



## Appalachian Grown™ Cost Share

### Matching funds available for local food promotion Farmers and Farm Groups

ASAP (Appalachian Sustainable Agriculture Project), through support from the North Carolina Tobacco Trust Fund Commission, has funds available for farmers and farmer groups to be used in the promotion of locally grown food as certified Appalachian Grown.

#### Eligibility and Requirements:

1. Applicants must be Appalachian Grown certified and based in one of the NC counties listed below.
2. Funds must be used to promote Appalachian Grown certified food or food products. Funds may not be used for other farm products.
3. All funded promotions must include the Appalachian Grown logo.
4. The promotion must reach the public and support farmers within one or more of the Appalachian Grown counties in North Carolina: Alleghany, Ashe, Avery, Buncombe, Burke, Caldwell, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, McDowell, Macon, Madison, Mitchell, Polk, Rutherford, Swain, Transylvania, Watauga, Wilkes, Yancey, and the Qualla Boundary.
5. Funds are available on a reimbursement basis only. Please apply first, wait for approval, then launch projects and spend funds. Projects started before you apply are not eligible.
6. Preference may be given to packaging and labeling projects and those who have not received cost share funds in the past.

#### Examples of Projects Funded:

- Packaging and labels
- Graphic design of promotions using the Appalachian Grown logo
- Rack cards, flyers, business cards (not for items to be re-sold, such as t-shirts, bags, hats, etc.)
- Farm or market signage

#### Fund Availability:

- Funds are available for farmers and farmer groups such as producer marketing and sales associations.
- The maximum ASAP cost share for each calendar year is \$1,500 for an individual farm and \$5,000 for a farmer group, dependent upon total number of farms in group. For example: two farms in group—max cost share of \$3,000; 3 farms in group—\$4,500; 4 or more—\$5,000.
- This cost share is a match; funds spent on each line item by the farmer or farmer group must equal or exceed the requested amount. Depending on the total cost of the project, funds requested can be up to 50% of total cost.

#### Process Guidelines:

1. The cost share application must be submitted to the ASAP office and approved by staff before funds are available. ASAP may request additional information about your application.
2. There is no application deadline. ASAP will contact applicants within 10 business days after receiving your application. Receipts for reimbursement must be submitted within 60 days of application approval. Unspent funds at this deadline are no longer available; re-application is required, and ASAP does not guarantee approval a second time; exceptions to this may involve multi-month ad contracts with monthly billing that extends past the deadline.
3. Farmer or farmer group must pay in full and submit receipts to ASAP for cost share reimbursement, along with a high quality printed sample, copy, photo or digital image of all promotions and materials created using cost share funds. Funds will be reimbursed to the farmer or farm group within 30 days of receipt.

Contact us with questions at [costshare@asapconnections.org](mailto:costshare@asapconnections.org) or (828) 236-1282

