



# Appalachian Grown™ Tailgate Market

## An overview of ASAP programs, services and benefits for tailgate markets

*The Appalachian Grown™ program of ASAP (Appalachian Sustainable Agriculture Project) certifies food and agricultural products grown or raised on farms in Western North Carolina and the southern Appalachian mountains. Appalachian Grown means Certified Local. Appalachian Grown is a trusted label that helps buyers and shoppers know when they are spending their dollars to the benefit of local family farms and communities.*

**Appalachian Grown Certification:** To become a certified tailgate market with ASAP's Appalachian Grown program the market must be located in our 60-county region of the Southern Appalachians and have a majority of farm vendors at the market selling products they have raised on their own farm. To learn how to become Appalachian Grown certified, click on the tools tab on our website at [www.asapconnections.org](http://www.asapconnections.org).

**Local Food Guide:** Appalachian Grown tailgate markets can list for free in ASAP's Local Food Guide. Offered in print and online, it 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 [www.appalachiangrown.org](http://www.appalachiangrown.org) to get in the guide.

**Materials:** Keep your market stocked with free Local Food Guides and local food bumper stickers. Please come by our office to pick up Guides or call to discuss distribution options. Appalachian Grown promotional materials are also available for purchase for tailgate markets. To learn more about these promotional materials, click on the tools tab on our website at [www.asapconnections.org](http://www.asapconnections.org).

**Resources:** ASAP has resources and informational videos about market management, food safety, promotions, marketing, accepting SNAP/EBT, and more. Visit the "hosting a farmers market" section (under the tools tab) on our website on our website at [www.asapconnections.org](http://www.asapconnections.org).

**Training and Technical Assistance:** As an Appalachian Grown tailgate market, ASAP will keep you informed about opportunities for training and technical assistance throughout the year. This includes our annual Business of Farming Conference, which is a great place to connect with farmers and get information about marketing and more. For details about events, visit our website at [www.asapconnections.org](http://www.asapconnections.org) and click the events tab.

**Connections:** Looking for more farmer vendors or a new product for your market? ASAP's resources can help connect you with local growers and food producers.

**Growing Minds at Market:** ASAP offers resources and materials for setting up kids activities at farmers markets. Appalachian Grown tailgate markets can receive a free guide to starting your own Growing Minds at Market as well as a free "class set" (25) recipe cards and stickers of different seasonal products. Contact Jessica with ASAP's Growing Minds Program at [jessica@asapconnections.org](mailto:jessica@asapconnections.org) for more information.

**Special Project Funds:** This funding changes year-to-year depending on grant projects. ASAP will include Appalachian Grown tailgate markets in future opportunities for funding or other projects in the region.

**Digital Artwork:** The Appalachian Grown logo is available electronically in a variety of formats and colors for use by Appalachian Grown tailgate markets in advertising and marketing. Add the logo to your website and promotional materials to let customers know you featured certified local products. Download logos from the tools tab on our website at [www.asapconnections.org](http://www.asapconnections.org).

**Fromhere.org:** Our community engagement website offers free local food and farm related classified ads and events calendar. These are a great way to connect with the local food community of farmers, businesses and consumers. Visit [www.fromhere.org](http://www.fromhere.org).

*For questions about Appalachian Grown contact Jess at [jess@asapconnections.org](mailto:jess@asapconnections.org) or 828-236-1282, for general farmers market questions contact Mike at [mike@asapconnections.org](mailto:mike@asapconnections.org) or 828-348-0340.*



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