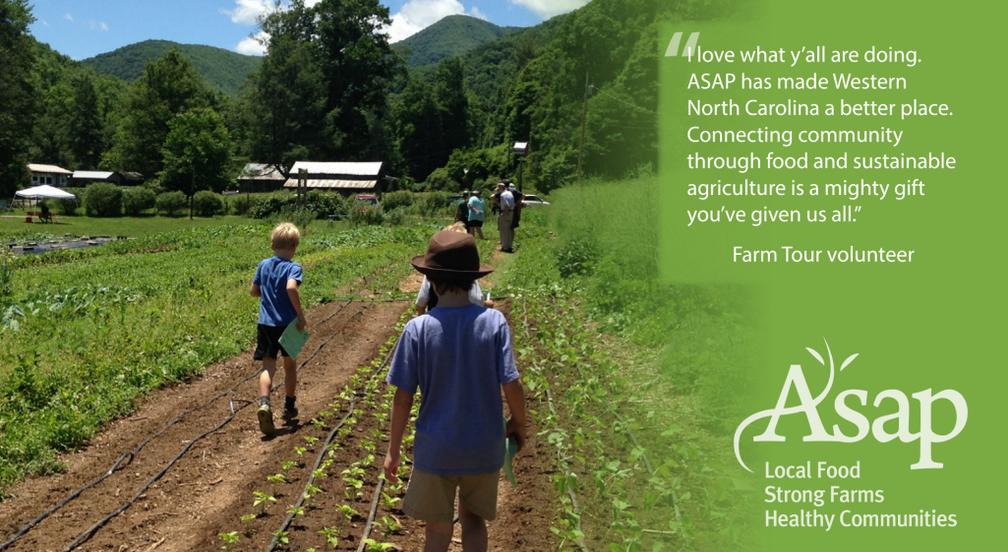




Voices of the Movement

“I know that everything that we do has an impact. Everything that I buy at the market, I’m not buying from somewhere else. It doesn’t come in a package, it didn’t get driven across the country and even though those are little things, I think they have broader impacts. ... I hope my little actions make a broader impact.”

Farmers market shopper



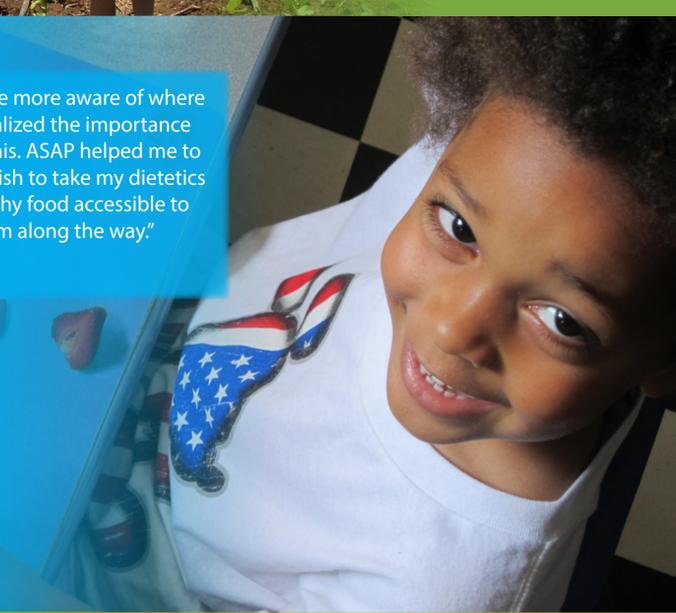
“I love what y’all are doing. ASAP has made Western North Carolina a better place. Connecting community through food and sustainable agriculture is a mighty gift you’ve given us all!”

Farm Tour volunteer



“Through DI training, I became more aware of where my food comes from, and realized the importance of teaching children about this. ASAP helped me to realize the route in which I wish to take my dietetics career, which is making healthy food accessible to everyone and educating them along the way.”

Dietetic Intern



2017 Annual Report

Our 2017 Impact

Local Food Campaign

600+ farmers and buyers provided with training and technical assistance—workshops, events, and one-to-one assistance, focusing on market opportunities and requirements, farm business planning, marketing, and promotions.

800+ farms and **400+** partners participated in our Appalachian Grown™ program—branding, local food and farm promotions, market planning and assessment, grower-buyer connections, and community events and activities.

100+ farmers markets across the region received direct assistance—training, marketing, community engagement, promotional materials, and planning support.

Growing Minds

12,000+ children experienced farm to school programming—school gardens, cooking in the classroom, cafeteria taste tests, farm visits, and locally grown food in meals/snacks.

1100+ educators, community members, and parents were trained, building their capacity to provide farm to school and farm to preschool programming.

5,028 individuals were provided local food/farm to school activities by Dietetic Interns through the Growing Minds @ University project.

Other Impacts

12,000+ Facebook likes

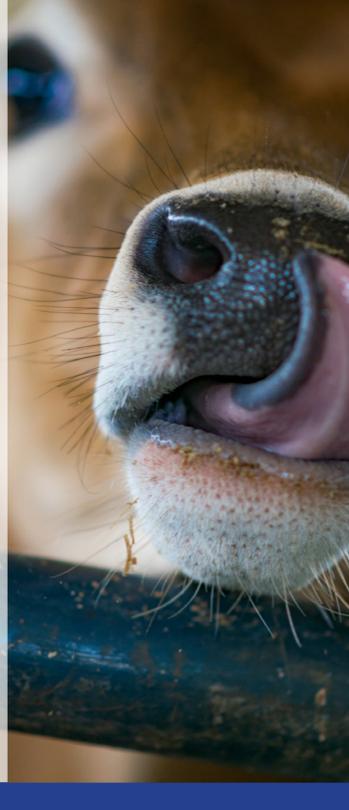
6,000 Twitter follows

2,000 Instagram followers

1 million+ page views for ASAP’s websites

50,000 copies of the Local Food Guide distributed

21 counties in the Southern Appalachians with farm to school programming



2017 Financial Health

REVENUE



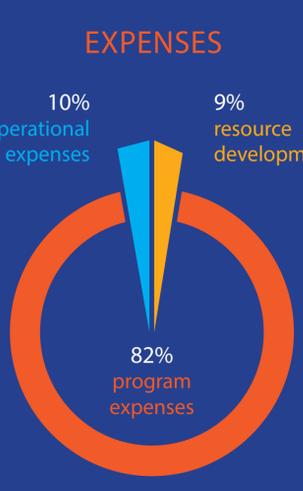
restricted funds
government grants
private foundations

unrestricted funds
44% donations and sponsorships
56% program income

\$1 million+ budget

ASAP is a 501(c)(3) nonprofit.

EXPENSES

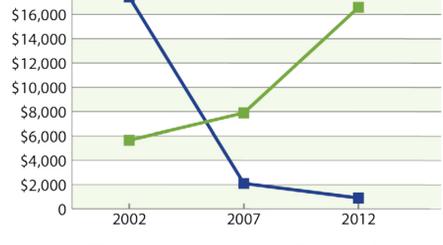


program expenses
59% Local Food Campaign
21% Growing Minds
20% Local Food Research Center

2017 Research

The Rise of Local Food

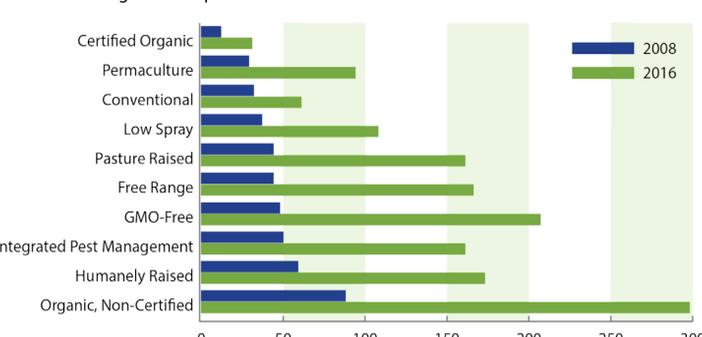
In 2017, ASAP’s Local Food Research Center took a deep dive into the ways the food system in the region’s agriculture, which depended on this cash crop for 70 years. The shift to the production of food for local markets stabilized farm loss and has emerged as a leading new direction for the region’s farms. The graph shows that as sales of tobacco in Western North Carolina have declined to almost nothing, sales (and production) of fruits and vegetables have been increasing.



The loss of burley tobacco production could have been devastating to the region’s agriculture, which depended on this cash crop for 70 years. The shift to the production of food for local markets stabilized farm loss and has emerged as a leading new direction for the region’s farms. The graph shows that as sales of tobacco in Western North Carolina have declined to almost nothing, sales (and production) of fruits and vegetables have been increasing.

Influencing the Demand

The results of our research also show that as the region’s local food and farm economy has expanded the growing practices of farmers have evolved. The use of sustainable and humane farming practices is on the rise, and this corresponds to an increasing number consumers in Western North Carolina that are looking for these practices.



2017 Programs & Activities

Asheville City Market—Downtown • Healthy Eating in Practice conference • Published 2017 Local Food Guide • Charlie Jackson induction in WNC Ag Hall of Fame • Local Food Trends Report • Emily Jackson selection as Culture of Health Leader & Americans Who Tell the Truth award • Farmers market customers survey • Weekly taste tests in Burke County School • Weekly e-news • Published Exploration of Market Opportunities for Western North Carolina Grown Ginseng Root • Tailgate market reports • Taste tests & classroom cooking with learning lab preschool • Annual Appalachian Grown survey to farmers and buyers • Farmers Market SNAP support work • Agritourism marketing & business planning workshop for farmers • Local sourcing support in Burke County Schools • Facebook, Twitter, and Instagram • North Carolina Farm to Preschool Network facilitation • Community events calendar • Local Food Experience • Intern and volunteer program • Growing Local Radio • Monthly e-news • Farmers Market bus maps • Interviews with local entrepreneurs • Asheville City Market—South • Community Food Strategies group • North Carolina Farm to School Coalition participation • 2017 CSA Fair • Appalachian Grown cost share program for farmers • Farm to Preschool trainings • Planning for Profit workshop and High Country Grower-Buyer meeting • Census of Agriculture promotion • Classified listings • Agribusiness Summit workshop • SARE Large Systems annual research report • YMCA cooking demos • Strategic planning & trainings for Spartanburg School District #6 • 14th Annual Business of Farming Conference • US AID trainings in Jamaica • Fundraising dinner at Posana • 2016 ASAP Annual Report • NC Crunch for National Farm to School Month • Fundraiser at Hop Ice Creamery • Asheville City Indoor Winter Market • Dietetic Internship Competencies resource • Case study research with local entrepreneurs • 5% Day for ASAP at Whole Foods • Far West and High Country workshop for farmers • Developed Appalachian Grown Farmer Toolkit • Spartanburg District #6 strategic planning consulting • 2017 Farm Tour • Buncombe County census/farmland data • National Farm to Schooling Network annual meeting • Community photo contest • SARE/ATTRA 2018 Conference Advisory Group • Appalachian Grown packaging materials • Snap/EBT bus ads • Dietetic Intern Local Food and Farm to School Trainings • Buncombe County Farmers market/restaurant cross promotion • James F2S Network webinar • Rockmart Farmers Market consultation • 2018 ASAP calendar • Farmers market cross promotion • National Dietetic Foundation Chef Advocacy training • Appalachian Studies Association conference abstract • Brasstown Beef tour with school nutrition directors • WNC Ag Options Steering Committee • Crunching the Numbers workshop • Pricing for Profit workshop • Year-end fundraising campaign



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

Our vision is one of strong farms, thriving local food economies, and healthy communities where farming is valued as central to our heritage and our future.