



# WHO WE ARE



ASAP (APPALACHIAN SUSTAINABLE AGRICULTURE PROJECT) IS A 501(C)(3) NONPROFIT NESTLED IN THE BEAUTIFUL APPALACHIAN MOUNTAINS OF WESTERN NORTH CAROLINA. ASAP'S MISSION IS TO HELP LOCAL FARMS THRIVE, LINK FARMERS TO MARKETS AND SUPPORTERS, AND BUILD HEALTHY COMMUNITIES THROUGH CONNECTIONS TO LOCAL FOOD. OVER THE LAST TWO DECADES, ASAP HAS CREATED A MODEL THROUGH ACTIVITIES THAT CONNECT CONSUMERS TO LOCAL FARMERS AND BUILD THE COMMUNITY RELATIONSHIPS ESSENTIAL TO CHANGING OUR FOOD SYSTEM.


# WHAT WE DO

ASAP's unique and holistic approach envisions and acts from the perspective that the changes needed in our food system are social in nature - farmers, business owners, teachers, parents, politicians, health professionals, and engaged citizens are the key to change. ASAP works to ensure that everyone has the social spaces, tools, means, and knowledge to transform the food system to one that is good for our health, our communities, our environments, and our economies. Our daily efforts are focused on creating a responsive food system where we are all empowered, at the cash register and through civic engagement, to create the food system we want. To accomplish this:

- We bring local food and positive food experiences to schools and kids,
- We help farms find markets and plan for their businesses,
- We develop markets and help people find them and want to shop there,
- We get people out to farms and engaged in the food system,
- We make sure that everyone has a place at the table through our work in schools, through EBT at markets, and by making sure that local food can be found and is identified in the places where most people shop,
- We ensure that food is accurately and honestly identified as local,
- We work with universities and colleges to integrate place-based food and farm education into programs educating future teachers, early childhood educators, and dieticians,
- We conduct research to better understand the current food system, the impact of specific strategies, and to inform the direction of the movement as "thought leaders."

2013-2014

Asap's Wholesale LOCAL FOOD GUIDE



Farm to Business Trade Directory  
Producers and Buyers of Local Foods in Western North Carolina



# OUR FOOD MOVEMENT

Our current food system is failing us, but we have the power and opportunity to transform it:

- To one that builds local wealth, strengthens communities, supports health and wellness, and sustains the environment.
- To one that ensures everyone involved in the growing and producing of food can earn enough to make a decent living and afford the food that they grow, process, or serve.
- To one where kids grow up not learning about food from advertisers, but from their parents, teachers, and local farms.



Assess Food Systems



Build Capacity



Direct Demand



Make Connections



## PATH TO CHANGE

Few of us know about the food we eat - where it grows, who grows and harvests it, how it is grown, how it is processed, what it is doing to our health, or the impact of our food choices on the world and people around us. ASAP believes that we must rebuild our lost connection to food and the impacts of our food choices. We are now at the beginnings of a social movement that will transform our food system. This movement has the potential to empower us as eaters and citizens to create a food system that is equitable, environmentally sustainable, economically viable, and health promoting. Making informed food choices is an act of revolution, an act of democracy, a political act that can change our food system.

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