Appalachian Grown (AG) 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.

**Appalachian Grown Region**

**What Farms Sell**

- On average, farms sell 18 different products, including varieties of fruits, veggies, meats, dairy, and specialty products.
- 85% of farms use some form of non-conventional production practice, such as organic, pasture raised, free range, wild harvested, and others.

**Where Farms Sell**

- Farms sell to an average of 3 sales outlets, and to a range of 1 to 31 outlets, including through online sales, to food distributors, to restaurants, at tailgate markets, through CSAs, at roadside stands, and more.

**Farms, Retail, and Tailgate Markets in the Local Food Guide, 2002-2022**

- The farms in the Local Food Guide include over 62,000 total acres of farmland.
- 72% of farms in the Local Food Guide produce on less than 20 acres.
- There are over 1,600 farmers represented in the Guide, 48% are female.
- The average farmer age is 52 years, and 15% are 35 years or younger.
- Farmers in the Local Food Guide have farmed for an average of 20 years.

- 84% of farms are within 10 miles of a tailgate market.
- 38% of farms are within 25 miles of Asheville, NC.
573 Partners

Who Are Partners

Appalachian Grown Partners are businesses sourcing locally-grown foods, including retail (restaurants, food trucks, grocery stores, artisan food producers, caterers, bakers, bed and breakfasts), institutions (schools, hospitals) wholesale distributors, and tailgate markets.

Retail Partners

Retail Partners buy from an average of 7 businesses with locally-grown products, and a range of 1 to 122 businesses with locally grown products.

93% buy directly from Farms

2 out of 9 buy from Tailgate Markets

2 out of 5 buy from Local Food Distributors

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39 tailgate markets and 232 retail partners are within 25 miles of Asheville, NC

83% of Tailgate Markets are seasonal, usually open between March and October.

57% of Tailgate Markets are open Saturdays. About half have morning hours and half have mid-day or afternoon hours.

Tailgate Markets have an average of 25 vendors per market day.

Over three-fourths of Tailgate Markets sell only local products.

Over two-fifths of Tailgate Markets have activities for children at market.

Appalachian Grown Region Partners

Appalachian Grown Region

Farms, Retail, and Tailgate Markets in the Local Food Guide, 2002-2022

20 Asap Years


0 250 500 750 1,000

Farms

Retail

Tailgate Markets