

Appalachian Sustainable Agriculture Project is born as a local food campaign to reverse the loss of farms in WNC and to help farmers in transition from tobacco



Growing Minds begins as a school garden project at Hazelwood Elementary



ASAP Launches the Appalachian Grown™ Program. Membership has grown from 117 farms in 2007 to 780 in 2013



2013 also brings 469 certified businesses, up from 2007's 98



ASAP estimates Local food sales in WNC reach \$17million



ASAP launches the Local Food Research Center to study the effects of food system localization on people and the environment

1 millionth copy of ASAP's local food guide is distributed. The guide has grown to list over 650 farms, 102 tailgate markets, 141 restaurants, and more



ASAP incorporates as a 501c3 nonprofit



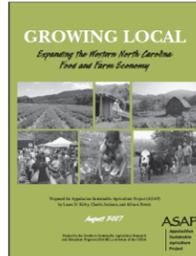
Congress passes the Tobacco Buyout, ending the decades old program that supported small-scale tobacco production in the region



ASAP becomes the Southeast Regional Lead Agency for the National Farm to School Network



ASAP publishes "Growing Local," a groundbreaking local food systems analysis of WNC, and one of the first local food systems assessments in the country



Kids Corner Market begins at Asheville City market



SNAP sales at farmers markets in North Carolina are estimated at \$107,971. ASAP's Asheville City Market accounts for 19 percent of all NC sales

2000 2002 2004 2006 2008 2010 2012 2014

ASAP produces its first Local Food Guide which lists 58 local farms, 12 area CSAs, 32 tailgate markets, and 19 restaurants sourcing local ingredients for their menus. Today, nearly every category of listing has increased 1,000% or more.

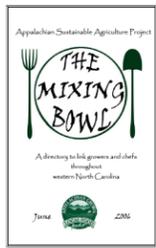


ASAP holds its first Marketing Opportunities for Farmers (now Business of Farming) conference at Warren Wilson College



ASAP 2004 Marketing Opportunities for Farmers Conference Saturday February 28 Warren Wilson College - Swannanoa, NC

ASAP prints and distributes the first edition of the Mixing Bowl (now Wholesale LFG) to connect local producers and food buyers



Asheville City Market welcomes its first shoppers



Fromhere.org goes live, giving community members a more direct way to interact with ASAP and ASAP's activities



Growing Minds works in 20 counties, reaching 15,032 children in 110 schools



ASAP creates and distributes its first 15,000 Local Food bumper stickers. As of 2013, nearly 300,000 of the full-sized and mini stickers have been given out to supporters of local food

ASAP hosts its first Farm Tour featuring 25 area farms



Twenty-five years ago WNC had 6,636 tobacco farms. In 2012 there were 91.

However, over the past decade the region has shown an increase in the number of farms growing fruits and vegetables (+426 farms)



Local food sales in WNC exceed \$170 million



ASAP branding gets a facelift, including a new logo and tagline!



Growing Minds releases comprehensive document outlining the alignment of dietetic intern competencies with Farm to School goals and activities

