

Asap Consulting Services

Do you want to create a thriving local food community?

For over 20 years, ASAP has strengthened local and regional food systems and built healthier communities. We are a national leader in the local food movement through both our programmatic work and the research that we conduct at our **Local Food Research Center**.

We offer consulting services to community organizations, foundations, and public agencies that want to increase support for local food and farms in their communities. We assist clients in deepening their understanding of their region's food system, identifying clear strategies for developing a more vibrant local food community, implementing farm to school programs, and evaluating the impact of their work.

Whether you are a **community organization** interested in creating a local food branding and certification program, a **funder** seeking to understand an existing food system and identifying promising strategies for improving it, or a **public agency** that wants to determine a baseline of food and farm activity in a particular geographic area, we can help you. We are committed to working with clients like you to **build your capacity, deepen your impact, and achieve greater success.**

"ASAP's work allowed us to achieve our goals of investing in emerging economic opportunities, diversifying local economies, and leveraging the region's natural and cultural assets by providing baseline statistics to local and regional planners."

Keith Witt, Appalachian Regional Commission

Our Consulting Services:

**PROGRAM
DEVELOPMENT**

**COMMUNITY-BASED
PLANNING**

RESEARCH

**PROGRAM
EVALUATION**



Our Expertise:

COLLECTING AND ANALYZING FOOD AND FARM DATA to deepen a community's understanding of its food system and inform action around local food system development

EXPANDING LOCAL FOOD MARKETING AND PROMOTION to build awareness and increase support for local food and farm activities through branding and certification programs, local food guides, farm tours, and more

DEVELOPING AND ENHANCING FARM TO SCHOOL PROGRAMS to provide children with opportunities to learn about local food and farms in the classroom, cafeteria, and community

Additionally, we offer consulting support on major grants, including, but not limited to, those funded by the United States Department of Agriculture (USDA) and Agriculture and Food Research Initiative (AFRI).

"ASAP's expertise helped us think through the branding and marketing needs of our burgeoning local food program. ASAP's expertise helped us target our outreach population and, through the process of meticulously focusing our efforts, goals and objectives, develop multiple branding strategies to reach our population."

Dr. Leslie Hossfeld, Feast Down East—
Southeastern North Carolina Food Systems Project

"Charlie Jackson and his team at ASAP have been valuable partners in our efforts to grow the local food economy in Chattanooga, TN. Their 2011 Food and Farm Assessment provided us with much needed insight into regional market dynamics and helped us develop appropriate strategies to increase consumer demand and grow farm sales in our community."

Jeff Pfitzer, Benwood Foundation

Featured Clients

AdvantageWest Economic Development Group

Appalachian Regional Commission

Appalachian Resource Conservation &
Development Council

Benwood Foundation: Harvested Here

Buncombe County Department of Health

Centralina Council of Governments—
CONNECT Our Future

Chattanooga Main Street Farmers Market

Clay County Soil & Water Conservation District

Community Foundation of the Chattahoochee
Valley, Local Food Fund

Feast Down East—Southeastern North Carolina
Food Systems Project

Heifer International: Seeds of Change

Land of Sky Regional Council

Lettuce Learn

Northwest Georgia Regional Commission

South Carolina Department of Health and
Environmental Control

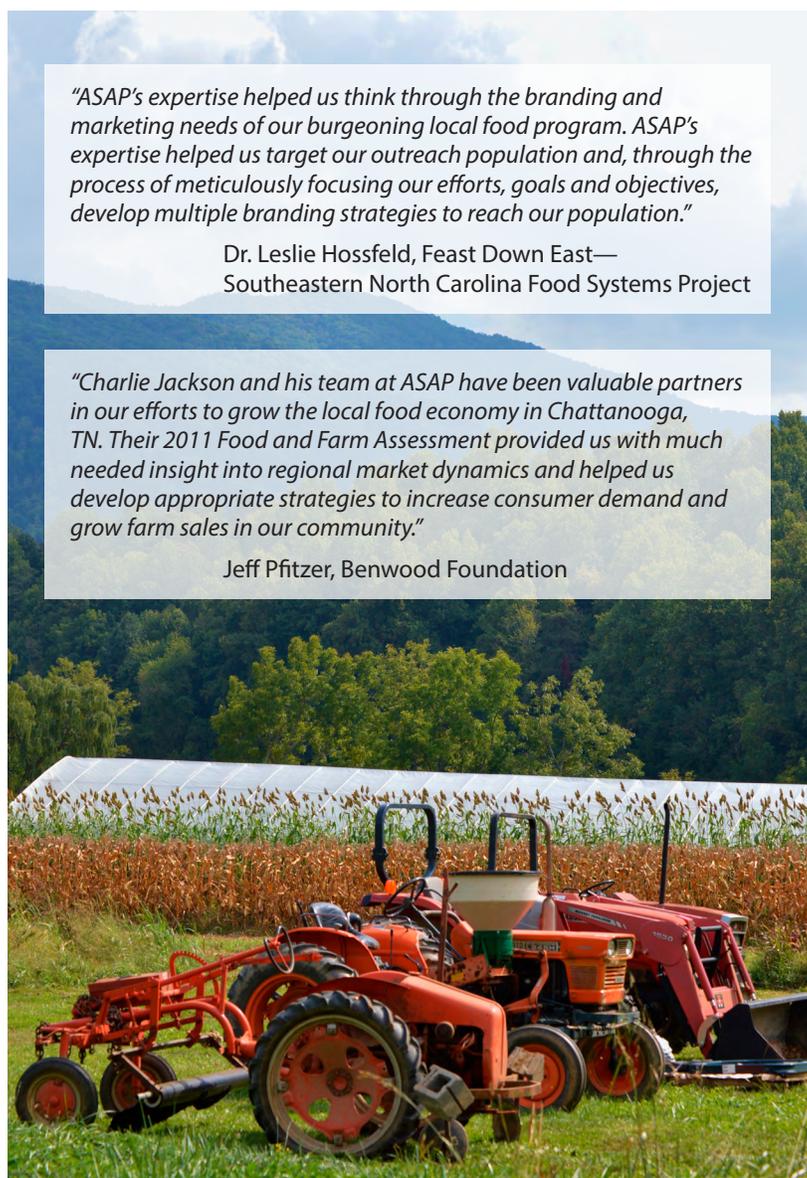
Southern Tier West Regional Planning &
Development Board of New York

SustainFloyd

Town of Mt. Pleasant

TriCounty Technical College

Watauga County Soil and Water



Our Team

Our team is co-led by Charlie Jackson, ASAP's executive director and founder with over 20 years of experience in the local food movement and Dr. Allison Perrett who has more than 10 years of experience in local food systems work as both a practitioner and researcher. Charlie has worked with many communities over the last two decades to help them identify and set priorities for their efforts to build sustainable local food systems. Allison holds a PhD in applied anthropology and is trained in qualitative research methods, applied research design, and project evaluation. All of us bring deep experience in food system-related program design, implementation, and evaluation. We ground all of our work in research conducted at the **Local Food Research Center** and are committed to working closely with our clients to help them accomplish their goals and create lasting social change.

Contact Us

To find out how we can help support your work, contact us at consulting@asapconnections.org or call us at 828-236-1282.

