



Appalachian Grown is a program of ASAP.



The Appalachian Grown program certifies family farms and the food grown in the Southern Appalachian Mountains. When consumers see the Appalachian Grown logo—at stores, restaurants, tailgates, and other businesses—they know they're buying fresher foods that support our family farms, strengthen our local economy, preserve rural culture, and protect the region's natural beauty. For more information about the program, visit the Resources section on our website at [asapconnections.org](http://asapconnections.org). To certify your farm, simply create a listing at [appalachiangrown.org](http://appalachiangrown.org).

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

For more information about ASAP's work and programs, visit us at [asapconnections.org](http://asapconnections.org).

Revised October 2017

Farmer Toolkit

## Services for Appalachian Grown™ Farmers

### Support

**One-on-One Consultations:** ASAP offers one-on-one consulting to discuss market opportunities, marketing, and business planning. Contact ASAP to set up a time to discuss options and resources for your farm.

**Market Connections:** Through the online Wholesale Local Food Guide, as well as direct communication with ASAP staff, ASAP facilitates connections with area buyers. Visit [appalachiangrown.org](http://appalachiangrown.org) and click on the wholesale tab to view potential buyers or contact us to discuss buyers that may be the best fit for your farm.

**Trainings:** ASAP offers an annual business conference for farmers, and periodic training and networking sessions focused on business planning, risk management, and marketing strategies.

### Marketing

**Local Food Guide:** Offered in print and online, the guide is the go-to resource for local food supporters. The free online guide at [appalachiangrown.org](http://appalachiangrown.org) offers a searchable database for customers looking for farms, products, and area businesses featuring local food. More than 50,000 copies of the print edition are distributed annually throughout the region, providing you the opportunity to highlight your business through listings or display ads.

**Appalachian Grown Branding:** Use the Appalachian Grown logo to identify your products as certified local. Available electronically in a variety of formats, the logo offers a trusted brand to use in your marketing.

**Packaging Materials:** ASAP purchases Appalachian Grown branded packaging materials in bulk to bring down costs for certified farms. Offering quality materials and making your products identifiably local can help you meet market requirements and maintain the value of your products as certified local.

### Events

**Business of Farming Conference:** Each February, ASAP hosts a conference focused on the business aspects of running a farm. Workshops, including marketing strategies, selling to restaurants, social media, agritourism, bookkeeping, are combined with networking opportunities and grower-buyer meetings.

**CSA Fair:** In March, leading up to the traditional CSA season, ASAP facilitates an event where the public can meet CSA farmers who operate CSA programs with drop-offs in Buncombe County.

**Farm Tour:** ASAP coordinates and promotes a regional farm tour every year. Appalachian Grown farms in the central and southern mountains are eligible to apply to be on the tour.

**Grower-Buyer Meetings:** Grower-Buyer Meetings are like speed-dating for farms and purchasers. Sit down with grocers, restaurants, and distributors to start a conversation about if you might be a good fit for one another. Stay connected with ASAP for upcoming opportunities to connect with buyers in your region.

### Community

**Events Calendar and Classifieds:** *Fromhere.org* is ASAP's community food and farming forum. Post and find regional classifieds and events listings.

**Networking:** Being an Appalachian Grown farmer offers you the opportunity to connect with other farmers, buyers, and community members in the local food movement through events, websites, social media, and more.

**Emails from ASAP:** Periodically, ASAP will send you an email with upcoming opportunities, so you get the first chance at event discounts, sales, grant announcements, and more.

**Social Media:** ASAP uses FaceBook, Instagram, and Twitter to promote local food, news, and happenings in our region. Connect with ASAP's social media posts to align your farm business with the food movement at-large and to hear the latest from ASAP about resources, events, etc. Use #appalachiangrown and tag you posts @asapconnections.