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FOR IMMEDIATE RELEASE:

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Join a CSA During CSA Month: February 15 to March 15

ASAP hosts a CSA Fair March 8 and connects consumers with digital tools for finding CSA farms

ASHEVILLE, NC (Feb 12, 2024)—Joining a CSA (or Community Supported Agriculture) program connects you directly with local farms in your community. Members buy a “share” of a farm’s harvest upfront and receive a weekly box of fresh produce or other farm goods. The best time to sign up for a CSA is in February and early March—prompting ASAP to declare Feb. 15 to March 15 to be CSA Month. CSA Month will include a social media campaign with CSA education and farmer features; digital tools for finding CSA programs; and an in-person CSA Fair at the YWCA of Asheville on March 8 from 3 to 5:30 p.m.

The CSA Fair on March 8 highlights farms with a CSA pickup location in Buncombe County. In addition to traditional produce CSAs, the fair includes farms with specialty CSA products, such as meat or flowers. The fair is a relaxed, family-friendly setting where attendees chat with farmers about their products, growing practices, payment structure, and more. Attendees can sign up for a CSA during the fair or follow up with farmers later. The fair also features local food tastings and activities for kids, as well as produce and food products available for purchase. The event is free and open to the public. The YWCA is located at 185 S. French Broad Ave. in Asheville.

“CSA creates a resilient, family-based network that my farm can rely on year after year,” said Vannah Roddy of Encompass Farm, who has participated in the fair for several years. “Of all the marketing I do for my program, ASAP’s CSA fair is by far the one which provides the most direct results.”

Farms participating in the fair as of press time include A Way of Life Farm, Blazing Star Flowers, Crow Fly Farms, Encompass Farm, Hickory Nut Gap Farm, Oak Holler Farm, Olivette Farm, Seven Seeds Farm, ShipShape Farmer & Chef, and Stump Farms. Farms are subject to change before the event date.

For those unable to attend the fair or who are looking for a CSA outside of Buncombe County, online tools at asapconnections.org/csa help customers compare CSAs throughout the Appalachian Grown region, making it easier to choose a program that fits individual needs. The Appalachian Grown region includes Western North Carolina as well as bordering counties in South Carolina, Georgia, Tennessee, and Virginia.

Things customers could consider when choosing a CSA include convenient pickup times and locations; the farm’s growing practices; and appropriate share size (i.e., how much food). Some farms offer variations on the traditional CSA model, such as online selection, shorter commitment, or a market share (members pay upfront, but select their own produce at the farmers market each week).

[Press photos available at [this link](#). Contact Sarah Hart at sarah@asapconnections.org for more options.]

ABOUT ASAP (APPALACHIAN SUSTAINABLE AGRICULTURE PROJECT)

ASAP’s mission is to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food. To learn more, visit asapconnections.org.

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