Expanding Food and Farm Tourism in WNC
- Exploring the Role of Latinos in the WNC Food System
- The Infrastructure of Food Procurement and Distribution: Implications for WNC
Farmers
- Food Policy Councils: What and Why?

- What is currently produced here
- How much is consumed here now
- What is the potential for increase
- Where do changes need to occur

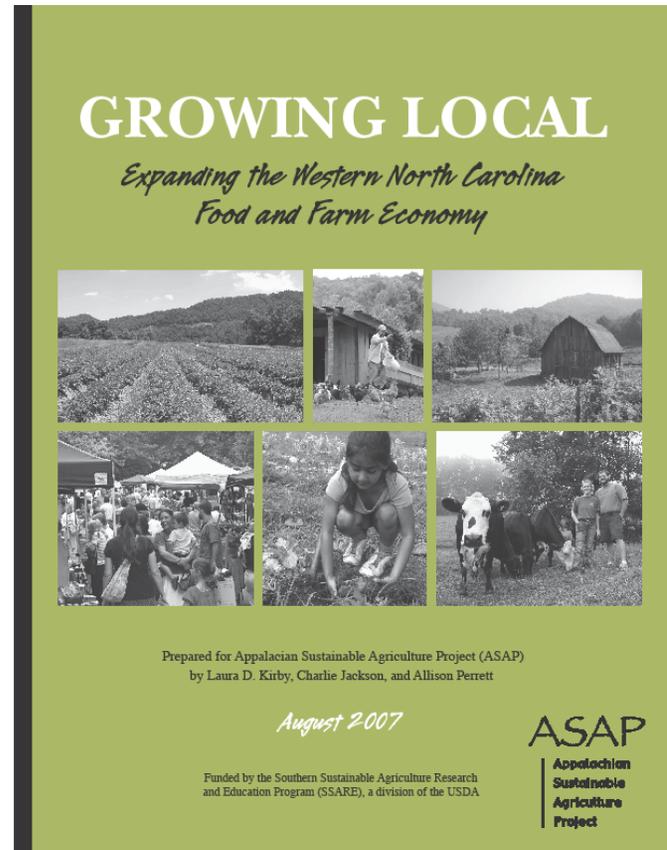


- What is currently produced here
- How much is consumed here now
- What is the potential for increase
- Where do changes need to occur



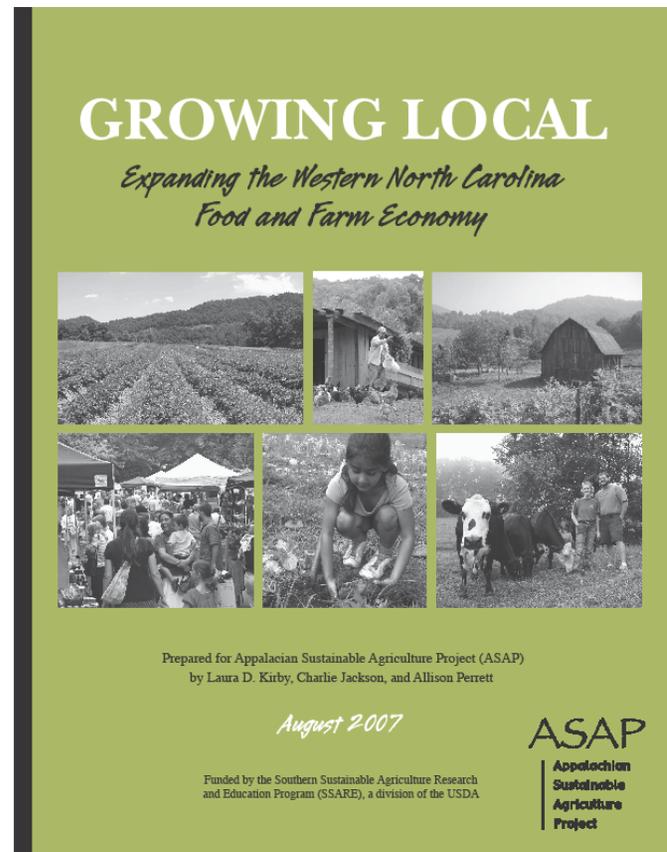
- **Of total land area in WNC, 1.5 million acres is protected public land and 3 million acres is private land**
- **The 12,000+ farms in WNC are situated on 1/3 of this privately owned land**
- **More than half of all farms reporting cattle, hogs, sheep or chickens in inventory**
- **Farmers produce over fifty different types of fruits and vegetables**
- **Average farm size is 85 acres, approximately half the NC average and ¼ the national average**

- What is currently produced here
- **How much is consumed here now**
- What is the potential for increase
- Where do changes need to occur



- **Total Food Spending by residents \$2.2 billion**
- **\$1.3 billion spent on food consumed at home; \$932 million spent on food consumed away from home**
- **Tourists to the region spend \$400 million on food**
- **Consumer spending on locally-grown food is increasing**
- **82% agree “I would buy more locally produced foods if they were labeled as local”**
- **Direct sales have more than doubled between 1992 and 2002**

- What is currently produced here
- How much is consumed here now
- **What is the potential for increase**
- Where do changes need to occur



Desired Spending On Locally Grown Food

Summer Camps

- Fresh fruits and vegetables: \$103,680
- All foods: \$672,000

Public Schools

- Fresh fruits and vegetables: \$278,460
- All foods: \$4.8 million

Colleges and Universities

- Fresh fruits and vegetables: \$338,000
- All foods: \$3.2 million

Hospitals

- Fresh fruits and vegetables: \$289,536
- All foods: \$11.2 million

Specialty Food Stores

- Fresh fruits and vegetables: \$468,000
- All foods: \$6.6 million

Restaurants

- Fresh fruits and vegetables: \$760,500
- All foods: \$13 million

Direct Markets

(Farmer to Consumer)

- Fresh fruits and vegetables: \$6.2 million
- All foods: \$21 million

Full-Service Groceries

- Fresh fruits and vegetables: \$13.5 million
- All foods: \$189.2 million

Table 12: A Comparison of Consumption and Production of Selected Fresh Fruits and Vegetables Grown in Western North Carolina

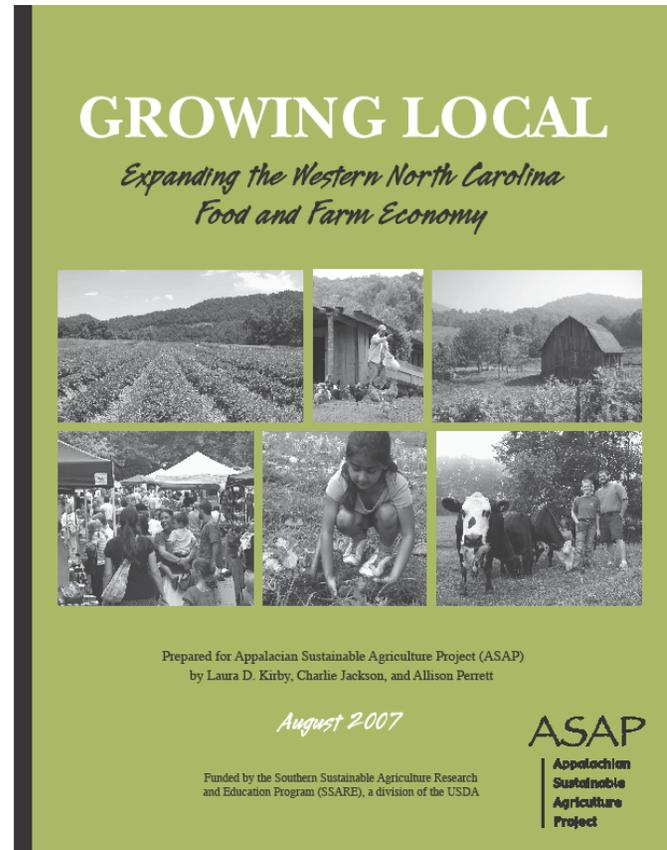
	Column 1: Million pounds consumed in WNC	Column 2: Acres needed to produce that amount	Column 3: Acres devoted to the crop in WNC, 2002
Apples	19	785	7502+
Asparagus	1.1	334	3+
Beans (Snap)	1.9	380	3114+
Blueberries	0.5	119	23+
Broccoli	5.9	398	26+
Cabbage	8.3	376	153+
Carrots	8.8	267	1+
Cauliflower	1.6	10	n/a
Corn (Sweet)	9.2	813	665+
Cucumbers	6.5	564	875+
Grapes	7.9	2915	174+
Lettuce (Head)	21.2	598	2+
Lettuce (Romaine)	11.4	352	1+
Peaches	5.1	1223	145+
Peppers (Bell)	7.0	535	168+
Potatoes	45.8	1229	n/a
Spinach	2.0	140	1+
Strawberries	5.5	440	21+
Tomatoes	20.1	609	847+
Watermelons	13.0	764	75+

Sources: (Column 1) USDA Food Guide Pyramid Servings dataset; (Column 2) National and state average yield data, various sources; (Column 3) USDA Census of Agriculture, 2002, Geographic Series.
+ = minimum

For WNC the total current annual desire by consumers and businesses for locally grown food equals \$36.5 million for fresh fruits and vegetables and nearly \$452 million for all types of food



- What is currently produced here
- How much is consumed here now
- What is the potential for increase
- Where do changes need to occur



Develop Trusted Local Food Labels



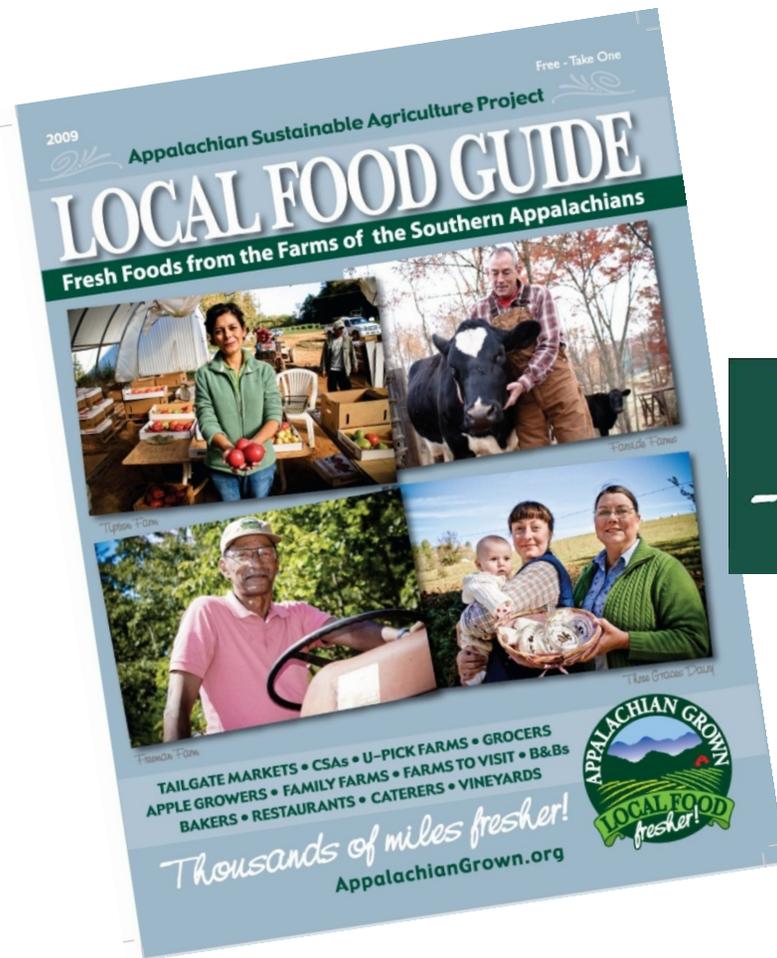
Boost Outreach Efforts Targeting Larger-Scale Markets



Support Farmers' Efforts to Satisfy Local Demand



Improve Public Education and Awareness About Local Food



LOCAL FOOD
Thousands of miles fresher!

Expand Direct Marketing Channels



Foster Collaboration Around Shared Goals

get LOCAL

 july	 september
 august	 october

APPALACHIAN GROWN LOCAL FOOD fresher!

ASAP
Appalachian Sustainable Agriculture Project

AIR
Asheville Independent Restaurant Association

A tasty celebration of food from local farms, brought from farm to table by talented local chefs.

ASHEVILLE

Adapt & Encourage Infrastructure for Distribution & Processing



Align Tourism and Agriculture



Expand Efforts to Insure All Segments of Society Benefit



ASAP

Appalachian
Sustainable
Agriculture
Project



Charlie Jackson
charlie@asapconnections.org