

## 2021 Appalachian Grown Partner Survey Highlights

Which Appalachian Grown partners responded?



What motivates partners to purchase local food?

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To support local farms		93%
Quality of local products (freshness, flavor, etc.)		88%
To continue existing farm relationships		88%
Trust associated w/ direct relationships w/ farmers	74%	



For 50% of partners, purchasing of local food increased from 2020 to 2021.

71% of partners expect consumer demand for local food to increase in 2022.

Which ASAP services are most useful for partners?

Directing customers to support businesses that source locally			71%
Helping cross-promote with farms they source from		61%	
ASAP staff facilitating grower-buyer connections	55%		



Appalachian Grown is an ASAP program that certifies agricultural products grown or raised within 100 miles of Asheville, NC. The AG logo helps consumers make informed buying choices that benefit the farms of Southern Appalachia and our local economy.