The mission of ASAP (Appalachian Sustainable Agriculture Project) is to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food. To create a more sustainable food system, everyone needs to be involved—farmers, business owners, teachers, parents, politicians, health professionals—and you.

ASAP has three program areas: the Local Food Campaign, Growing Minds, and the Local Food Research Center. We invite you to learn more and join us in the local food movement.

The Local Food Campaign creates demand for local farm products, builds farmer capacity to meet demand, and connects farmers to buyers.

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 studies and communicates the impacts of localizing food systems.
2016 in review

Here are some of the ways that ASAP made an impact in 2016. None of this could have happened without the generosity of our donors and funders as we strive to make a stronger, healthier food system.

Local Food Campaign
- Provided 600+ farmers and buyers with training and technical assistance, including workshops, events, and one-to-one assistance, focusing on market opportunities and requirements, farm business planning, and marketing and promotions.
- 700+ farmers, 400+ partners, and 100+ farmers tailgate markets participated in our Appalachian Grown™ program, which offers Appalachian Grown branding, local food and farm promotions, market planning and assessment, grower-buyer connections, and community events and activities.
- Offered direct assistance to 100+ farmers markets across the region, including market manager training, marketing and engagement strategies, promotional materials, and planning support. ASAP entered into a partnership with the City of Asheville to close N. Market Street for an expanded Asheville City Market, providing more farmers and entrepreneurs with opportunities to start and grow businesses.

Growing Minds
- Presented 14,000+ children with farm to school programming—school gardens, cooking in the classroom, cafeteria taste tests, farm visits, and locally grown food in meals/snacks.
- Trained 1400+ educators and parents, building their capacity to provide farm to school and farm to preschool programming.
- Provided local food and farm to school training and support to dietetic interns from three universities.
- Co-facilitated a statewide network that supports farm to preschool programming throughout North Carolina.

Local Food Research Center
- Presented “Agents of Change and the Local Food Movement” at the Reinventing and Reinvesting in the Local for Our Common Good Conference, Huntington, WV, April 7-9. The study looked at the potential for local food system building to engage and activate individuals in food system change.
- Collaborated on a statewide local food systems project to develop a shared measures tool and collective impact toolkit for food policy councils across North Carolina
- Worked with farm tour organizers across Western North Carolina to evaluate the impact of farm tours on farms and farm visitors.
- Researched and published “Exploration of Market Opportunities for Western North Carolina Grown Ginseng Root.”

Other Impacts
- 11,000+ Facebook likes
- 5,900+ Twitter followers
- 1,800+ Instagram followers
- 1 million+ page views for ASAP’s websites
- 70,000 copies of the Local Food Guide distributed
- 21 counties in the Southern Appalachians with farm to school programming
Balanced and responsible

**Revenue**
- 50% restricted funds
- 50% unrestricted funds

 restricted funds government grants private foundations
unrestricted funds donations sponsorships program income

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

**Expenses**

program expenses
- 50% Local Food Campaign
- 28% Growing Minds
- 22% Local Food Research Center

operational expenses
- 18 staff
- $1 million+ budget

resource development
cost of securing financial resources

operational expenses
- 7%

operational expenses
- 10%

resource development

**50% program expenses**

Financial Health
We attribute so much of our ability to sell our vegetables to the work ASAP has done developing and sustaining the demand for local products and local farms. The profits enabled us to build a little farm stand, construct our pavilion for farm visitors, and renovate a second portion of our barn into more housing for apprentices. Plus, we paid our mortgage, covered health insurance for our family, and had a second child! We couldn’t have done it without ASAP.

Anna Littman, Ivy Creek Family Farm