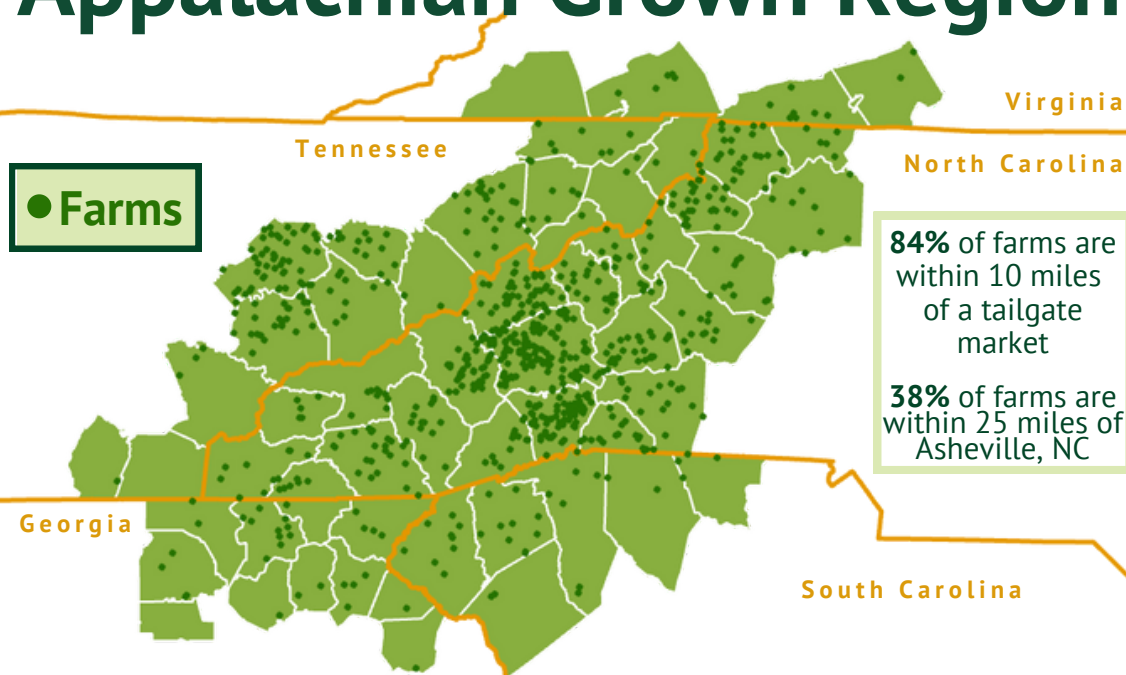


# Asap Appalachian Grown Local Food Guide

## Appalachian Grown Region

# 2022 Farms

## 831 Farms



### 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.



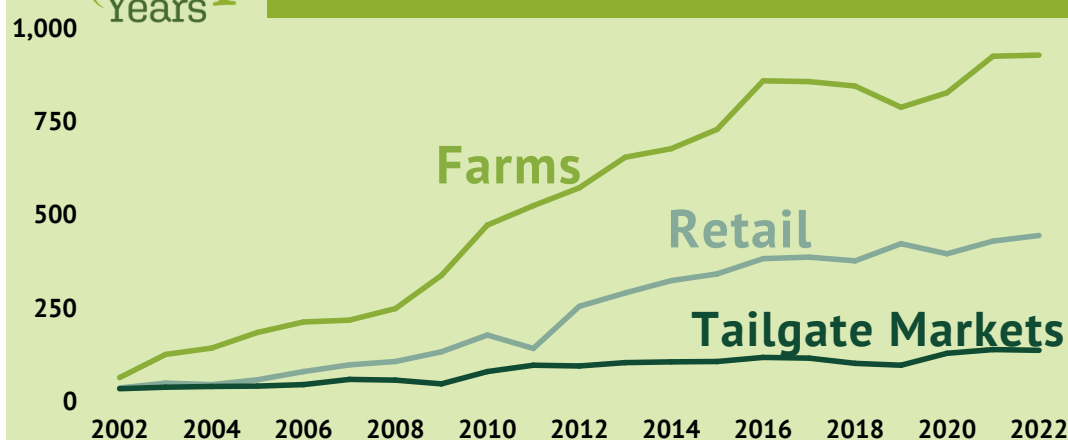
### Where Farms Sell

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.

2 out of 5 farms welcome visitors  
1 out of 9 farms offer U-Pick  
1 out of 4 farms have on-farm stands  
2 out of 15 farms offer CSAs

20 Asap Years

### 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.



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.

# Asap Appalachian Grown

## Local Food Research Center Local Food Guide

### 2022

#### Appalachian Grown Region Partners

## 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.



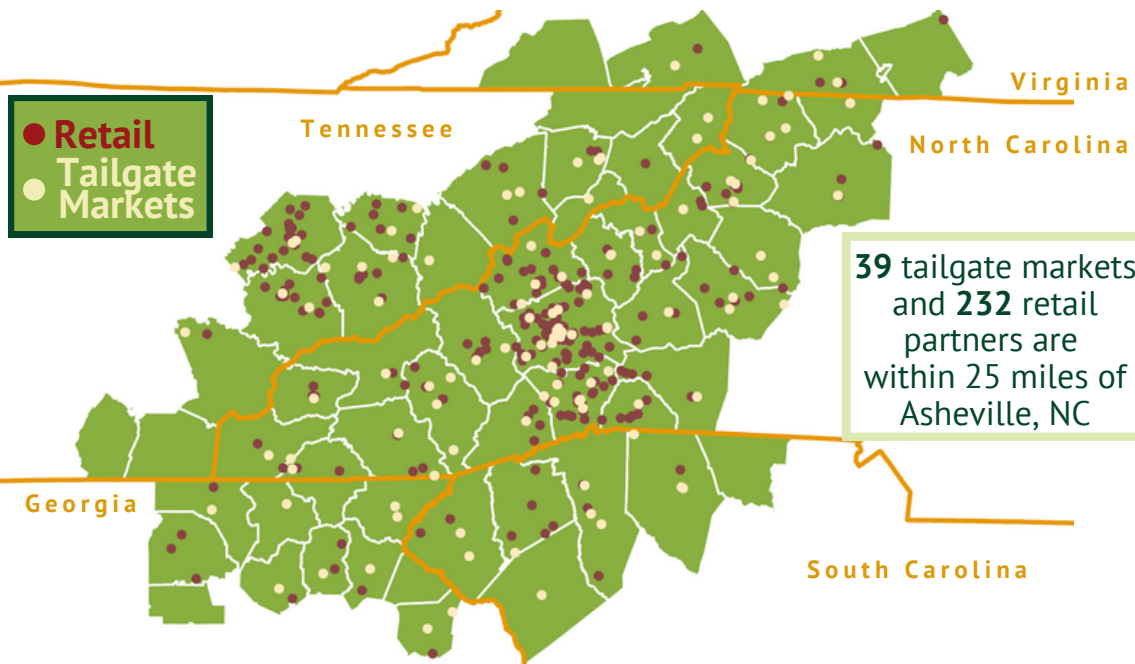
### Retail Partners

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

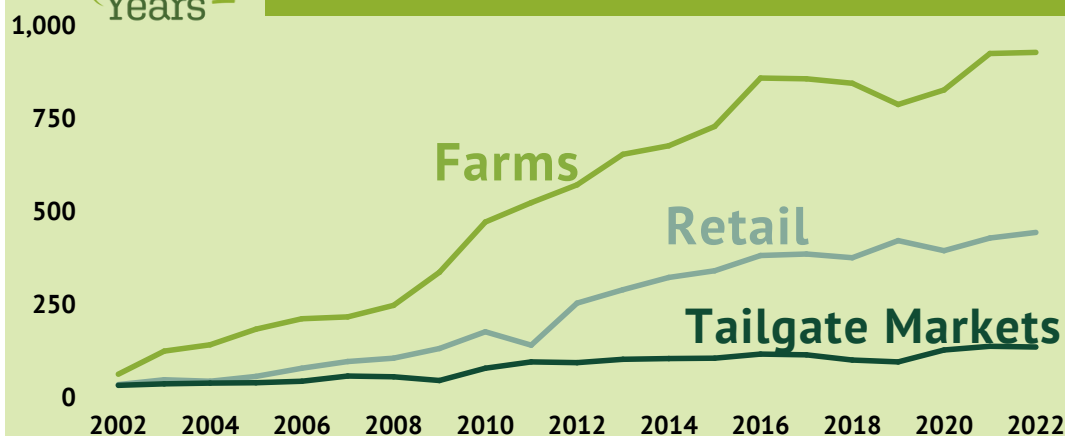
**2** out of **9** buy from Tailgate Markets

**2** out of **5** buy from Local Food Distributors



**20** Asap Years

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



**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.



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