



Appalachian Grown™ Certified Farm

An overview of ASAP services, programs, and materials for farmers

Appalachian Grown Certification

The Appalachian Grown program certifies family farms and the food grown in the Southern Appalachian Mountains. When consumers see the Appalachian Grown logo—at stores, restaurants, tailgates, and other businesses—they know they're buying fresher foods that support our family farms, strengthen our local economy, preserve rural culture, and protect the region's natural beauty. For more information about the program visit the tools tab on our website at asapconnections.org. To certify your farm simply create a listing at appalachiangrown.org.

Local Food Guide

ASAP's *Local Food Guide*, offered in print and online, is the go-to food and farm resource for locals and visitors alike. Each year, thousands pick up the guide to find local food, connect with area farmers, and do their part to sustain the region's agricultural heritage. Visit appalachiangrown.org to get in the guide.

Wholesale Local Food Guide

This tool gives you a chance to tell businesses what products you have to offer them and your opportunity to learn what products area wholesale buyers are seeking. This resource is offered online at no cost. Create your wholesale listing when you get in the Local Food Guide at appalachiangrown.org.

Appalachian Grown Promotional Materials

Labeling your farm products is a great way to inform customers that what they're buying is Appalachian Grown and truly local. ASAP offers branded packaging materials such as produce bags, wax boxes, rubber bands, twist ties, and a variety of stickers and labels at an affordable rate. Custom materials such as PLU stickers and invoice books are also available. Find a complete list of available items at asapconnections.org under the tools tab.

Appalachian Grown Logo

The Appalachian Grown logo is available electronically in a variety of formats and colors for use by farms in marketing. Add the logo to your packaging, promotions or website to identify your farm products as certified local. Download logos from the tools tab on our website at asapconnections.org.

Cost Share

If you're an Appalachian Grown certified farmer in North Carolina, you can apply for matching funds from ASAP for the promotion of your farm and certified products. These funds, provided through the North Carolina Tobacco Trust Fund Commission, can go toward the design and printing of custom labels, packaging, signs, and other marketing materials. For information and to apply use the tools tab at asapconnections.org or contact us at costshare@asapconnections.org.

Business and Marketing Support

Looking to connect with local buyers or fine tune your market options? ASAP can provide one-on-one assistance with assessing your capacity for entering different markets, and guidance on marketing strategies for your farm. Contact us at 828-236-1282 or appgrown@asapconnections.org to start the conversation.

Fromhere.org

Our community engagement website offers free classified ads for exchange of information on farm equipment, jobs, and more. Plus, an events calendar focused on farm and food events and workshops is available. Visit fromhere.org/classifieds

ASAP's Business of Farming Conference

Learn from other farmers, buyers, and agricultural experts and leave with the business and marketing tools needed to make a lasting impact on your farm or food business. For details about the event, visit our website at asapconnections.org and click the events tab.

The Farm Tour

ASAP's annual Farm Tour showcases a selection of farms near Asheville, NC. Over one weekend, thousands of visitors can learn how food grows, celebrate agricultural heritage, enjoy our rural landscape and connect in person with area farms. Visit other farms in the region or find out how to apply, contact us at events@asapconnections.org.

For more information about ASAP's resources or assistance, contact us at 828-236-1282 or appgrown@asapconnections.org.



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This project was supported by Agriculture and Food Research Initiative Competitive Grant no. 2012-68006-30182 from the USDA National Institute of Food and Agriculture.