



## Appalachian Grown™ Partner

### An overview of ASAP programs, services and benefits for restaurants, retailers, and wholesalers

*The Appalachian Grown program certifies family farms and the food and agricultural products grown in the Southern Appalachian Mountains. ASAP's research shows that local food is an important consideration for area consumers when they're shopping for food and choosing a restaurant or grocer. As a partner in our Appalachian Grown program, you will help consumers better identify local food and farm products and gain exposure for your food business.*

#### **Appalachian Grown Partner**

If you're a restaurateur, retailer, or wholesaler within a designated Appalachian Grown county, you can become an Appalachian Grown Partner and use our Appalachian Grown logo to promote food and farm products grown or raised by certified farms. To become a partner, submit a signed Appalachian Grown Partner License Agreement or create a listing in our *Local Food Guide*. For more information, visit the tools tab on our site at [asapconnections.org](http://asapconnections.org).

#### **Door Stickers**

We provide Appalachian Grown Partner door stickers for all participating businesses. Contact us to request additional or replacement stickers.

#### **Farm Profiles & Product Posters**

Profiles of farmers and other promotional materials are available for display in your restaurant, store, or on your website. Displaying these images is a great way to inform the customer that what they're buying is Appalachian Grown and truly local.

#### **Local Food Guide**

Partners that buy Appalachian Grown farm products can be listed in ASAP's *Local Food Guide*. Offered in print and online, it is the go-to food and farm resource for locals and visitors alike. Each year, thousands pick up the guide to find local restaurants and retailers, connect with area farmers, and do their part to sustain the region's agricultural heritage. Visit [appalachiangrown.org](http://appalachiangrown.org) to get in the guide. For information on advertising in the guide contact us at [ads@asapconnections.org](mailto:ads@asapconnections.org).

#### **Wholesale Local Food Guide**

ASAP's *Wholesale Local Food Guide* is designed to connect buyers and sellers of Appalachian Grown food products. Businesses can list what products you are seeking from local farms and find what farms are offering at the wholesale level. This service is offered online at no cost. Create your wholesale listing when you get in the Local Food Guide at [appalachiangrown.org](http://appalachiangrown.org).

#### **Market Connections**

Whether you are you looking for that special seasonal ingredient or a reliable source for Appalachian Grown beef, ASAP can help connect you with local producers. A current list of Appalachian Grown Certified farms is available at [appalachiangrown.org](http://appalachiangrown.org), or contact us at [localfood@asapconnections.org](mailto:localfood@asapconnections.org) for specific sourcing needs.

#### **Digital Artwork**

The Appalachian Grown logo is available electronically in a variety of formats and colors for use by our partners in advertising and marketing. Add the logo to your menu or website to delineate certified local farms and products. Download logos from the tools tab on our website at [asapconnections.org](http://asapconnections.org).

*For more information about ASAP's resources or assistance, contact us at (828)236-1282 or [appgrown@asapconnections.org](mailto:appgrown@asapconnections.org).*



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