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.

### 2021 Appalachian Grown Partner Survey Highlights

#### Which Appalachian Grown partners responded?

- **26% Restaurants**
- **23% Value-Added**
- **18% Grocery Stores**
- **18% Wholesale / Distributors**
- **14% Bakeries**

#### What motivates partners to purchase local food?

- **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%

#### Where do partners purchase local food?

<table>
<thead>
<tr>
<th>Year Round</th>
<th>Seasonally</th>
<th>Don’t Shop Here</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farms</td>
<td>58%</td>
<td>31%</td>
</tr>
<tr>
<td>Farmers Markets</td>
<td>42%</td>
<td>39%</td>
</tr>
<tr>
<td>Distributors</td>
<td>74%</td>
<td>6%</td>
</tr>
</tbody>
</table>

#### 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%

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