



Appalachian Grown™ Marketing Guide

Certified Local by



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

Our vision is of strong farms, thriving local food economies, and healthy communities where farming is valued as central to our heritage and our future.



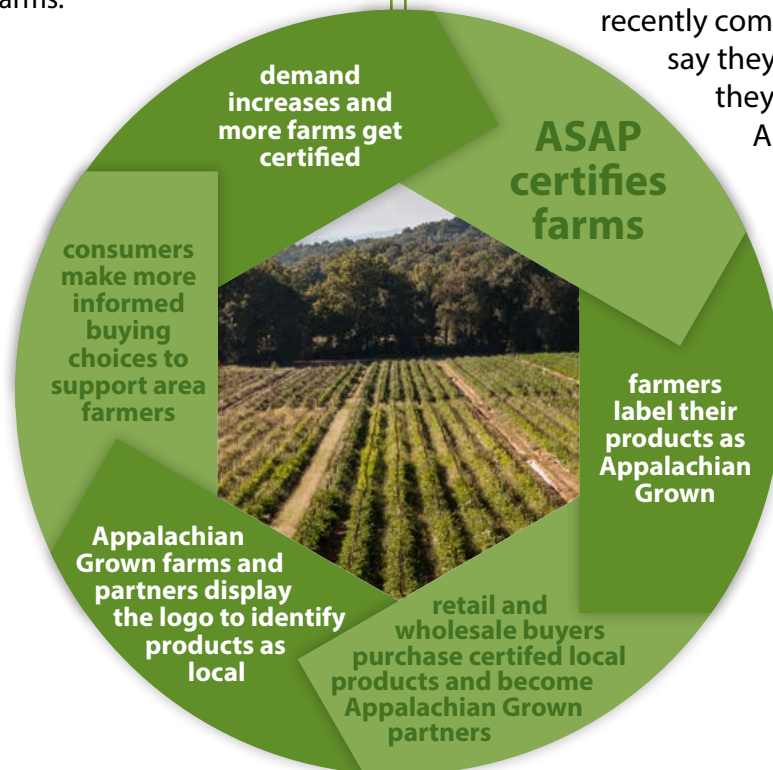
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Appalachian Grown Program Overview

In our mission to support Southern Appalachian farms and build a local food system, ASAP developed the Appalachian Grown program with the goals of expanding local markets for area farms and providing a way for the public to easily identify products from local farms.



What is Appalachian Grown?

Appalachian Grown is a branding program for farms, tailgate markets, retailers, and wholesalers that 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.

The Value of Appalachian Grown

Your farm and business will benefit from the high demand for local food by participating in the Appalachian Grown program. ASAP's research shows that the demand for locally grown farm products in the region is at an all time high. ASAP's recently completed 2014 consumer survey shows that 80% of WNC residents say they purchase local food at least once a month with over half saying they buy on a weekly basis. This is true throughout the region. Appalachian Grown is the key way to designate local food within the marketplace. In addition to the use of the Appalachian Grown logo and branded promotional materials there are a variety of services and resources for [farms](#), [tailgate markets](#) and [partner businesses](#).

Appalachian Grown Region

The region includes 60 Appalachian counties in North Carolina, Georgia, South Carolina, Tennessee, and Virginia.



Participating in the Appalachian Grown Program

The Appalachian Grown (AG) program is for farmers, tailgate markets, retailers, and wholesalers of local food and farm products who are located within the AG region.

Requirements

To be eligible for Appalachian Grown certification, farms must be located in the Appalachian Grown region and be a family farm—one in which the family holds the financial responsibility, takes the risk, and provides the majority of the management decisions for the farm. Tailgate markets can also be certified if they are located in an AG county and the majority of the vendors at the market are farmers selling products they have raised on their own farms. Businesses (groceries, restaurants, distributors, processors, etc.) that have made a commitment to source and identify local foods may become Appalachian Grown partner businesses.

How to Participate

There is no cost to participate in the Appalachian Grown Program. Farms, tailgate markets, and businesses who wish to become AG certified or AG partners can fill out a paper form linked below or electronically register through creation of a free online listing in [ASAP's Local Food Guide](#).

[Farmer Certification](#) • [Tailgate Market Certification](#) • [Partner Business Agreement](#)

Recertification

After initial certification, all farms and businesses must renew (update) their certification annually by updating a Local Food Guide listing, sending in a signed certification form, or speaking with an ASAP staff member.





Marketing for Farmers

Customers want to know where their food comes from and who grows it. Using the Appalachian Grown brand and logo is a free and easy marketing tool for your farm to connect with consumers.

Reasons to market your product and business as Appalachian Grown certified:

Branding

- Identify and assert that your farm is authentically local to our region.
- Ensure that your products maintain their local identity through distribution chains by using the Appalachian Grown logo.
- Help consumers make informed purchasing decisions by using clear and informative Appalachian Grown labeling in direct and wholesale markets.

Demand

- Increase your product appeal by connecting your farm to the market demand for local.
- Develop more recognition of the brand and create more demand for certified products.

Promotions

- Increase your exposure to potential customers through [ASAP's Local Food Guide](#).
- Provide a clean, professional look at a fraction of the cost by using [Appalachian Grown branded promotional materials](#).

Increase sales

74% of certified Appalachian Grown farms surveyed said the program helped to increase their sales in 2013.

Community

The Appalachian Grown logo and promotional materials connect with the story behind our food and honor the heritage and communities of our region.





Marketing for Farmers

(Continued)

How to market your products and business as Appalachian Grown certified

- Take ownership of the Appalachian Grown program and use the brand as part of your business' identity and marketing plan.
- Label and identify your products—both for direct and wholesale markets—with [Appalachian Grown promotional materials](#) and [logo](#).
- Use the Appalachian Grown logo on your farm's website, facebook page, newsletters, advertisements, signage, and other promotional materials.
- Understand what motivates consumers to [purchase local products](#) and incorporate it into your marketing.
- Read ASAP's "[Marketing Your Farm](#)" resource for more information.





Marketing for Partner Businesses

Customers want to know where their food comes from and who grows it. Using the Appalachian Grown brand and logo as a partner restaurant, grocery, wholesaler, or distributor helps to identify local product and show your support of local farms.

Reasons to market your business as an Appalachian Grown partner:

Branding

- Identify and assert that your business supports local agriculture.
- Help consumers make informed choices on where and how they can access local food.

Demand

- ASAP's recent research shows that area consumers value local food as an important consideration when choosing a grocer (72%) or restaurant (58%). A third of WNC residents said they specifically chose to eat at a restaurant in 2013 because the restaurant offered food from local farms.
- Develop more recognition of the brand and create more demand for local food.

Promotions

- Increase your exposure to potential customers through [ASAP's Local Food Guide](#).
- Provide a clean, professional look by using [Appalachian Grown branded business materials](#).

Increase sales

81% of partner businesses reported an increase in their sales in 2013 due to their participation in the Appalachian Grown program.

Community

The Appalachian Grown logo and promotional materials connect with the story behind our food and honor the heritage and communities of our region.



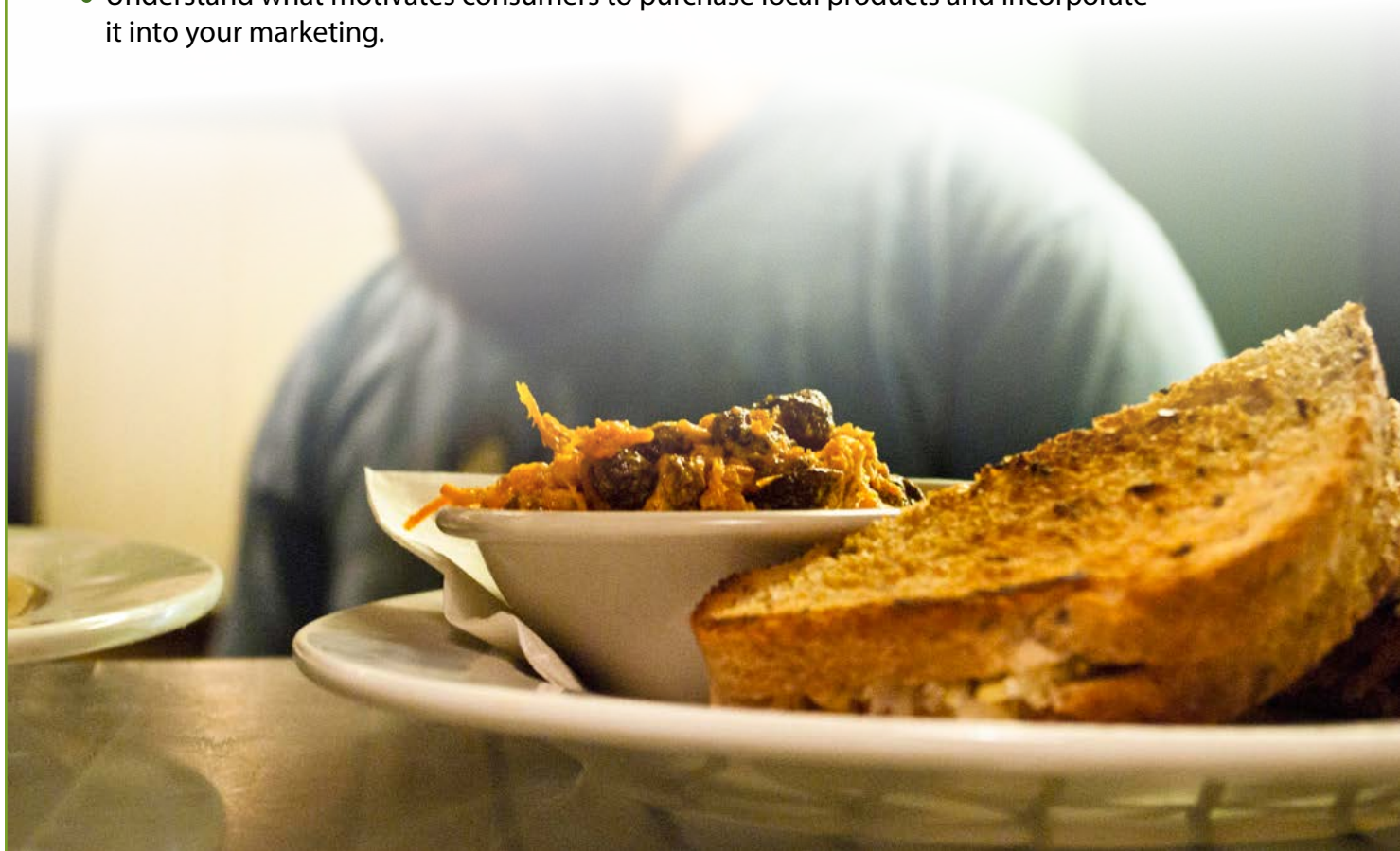


Marketing for Partner Businesses

(Continued)

How to market your business as an Appalachian Grown partner

- Take ownership of the Appalachian Grown program and use the brand as part of your business's identity and marketing plan.
- Identify local for your customers with the Appalachian Grown logo on restaurant menus, grocery shelves, deli cases, distribution lists, and in and around your business.
- Identify the farms you purchase from by using Appalachian Grown farmer profiles.
- Use the Appalachian Grown logo on your business' website, facebook page, newsletters, advertisements, signage, and other promotional materials.
- Understand what motivates consumers to purchase local products and incorporate it into your marketing.





Marketing for Tailgate Markets

Tailgate markets are integral market outlets for small farms and important community hubs for purchasing local food and educating consumers. Using the Appalachian Grown logo and brand at your tailgate market is a clear way to let your customers know they are purchasing authentically local products, not those re-sold from farms outside the region.

Reasons to market your tailgate market as Appalachian Grown certified:

Branding

- Identify and assert that your market is a place where consumers can purchase products that are authentically local to our region.
- Help consumers make informed choices on where and how they can access local food.

Demand

- Develop more recognition of the brand and create more demand for local food.

Promotions

- Increase your exposure to potential customers through [ASAP's Local Food Guide](#).
- Provide a clean, professional look at a fraction of the cost by using [Appalachian Grown branded promotional materials](#).

Increase sales

Tailgate markets that reported using Appalachian Grown materials and programs said that Appalachian Grown helped to increase sales at market. One manager said, "Customers are looking for local products which the program quickly identifies."

Community

The Appalachian Grown logo and promotional materials connect with the story behind our food and honor the heritage and community of our region.





Marketing for Tailgate Markets

(Continued)

How to market your tailgate market as Appalachian Grown certified

- Take ownership of the Appalachian Grown program and use the brand as part of your tailgate market's identity and marketing plan.
- Use the Appalachian Grown logo on your market's website, facebook page, newsletters, advertisements, signage, and other promotional materials.
- Encourage your farmers to become Appalachian Grown certified and use the brand and logo in their promotions and market displays.
- Understand what motivates consumers to [purchase local products](#) and incorporate that into your marketing.
- Visit ASAP's "[Marketing Your Farmers Market](#)" page for more information.



Appalachian Grown Logo

ASAP encourages certified farms, tailgate markets, and partner businesses to use the Appalachian Grown logo to label and identify local farm products. This includes both print and digital materials as well as signage, websites, advertisements, and promotions.

The logo is available in several file formats, color modes, and resolutions for use in various software applications. You can download them from our website.

Logos zip package:

AG logo-print.jpg (300 dpi)
AG logo-grayscale.jpg (600 dpi)
AG logo-web.png (72 dpi)
AG logo.eps (300 dpi)

Other logos available upon request from design@asapconnections.org:

3-color
2-color
1-color-green

The Appalachian Grown logo is a trademark of ASAP. To protect the integrity of the logo and the local food market, Appalachian Grown participants must agree to comply with the Logo Usage Standards and sign a License Agreement, which are part of the AG agreements. These requirements are meant to protect the logo and state that the logo may only be used to represent food and agricultural products grown or raised by Appalachian Grown certified farms.

For more information on where you can use the logo see Appendix A Logo Usage Standards and Appendix B for the License Agreement.





Promotional Materials for Farmers

ASAP offers various Appalachian Grown promotional materials and packaging materials at an affordable cost.

To purchase materials visit our office at 306 West Haywood Street in Asheville, NC or place an order by calling 828-236-1282 or emailing appgrown@asapconnections.org. Shipping requires additional cost and takes 10 to 14 business days to process.

We also offer custom PLU stickers and invoice books—contact appgrown@asapconnections.org for more details.



grown by	
destination	
crop	
pack-size	
date	lot #

Examples of Appalachian Grown Logo on Farm Products

Appalachian Grown farms use the logo to label their farm products. Here are some examples of how the logo can be integrated into a label or packaging design.





Promotional Materials for Partner Businesses

ASAP offers various Appalachian Grown promotional materials for Appalachian Grown partner businesses at little to no cost. These promotional materials indicate that you are an AG partner—supporting and promoting AG certified farms and their products.

AG partners are committed to sourcing locally grown products from certified farms, but also take on the responsibility for being transparent with consumers about what is local and what is not, using the logo and signage appropriately.

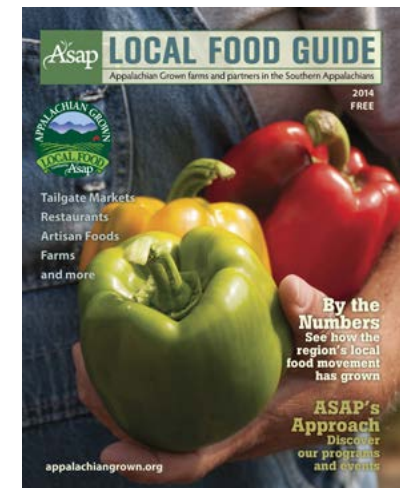
Product Posters



Window Decal



Local Food Guide



Farmer Profiles



Examples of Appalachian Grown for Partner Businesses

Appalachian Grown partner businesses use the logo to identify local products within their retail spaces. Here are some examples of how the logo can be integrated into displays and promotions.



Examples of Appalachian Grown on Displays

Appalachian Grown farms, tailgate markets, and partner businesses see the value of including the Appalachian Grown logo on their signage. Here are some examples of how to incorporate the logo on signs, banners, magnets, and more.



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[illegible]



Logo Use Standards

Logo Usage Standards

The following standards define the limitations and restrict the usage of the *Appalachian Grown* logo. These standards are for all uses—all may not apply to your business.

- **Produce products:** To be marketed as *Appalachian Grown*, fruit and vegetable products must be grown on a certified *Appalachian Grown* farm.
- **Meat products:** To be marketed as *Appalachian Grown*, the animal must have spent 75% of its life after weaning on a certified *Appalachian Grown* farm.
- **Nursery plants and trees:** To be marketed as *Appalachian Grown*, plants and trees (at the point of sale) must have spent at least 75% of life beyond propagation or at least 1 year on a certified *Appalachian Grown* farm.
- **Processed farm products:** Food processing is any deliberate change in a food that occurs before it's available for us to eat. It can be as simple as chopping or drying to adding value by processing into jams and sauces. To market processed farm products as *Appalachian Grown* you must comply with all of the following restrictions:
 1. Total product by weight—excluding water, flour, sugar, oil, salt—must be 75% local ingredients from certified *Appalachian Grown* farms.
 2. Total product by weight—including all ingredients—must be 40% local ingredients from certified *Appalachian Grown* farms.
 3. No single product ingredient can come from a mixture of local and non-local sources. For example, a jar of salsa cannot use a combination of *Appalachian Grown* tomatoes and tomatoes from a non-local source.
- **Freshly prepared foods:** Foods that are freshly prepared are those foods identified on a menu or otherwise displayed or served ready to eat. The *Appalachian Grown* logo should be used to showcase dishes that feature ingredients from *Appalachian Grown* farms and not dishes with token amounts of locally grown ingredients. To market freshly prepared foods as *Appalachian Grown* you must comply with the following restrictions:
 1. 40% or more of the content of menu or deli item by volume must be from an *Appalachian Grown* certified farm.
 2. Any ingredients included in the name of the dish must be from an *Appalachian Grown* certified farm.



Logo Use Terms and Conditions

Terms and Conditions

1. **Ownership of Mark.** ASAP is the sole and exclusive owner of the *Appalachian Grown* logo.
2. **Non-exclusive, Non-transferable License.** ASAP grants LICENSEE a non-exclusive, non-transferable, royalty-free right to use the *Appalachian Grown* logo solely in connection with the advertising, marketing, promotion, and sale of *Appalachian Grown* certified products.
3. **Use of *Appalachian Grown* Logo and Related Materials.** LICENSEE shall use the *Appalachian Grown* logo and related food campaign materials only in the form and manner specified by ASAP as outlined below.
 - a) **Conditions of Use.** LICENSEE shall comply with the following terms and conditions:
 1. LICENSEE shall use the *Appalachian Grown* logo and related materials solely in connection with *Appalachian Grown* certified products. Products represented, labeled, or sold as *Appalachian Grown* must be grown or raised within the boundaries of the *Appalachian Grown* region by certified *Appalachian Grown* farms.
 2. LICENSEE shall not use the *Appalachian Grown* logo and other *Appalachian Grown* promotional materials to represent or label products obtained from non-certified farms.
 3. LICENSEE shall not use the *Appalachian Grown* logo and related materials in any manner that encourages consumers to associate the *Appalachian Grown* logo with products that are not *Appalachian Grown* certified.
 4. LICENSEE shall not alter the design of the *Appalachian Grown* logo.
 5. LICENSEE shall not use the *Appalachian Grown* logo in any manner that may disparage or impair the validity of the logo.
 6. LICENSEE use of the *Appalachian Grown* logo shall be in accordance with applicable trademark law.
 7. LICENSEE shall use its best efforts at all times to promote and increase the awareness and acceptance of the *Appalachian Grown* logo in a manner consistent with sound business practices.
 - b) **Quality Maintenance Standards.** LICENSEE shall cooperate with ASAP in assuring proper use of the *Appalachian Grown* logo and related materials in accordance with the Conditions of Logo Use. LICENSEE acknowledges that ASAP has the right to verify and inspect all goods and all other items to which the *Appalachian Grown* logo and related materials are attached to maintain effective quality control and protection of the integrity of the *Appalachian Grown* logo.
4. **Termination**
 - a) This Agreement expires annually on December 31. Term of initial certification will not exceed 18 months.
 - b) LICENSEE failure to comply with the Terms and Conditions of this Agreement shall result in an immediate termination of this Agreement.
 - c) Upon termination of this agreement, due to expiration or to breach of Agreement, the rights and licenses granted hereby to LICENSEE shall immediately terminate and LICENSEE shall immediately cease to use the *Appalachian Grown* logo and related promotional materials.