

Opportunities and Tools for Appalachian Grown Farmers



SUPPORT

One-on-one consultations: ASAP offers one-on-one sessions to discuss market and farm planning, marketing, and business operations.

Market Connections: Through the online wholesale food guide and direct communication with ASAP staff, we facilitate connections with buyers that are right for your business and have the demand to meet your supply.

Cost Share: (When available.) ASAP can reimburse 50% of your costs to design and print custom labels, packaging, signs, and other marketing materials for your farm or market.

MARKETING

Local Food Guide: Offered in print and online, this guide is the go-to resource for local food supporters. The online guide provides searchable listings, while the printed guide offers the opportunity to highlight your business through display advertisements.

Logo: Appalachian Grown branding and certification promotes your farm and identifies your products as certified local. The logo is available electronically in a variety of formats and colors to use in your marketing.

Materials: ASAP buys agricultural packaging products branded with the Appalachian Grown logo in bulk, then passes the large-quantity discount on to farmers. This program helps you save on packaging costs, identify your products as local — and look sharp!

Social Media: ASAP uses social media platforms including Facebook, Instagram, and Twitter to promote local food, farms, and farmers markets in our region. Connect with our social media posts to align your farm business with customers interested in the broader food movement.



Appalachian Grown is a trademark of ASAP

ASAP's mission is to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food.

ASAP 306 West Haywood St. | Asheville, NC 28801 | 828-236-1282 |
www.asapconnections.org | www.fromhere.org | www.appalachiangrown.org



COMMUNITY

Networking: The Appalachian Grown program helps you connect with other farmers, buyers, and community members in the local food movement through ASAP events, websites, social media, and other outlets.

Communications from ASAP: Subscribe to our email newsletters and listserv and be the first to hear about upcoming opportunities such as event discounts, sales, grant announcements, and much more.

Fromhere.org: Fromhere is ASAP's community food and farming forum. You can find and post classified ads for labor, equipment, and farm products, as well as event listings for educational and networking opportunities.

EVENTS

Business of Farming Conference: In February, ASAP hosts a conference focused on the business aspects of running a farm. Workshops cover topics such as selling to restaurants, social media for beginners, agritourism, and bookkeeping.

Farm Tour: ASAP coordinates and promotes a regional Farm Tour with over a dozen participating farms. All Appalachian Grown farms are eligible to participate in this event.

Grower-Buyer Meetings: Grower-buyer meetings are like speed dating for local sourcing. Sit down with grocers, restaurants, and other buyers see if your farm and products might be a good match for their needs.

CSA Fair: In March, the lead-up to the traditional CSA season, ASAP runs an event for the public to meet CSA farmers and get more information. All Appalachian Grown farmers who operate CSAs with drop-offs in Buncombe County are eligible to participate in the fair.



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