



Promotional Materials for Partner Businesses

Let customers know you purchase from certified local farms. ASAP can help you get your "local" message out. We provide a variety of Appalachian Grown promotional materials for restaurants, groceries, or other retail businesses. With these products, you can illustrate your business's commitment to local food, strong farms and healthy communities while helping consumers make informed buying decisions.

Appalachian Grown outreach materials



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 restaurants and retailers, connect with area farms, and do their part to sustain the region's agricultural heritage. *Get in the guide at www.appalachiangrown.org.*

Online: free
Print listing fee: \$100
Call or email ads@asapconnections.org about display advertising.

ASAP's Wholesale Local Food Guide is an online farm to business trade directory for the Appalachian Grown region. This is a buyer's guide to the products that local farms offer to businesses, and a farmer's guide to products that wholesale buyers are seeking. *Get in the guide at www.appalachiangrown.org.*

Online: free

Digital Artwork

The Appalachian Grown logo is available electronically in a variety of formats for use by certified farms and partner businesses in marketing and packaging. Logos are available for download from the "tools" section at www.asapconnections.org.

Appalachian Grown Customer Education Posters

What does Appalachian Grown mean, what is the geographic region, and why is buying local important to our region? Let these posters help inform your customers about what it means to be certified local in the Southern Appalachians.

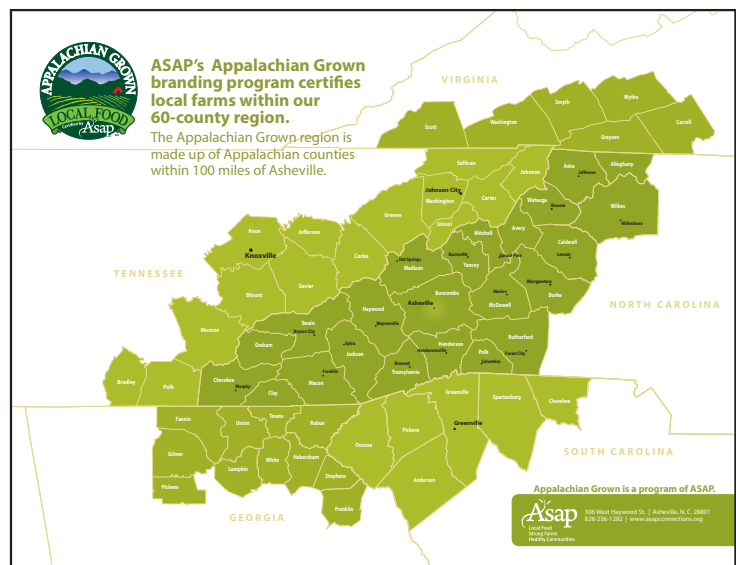
Available in various sizes for the cost of printing.



Window Decal

Show your customers your local buying commitment with an Appalachian Grown partner decal.

Free to AG Partners



Certified Local.

Certified Local.

Certified Local.



Appalachian Grown Product Posters

Connect your business with the Appalachian Grown local food campaign by displaying these beautiful product posters. We offer more than a dozen products to choose from. 22"x28" fits a standard frame.

\$30 on paper

\$50 mounted on foam board

Appalachian Grown signs

12x12" corrugated plastic signs with grommets (a light-weight, durable sign perfect for portable displays) or a 12x12" vinyl sticker (to attach to existing sign or surface).

\$5 sticker

\$7 sign



Customers can identify products that are Appalachian Grown with these stickers.

1" stickers

1000 per roll • \$13/roll (1.3¢ each)

2" stickers

500 per roll • \$15/roll (3¢ each)

Appalachian Grown shelf strip

Label product, farm, or price with this flexible 1.25x4" plastic strip designed for use in standard grocery channel systems.

Free to groceries



Appalachian Grown Farmer Profiles

Tell the story of who grows your food. We have profiles of over 200 Appalachian Grown farmers available for retail display. Several point-of-purchase options are available in a variety of sizes and materials.

6x9" on paper • Free

7x11", 2-sided on paper • Free

3x4", 2-sided on plastic • Free

12x18" paper on foamcore • call for price

18x27" paper on foamcore • call for price



Asap
Local Food
Strong Farms
Healthy Communities

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Appalachian Grown™ is a trademark of ASAP

Custom options are also available at a nominal cost. Some products may be offered at no cost when grant funding is available. Contact design@asapconnections.org to discuss options.

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