



Asap's

2015 Annual Report

Who we are:



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



Creating a responsive local food system where everyone is involved and has a voice in how our food system works is the basis of ASAP's (Appalachian Sustainable Agriculture Project) mission. Engaged citizens are the key: farmers, business owners, teachers, parents, politicians, health professionals, and you. ASAP has three program areas: the Local Food Campaign, Growing Minds Farm to School program and the Local Food Research Center. We invite you to learn more and join us in the local food movement.

Making informed food choices is an act of democracy, an act that can create a food system that is equitable, environmentally sustainable, economically viable, and health promoting.



Growing Minds improves systems to create positive local food and farm experiences that promote health and education for our children, farms, and communities.

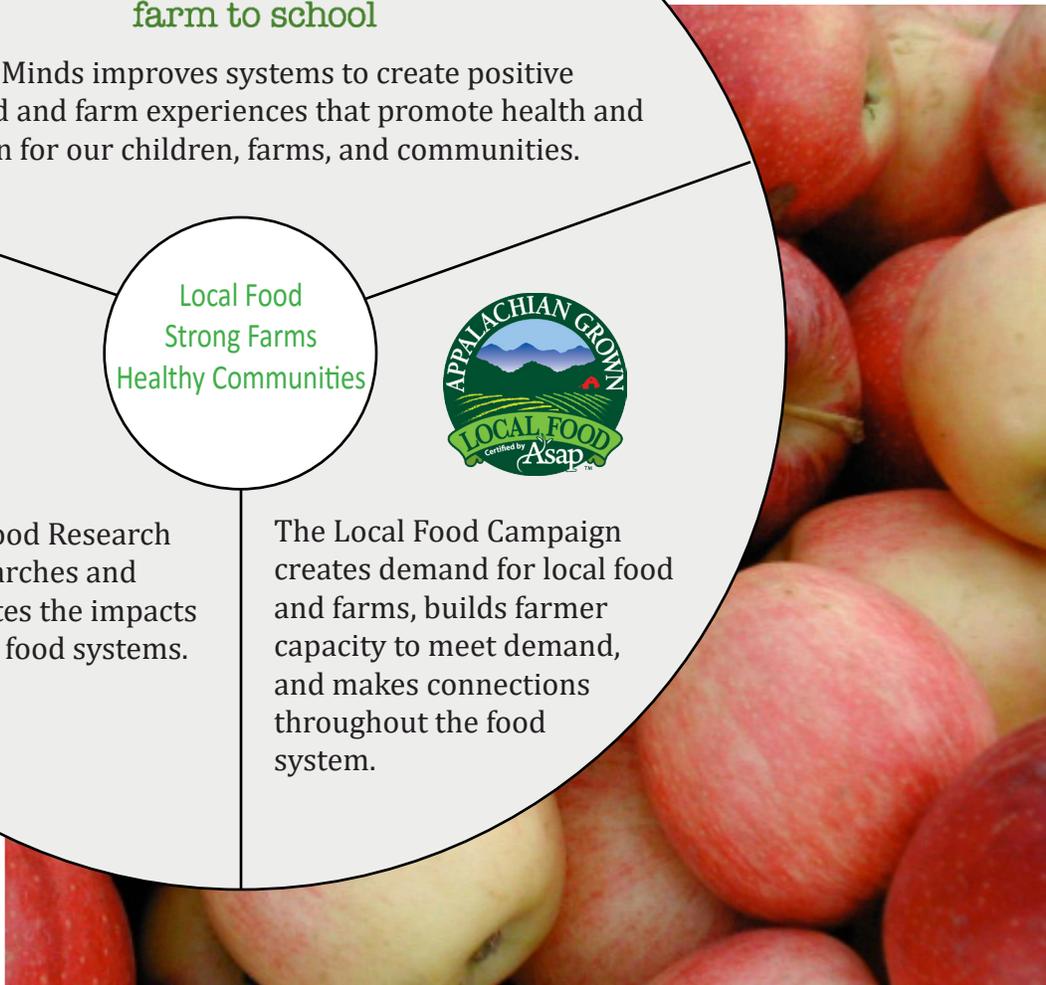


The Local Food Research Center researches and communicates the impacts of localizing food systems.

Local Food
Strong Farms
Healthy Communities



The Local Food Campaign creates demand for local food and farms, builds farmer capacity to meet demand, and makes connections throughout the food system.



2015 Impacts

Growing Minds



30,000 local food and farm experiences to over 14,000 children

1,400+ people trained (university students, teachers, health professionals, etc.)



Local Food Campaign



Provided 740 farmers and buyers with training and technical assistance

Certified 700+ farmers, 350+ partners, 100+ farmers tailgate markets



Local Food Research Center

Published article on food democracy in the *Journal of Agriculture, Food Systems, and Community Development*



Local food & farm assessments in 420 Appalachian counties for the Appalachian Regional Commission

10,000+ Facebook likes
5,400+ Twitter followers
500+ Instagram followers



20,000+ customers annually



50,000 copies of the *Local Food Guide* distributed

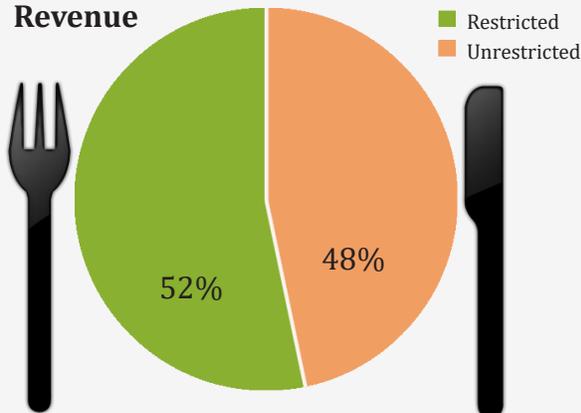


Farm to School in 21 counties in Southern Appalachia

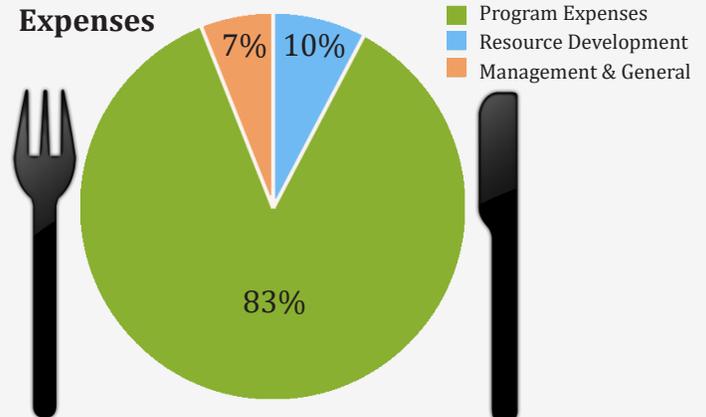


2015 Financials

Revenue



Expenses

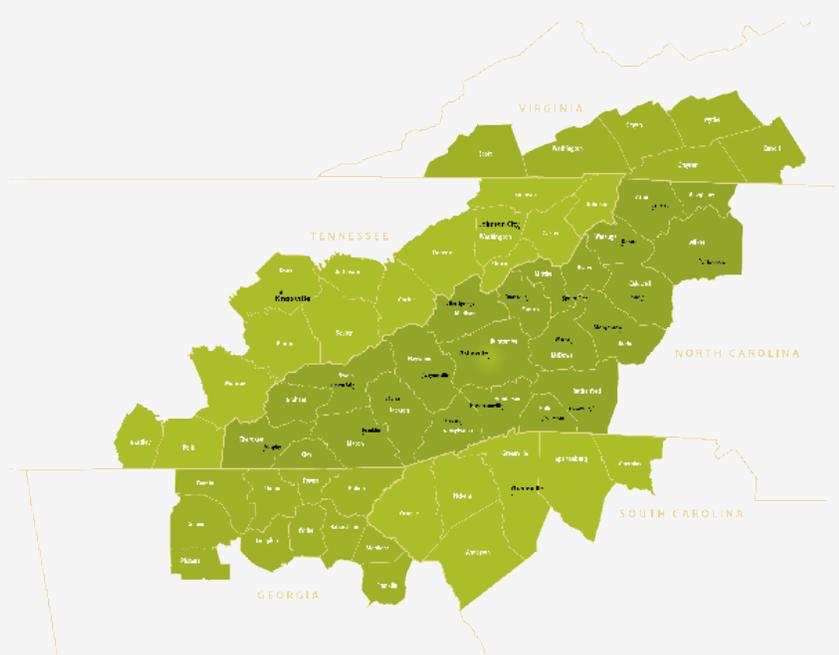


Financial Notes: Unrestricted revenues include donations, sponsorships, and program income. Restricted revenue includes government grants and private foundations. Program expenses are 50% Local Food Campaign; 28% Growing Minds program; and 22% Local Food Research Center. Management and General expenses include operational expenses to support 18 staff and a budget of over one million dollars. Resource Development includes expenses related to securing the financial resources. ASAP is a 501(c)(3) nonprofit.

Certified Local

The 60 counties of ASAP's Appalachian Grown™ region

This map shows all 60 Appalachian Grown counties located within roughly 100 miles of Asheville, NC. Its boundaries illustrate ASAP's definition of the often undefined word "local." Certified farms must be located within the region, and partner businesses must source from certified farms within these counties in order to remain an AG partner. That way, when you see the AG logo displayed on or with a food item, you know exactly where the product was grown or raised and that your purchase directly supports and benefits local family farms and Southern Appalachian communities.



Connect:



asapconnections.org

provides general information about ASAP and our work and programs.



growing-minds.org

contains details and resources from our farm to school work.



appalachiangrown.org

is our online Local Food Guide.



fromhere.org

is the place for you to comment, share, and connect around local food.



“ASAP relies on the generosity of our donors and funders to make a stronger, healthier food system. With your support, ASAP is transforming the food system every single day.”

- Charlie Jackson, Executive Director

Support local food - donate, volunteer, intern, ask for local food in your community!

306 W. Haywood St., Asheville, NC 28801

828.236.1282