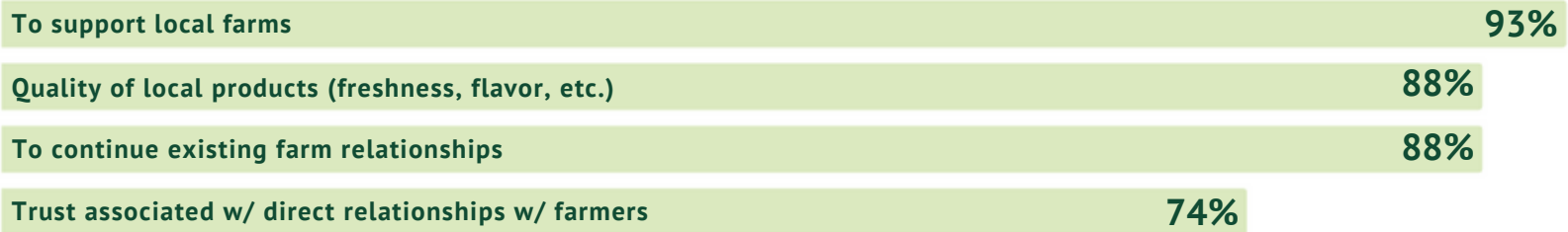


# 2021 Appalachian Grown Partner Survey Highlights

## Which Appalachian Grown partners responded?

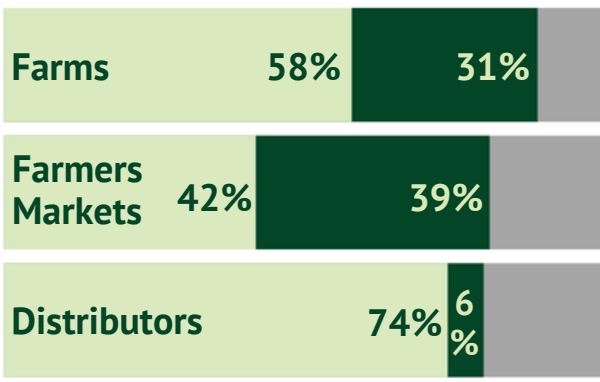


## What motivates partners to purchase local food?



## Where do partners purchase local food?

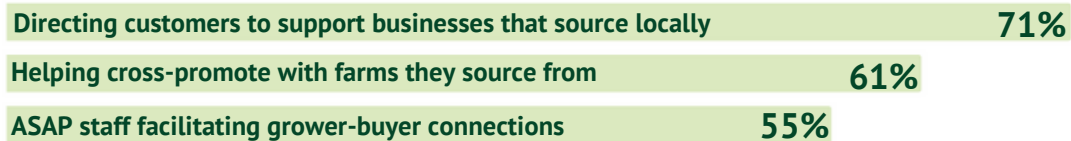
Year Round    Seasonally    Don't Shop Here



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?



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.