

Cultivating Economic Growth: Local Food Systems Development

Charlie Jackson
Executive Director, ASAP



ASAP Quick Guide

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About ▾

Our mission, vision, team, and more.

Tools ▾

For farms and local food businesses.

Research ▾

And consulting from our Research Center.

Events ▾

For farmers and local food enthusiasts.

Find ▾

Your way to the freshest food around.

Support ▾

ASAP and the local food movement.

Consulting Services

Want to start or expand a local food initiative in your community? ASAP can help!

FIND OUT HOW ►►



Support the Movement

Quick and easy online donations and volunteer signups.

Get Local

Each month, we shine the spotlight on a featured local food at the height of its harvest.

Consulting Services

For more than a decade, ASAP has helped communities with local food system projects.

Stay Connected

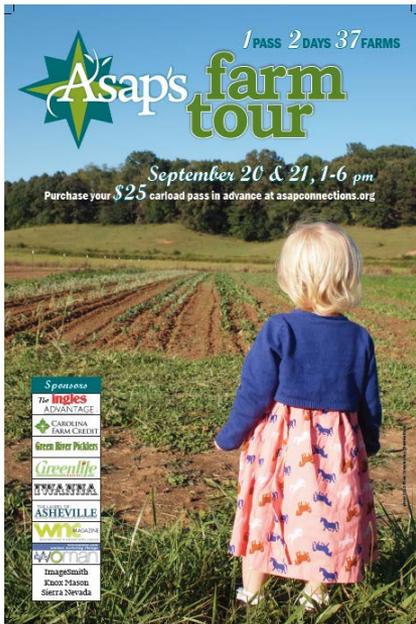
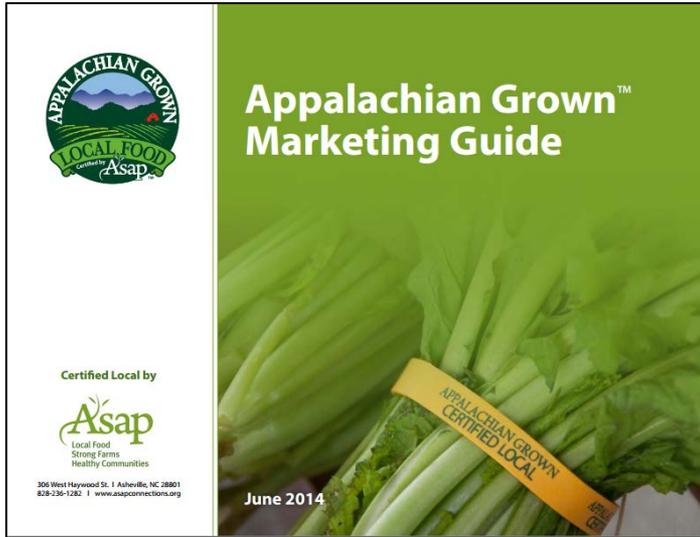
Comment, share, and connect with the local food movement at fromhere.org!

Mission - Our mission is to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food.

Vision - Our vision is of strong farms, thriving local food economies, and healthy communities where farming is valued as central to our heritage and our future.



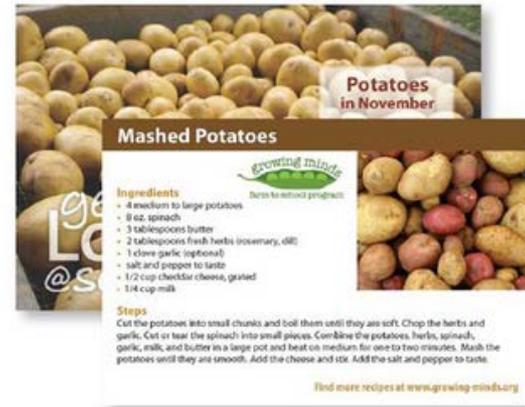
Local Food Campaign



Growing Minds



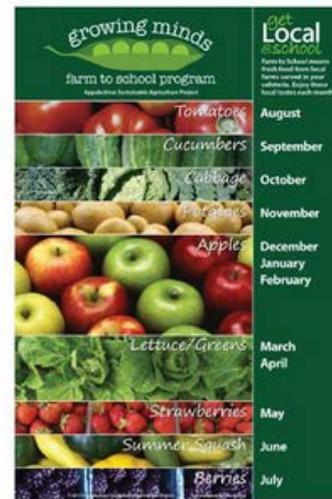
3x5 recipe cards



bookmark



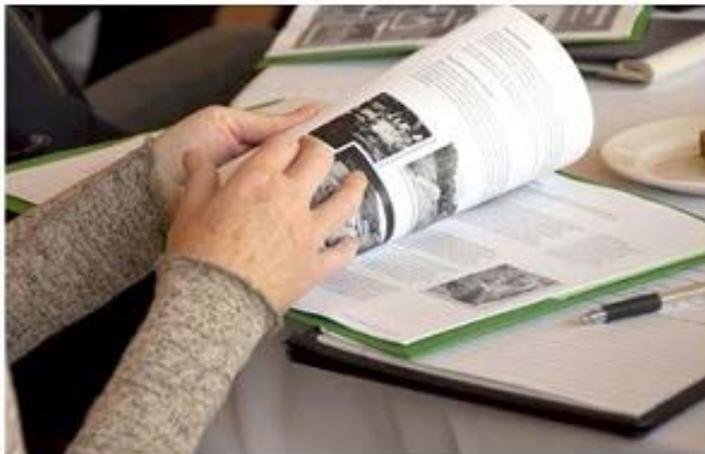
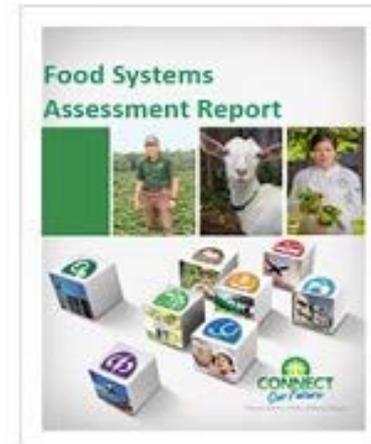
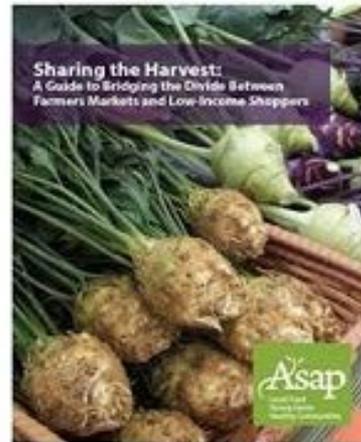
12 month poster



I tried local... stickers



Local Food Research Center



Why local?

Protect
Farmland

Community
Health

Economic
Development

Support
Local Farms

Quality of
Life

Food
Security





Local Food Continues as Top Trend

- The National Restaurant Association's "What's Hot in 2014" top ten list has four trends based on local sourcing
- Forbes Magazine names "Locally Sourced Everything" as the number 1 trend in "12 Hottest Food Trends for 2014"
- Better Homes and Gardens Magazine's Food Trends 2014, "Whether it's buying local from the market or double-checking grocery store packages, people are paying more attention to where their food comes from and what's in it"
- In 2014, the farm-to-table trend will grow, driven by diners' growing eco-awareness and their desire for the wholesome simplicity of homestyle cooking and minimally-processed foods. - Restaurant.com



Locally grown food feeding WNC economy

Asheville's burgeoning local food movement soon will be known throughout the Appalachians. After that, who knows?

The Appalachian Regional Commission, which covers an area reaching from Mississippi to New York state, held a two-day Growing the Appalachian Food Economy forum in Asheville this week.

And why not? At latest count Western North Carolina had 77 tailgate markets and 70 Community Supported Agriculture farms offering boxes of food to people who sign up for the season. Farmers grow ingredients for area microbreweries. And that's just the start.

"The economic impact of local food movement is a lot more than farmers and tailgate markets. There are a lot of spinoffs along the supply chain of getting food on our tables," said Mary Lou Surgi of the Blue Ridge Food Ventures, which helps entrepreneurs bring food products such as jams, jellies and sauces to market.

The Chop Shop is a good example. "They saw enough local growers of meat and enough local customers willing to buy it, so they decided to open a local butch-

Citizen-Times viewpoint

business; sustain our rural heritage; protect the natural beauty of the mountains by preserving farmland; encourage sustainable, environmentally friendly agricultural practices; and strengthen the local economy.

And local food is not available just at tailgate or specialty markets or CSA farms. Look for the Appalachian Grown label on produce in Ingles Markets and other grocers. Appalachian Grown sales totaled \$62 million in 2010, according to ASAP.

If you don't know where to shop near you, get a copy of ASAP's Local Food Guide, "a free ... directory to family farms, tailgate markets, wineries, grocers, restaurants, caterers and bakers, farm stores and stands, farms to visit, B&Bs and farm lodging, apple farms, u-pick farms, CSAs, and distributors in the Southern Appalachians."

It is available at more than 400 area locations or at the ASAP office, 306 W. Haywood St., Asheville. It also is available online www.buyappalachian.org.



THE CAROLINA EPICUREAN®

HOME EVENTS REVIEWS NEWS RECIPES LODGING ABOUT

Local Food Sales Surge in WNC

May 7, 2014

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Local food sales in Western North Carolina have grown significantly in the last five years. The 2012 Census of Agriculture, released on May 2, shows that direct sales alone have increased by nearly 70% in the region according to analysis by ASAP's [Local Food Research Center](#), from under \$5 million in 2007 to over \$8 million in 2012. The 2012 Census of Agriculture also shows that the region has reversed a disturbing trend in loss of farm acres, actually adding over 10,000 acres between 2007 and 2012 while the rest of North Carolina and the country lost farmland.

Local food sales boom

Farmers benefit from the growing support of mountain consumers

By John Boyle
boyle@citizen-times.com

ASHEVILLE — It's pretty sim-

since ASAP started its "Appalachian Grown" certification and branding program in 2007.

"We are way ahead of the rest of the country when it comes to supporting local farms," said Charlie Jackson, the sustainable agriculture project's executive director.

Nationally, buyers bought \$5

LOCAL FOOD SURVEY REPORT

For more on the Appalachian Sustainable Agriculture Project local food survey, visit www.asapconnections.org

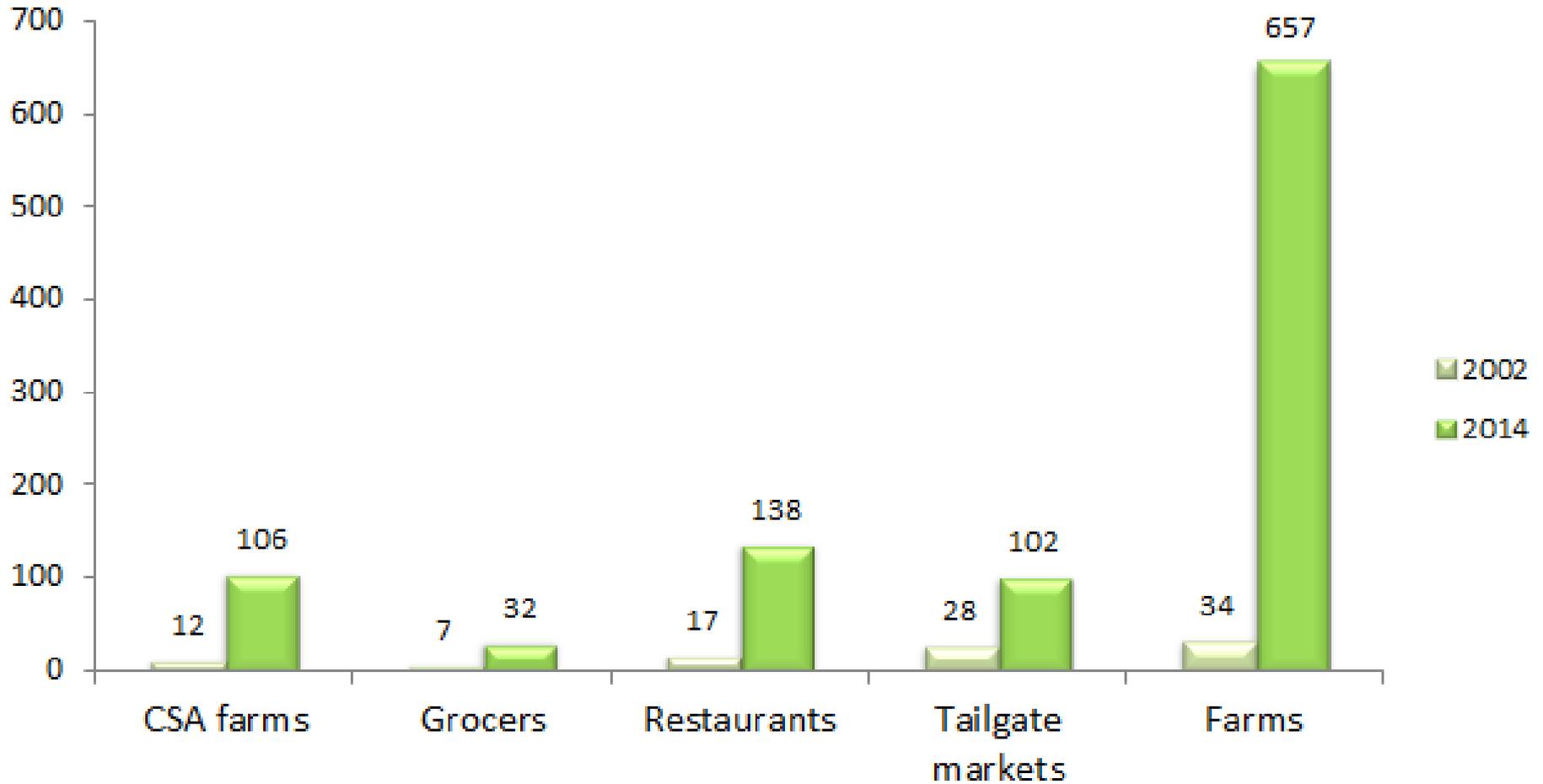
spend more than 20 percent of

"very important" consideration in choosing a grocery store, and 64 percent viewed it as "somewhat" or "very important" when choosing a restaurant.

More than 55 percent mentioned Ingles as their grocery store of choice for locally grown food.

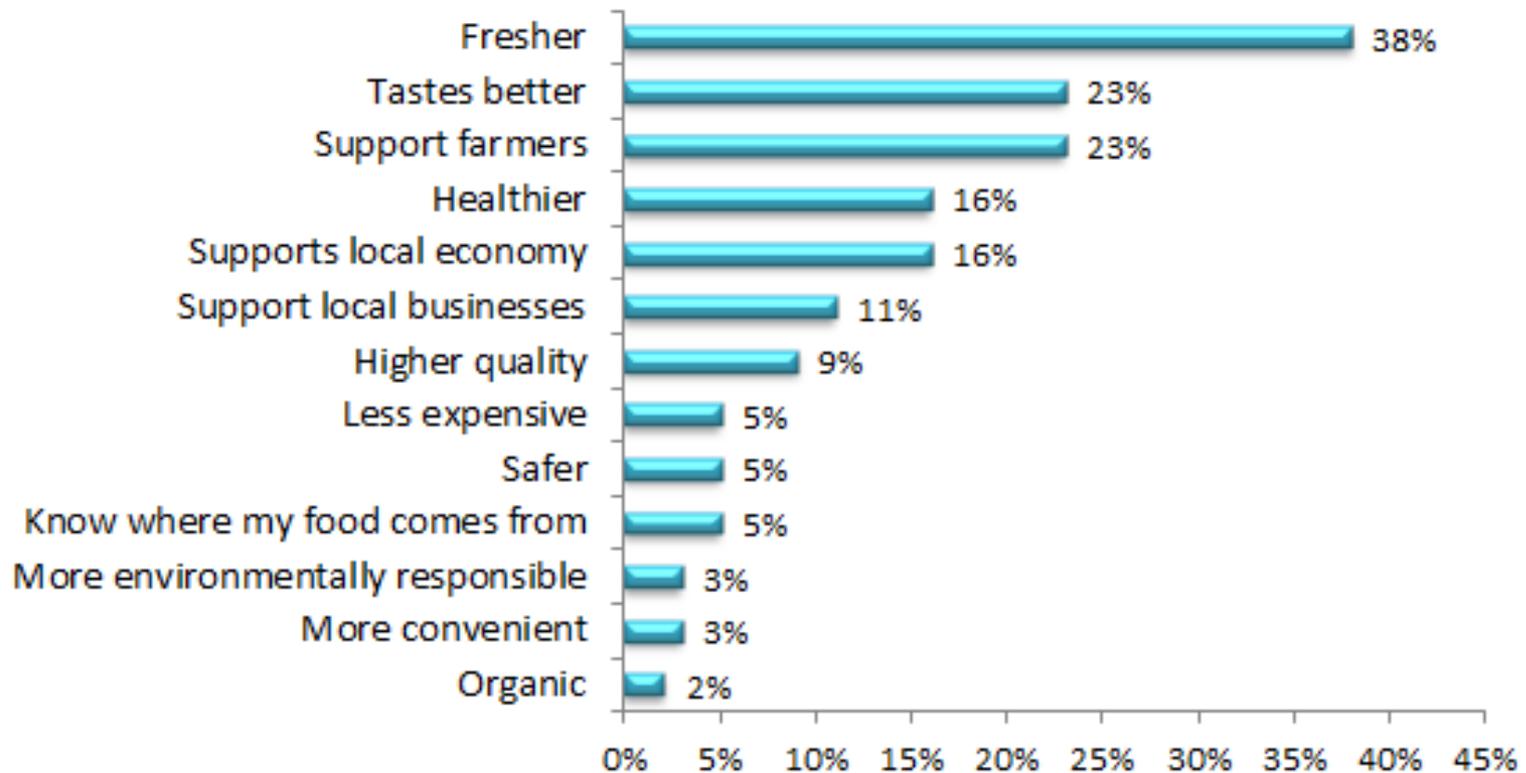
Having Ingles, with some 200

Local Food Growth in WNC



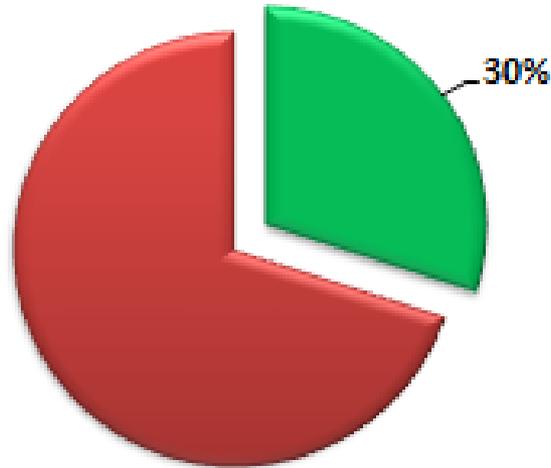
2014 Consumer Survey of WNC Residents N=700

What are your main reasons for buying locally grown food? (open ended)



Nationally

Shopping Preferences

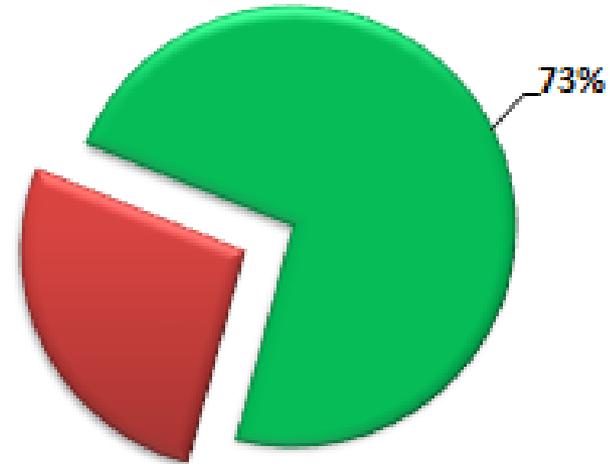


Almost 30 percent of grocery shoppers say they consider purchasing food elsewhere if their preferred store does not carry local foods.

~AT Kearney Research

WNC

Shopping Preferences



ASAP found that nearly three-quarters of WNC residents deem local food a somewhat or very important consideration in choosing a grocery store

~2014 Consumer Survey

**Danny McConnell
McConnell Farms
Henderson County**

Who Grows Your Food?



To meet more local farmers visit www.AppalachianGrown.org





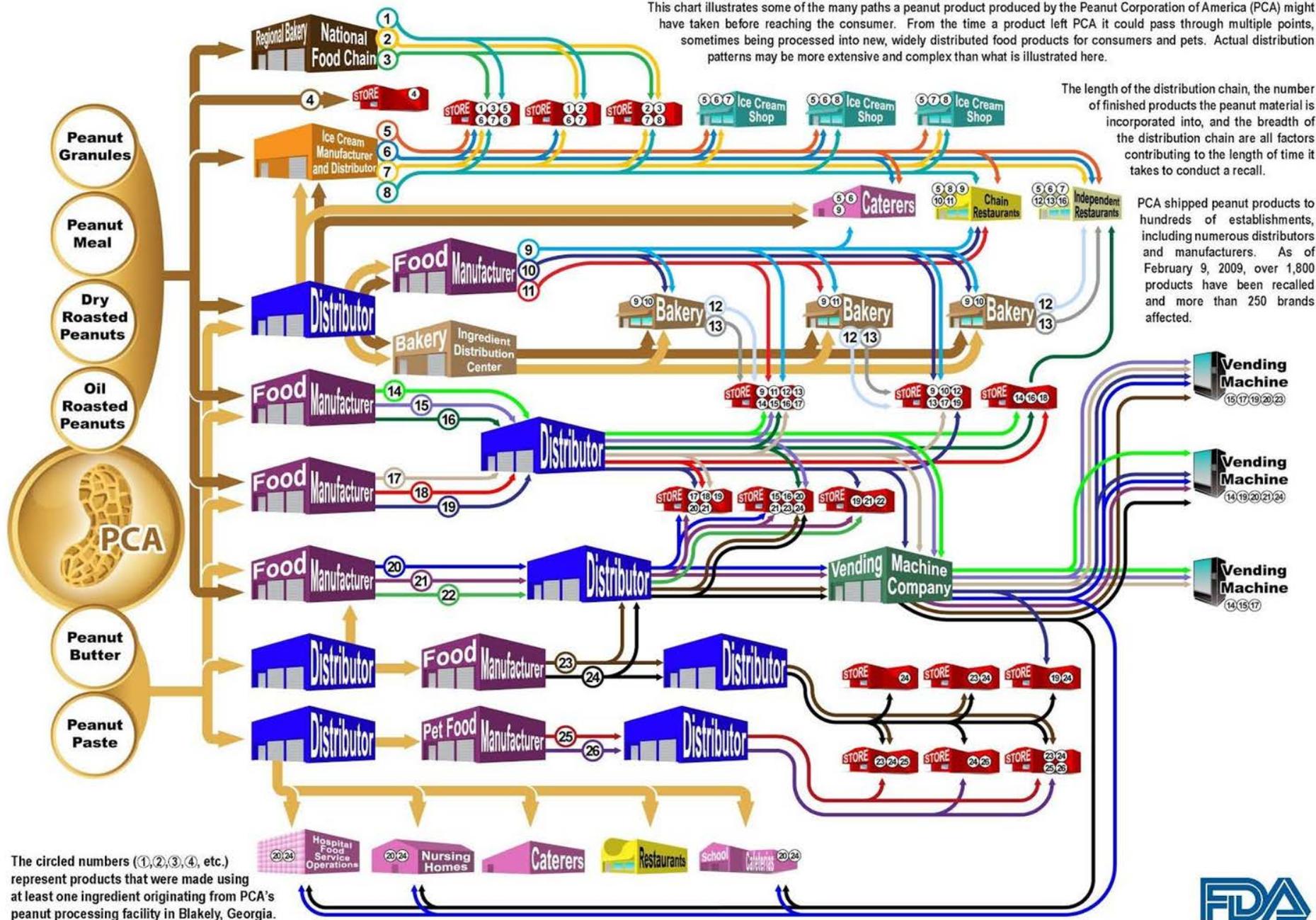
**Trend + Supportive Environment = Farmers, Businesses,
and Communities Innovate, Invest, and Institute**

Simplified Peanut Product Distribution Pattern From Peanut Corporation of America (PCA) to Point of Sale

This chart illustrates some of the many paths a peanut product produced by the Peanut Corporation of America (PCA) might have taken before reaching the consumer. From the time a product left PCA it could pass through multiple points, sometimes being processed into new, widely distributed food products for consumers and pets. Actual distribution patterns may be more extensive and complex than what is illustrated here.

The length of the distribution chain, the number of finished products the peanut material is incorporated into, and the breadth of the distribution chain are all factors contributing to the length of time it takes to conduct a recall.

PCA shipped peanut products to hundreds of establishments, including numerous distributors and manufacturers. As of February 9, 2009, over 1,800 products have been recalled and more than 250 brands affected.

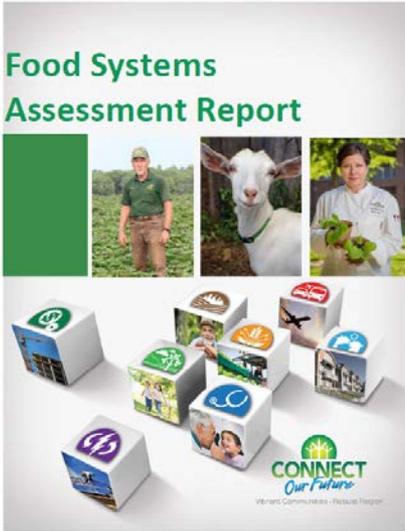


The circled numbers (1, 2, 3, 4, etc.) represent products that were made using at least one ingredient originating from PCA's peanut processing facility in Blakely, Georgia.





Assess



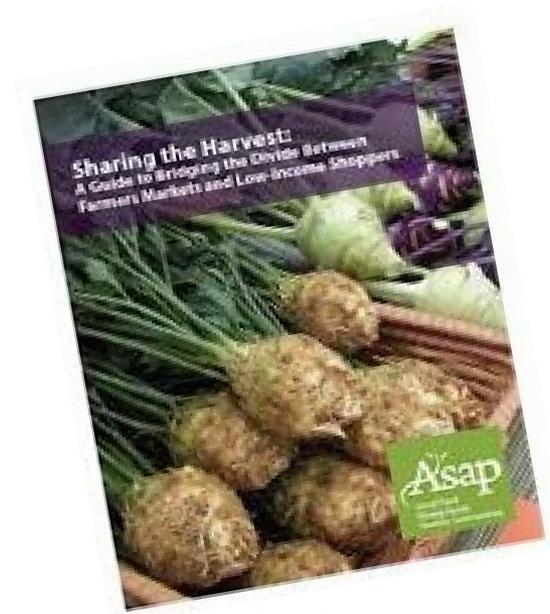
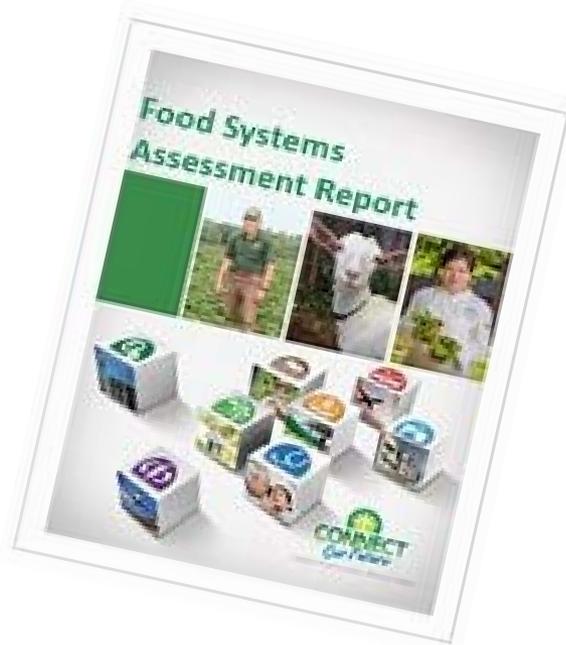
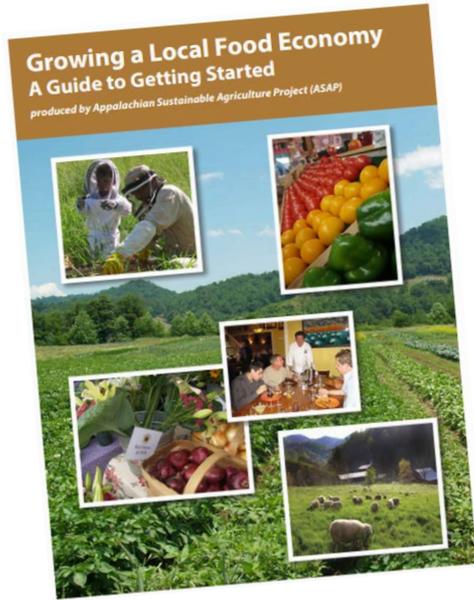
Make Connections

Direct Demand

Build Capacity



Assess



Asap
Local Food Strong Farms Healthy Communities

Snapshot of Buncombe County's Local Food System

Production	County	North Carolina
Farms by size (by gross sales)*	Small family farms (<\$250k) 97% Large family farms (\$250k-\$499k) 1% Very large family farms (\$500k+) 1% Nonfamily farms 2%	Small family farms (<\$250k) 85% Large family farms (\$250k-\$499k) 3% Very large family farms (\$500k+) 8% Nonfamily farms 4%
Proportion of principal farmers younger than 35	6.4%	4.6%
Number of farms	1060 (2.11% of NC farms)	50,218
Proportion of farms growing fruit & vegetables	13.5%	7%
Change in farmland acres 2007-2012	-0.3%	-0.7%
Proportion of farms reporting positive net income	39.3%	43.2%
Proportion of farms with direct sales	15.8%	8.9%
Retail Infrastructure	County	North Carolina
Grocery stores/1,000 pop	0.21	0.19
Full service restaurants/1,000 pop	1.13	0.75
SNAP-authorized stores	211 (2.40% of SNAP-auth. stores in NC)	8,805
Farmers markets	14 (6.09% of NC farmers markets)	230
Consumption, Access, and Health	County	North Carolina
Proportion of population with inadequate fruit and vegetable consumption	73%	78.4%
Rates of diabetes and obesity	Diabetes (7.9%); Obesity (24%)	Diabetes (9.1%); Obesity (27.8%)
Proportion of children eligible for free/reduced price lunch	49%	56%
Equity	Asheville**	North Carolina
Wages throughout the food system sectors	Average annual wages: farmworkers and laborers (\$20,010); food prep/service (\$20,740)	Average annual wages: farmworkers and laborers (\$20,320); food prep/service (\$20,130)

**Farms by size is 2007 Census of agriculture data. Data for 2012 will not be released until December 2014. All other production data uses 2012 Census data.
 **Bureau of Labor Statistics Metropolitan Statistical Area of Asheville, NC.
 For more information on this county's agricultural statistics, visit its [2012 Census of Agriculture profile](#)
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Building Stronger Local Food Systems

Establishment & participation in farmers markets
Op: More strategy in location/operation

Local markets other than Farmers Market
Op: Development food hubs
Market different or

Food preservation
Op: Canning Local
Op: Pickling

Participants
Beginning Farmer Training

Agri-tourism opportunities
Expertise
recognition of farm





Demand





The Appalachian Grown logo identifies products from family farms in the Southern Appalachians.

appalachiangrown.org



William Shelton of Shelton Farms

in Jackson County grows lettuce, tomatoes, strawberries, summer squash, beans, tomatoes, corn for Harold's



LOCAL FOOD GUIDE

Tailgate Markets, CSAs, Restaurants, U-Pick Farms, & More in the Southern Appalachians



- Home
- Get in the Guide
- Advertise
- Why Buy Local?
- Trip Planner
- Wholesale
- Forest Products
- Log in

Welcome to ASAP's online *Local Food Guide* for Western North Carolina and the Southern Appalachians. Get connected with fresh local food, the farmers who grow it, and the markets, grocers, and restaurants committed to using locally grown products. Visit asapconnections.org to [view our print version of the guide online](#) or to [find pickup locations for a copy](#).

ABOUT ASAP

FOOD AND FARM EVENT CALENDAR

ASAP's Appalachian Grown certification and branding program can help your family farm.

LEARN MORE

Find Local Food Near You

By Product

By Name or Keyword

By County

- Search
- Search
- Search

Browse Categories

- Tailgate Markets
- Restaurants & Bakeries
- Grocers



Bro

- All Far
- CSAs w
- U-Pick
- Farms to V
- Roadside St
- Wineries
- Farm Lodging



**Sally Eason
Sunburst Trout
Haywood County, NC**



To meet more local farmers visit www.AppalachianGrown.org

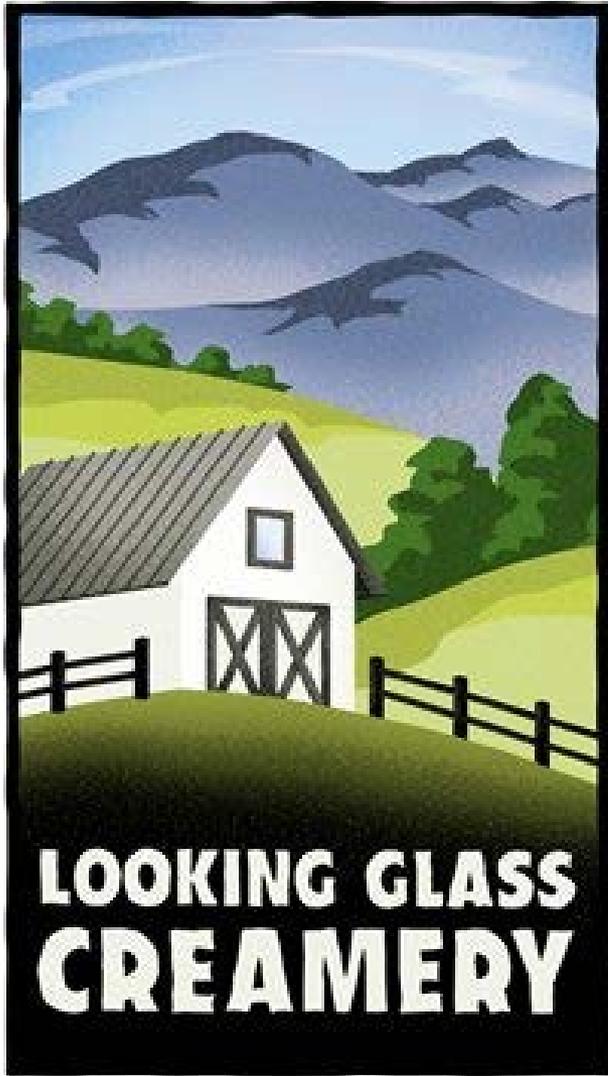


Who Grows Your Food?



Capacity







Connections



IN A FOODTOPIAN SOCIETY,
WE BELIEVE THIS GOAT
HAS A HIGHER PURPOSE.



Welcome to the world's only Foodtopian Society: Asheville, N.C. It's a place where even the humblest creatures can help make a better world. Like Pattie here. Lovingly raised on all-natural blackberry and wild lettuce, she creates an organic chive cheese that's featured at several of Asheville's farmers markets, gourmet shops and independent restaurants. The result is a vibrant local food scene and countless conversations about whether this is where dairy meets the divine.

Get a taste of transcendence at FoodtopianSociety.com

ASHEVILLE
any way you like it.







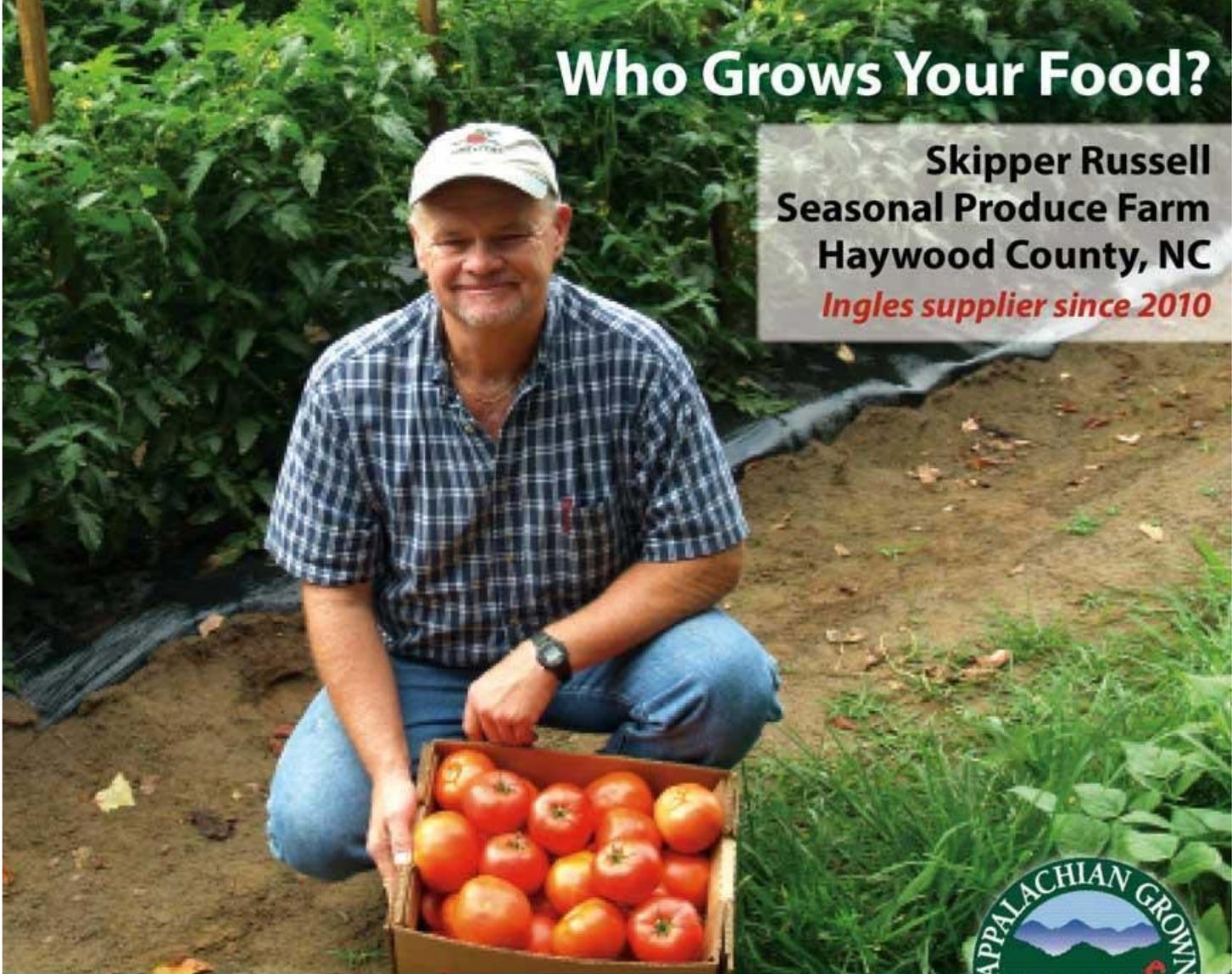
Smiling Hara Tempeh
Asheville, NC





Who Grows Your Food?

Skipper Russell
Seasonal Produce Farm
Haywood County, NC
Ingles supplier since 2010



Skipper Russell grows mixed produce at his family farm in Bethel, the scenic, historic farming community in Haywood County. He also operates a corn maze from September through October. Look for Skipper's cucumbers, lettuce, peppers, and more.

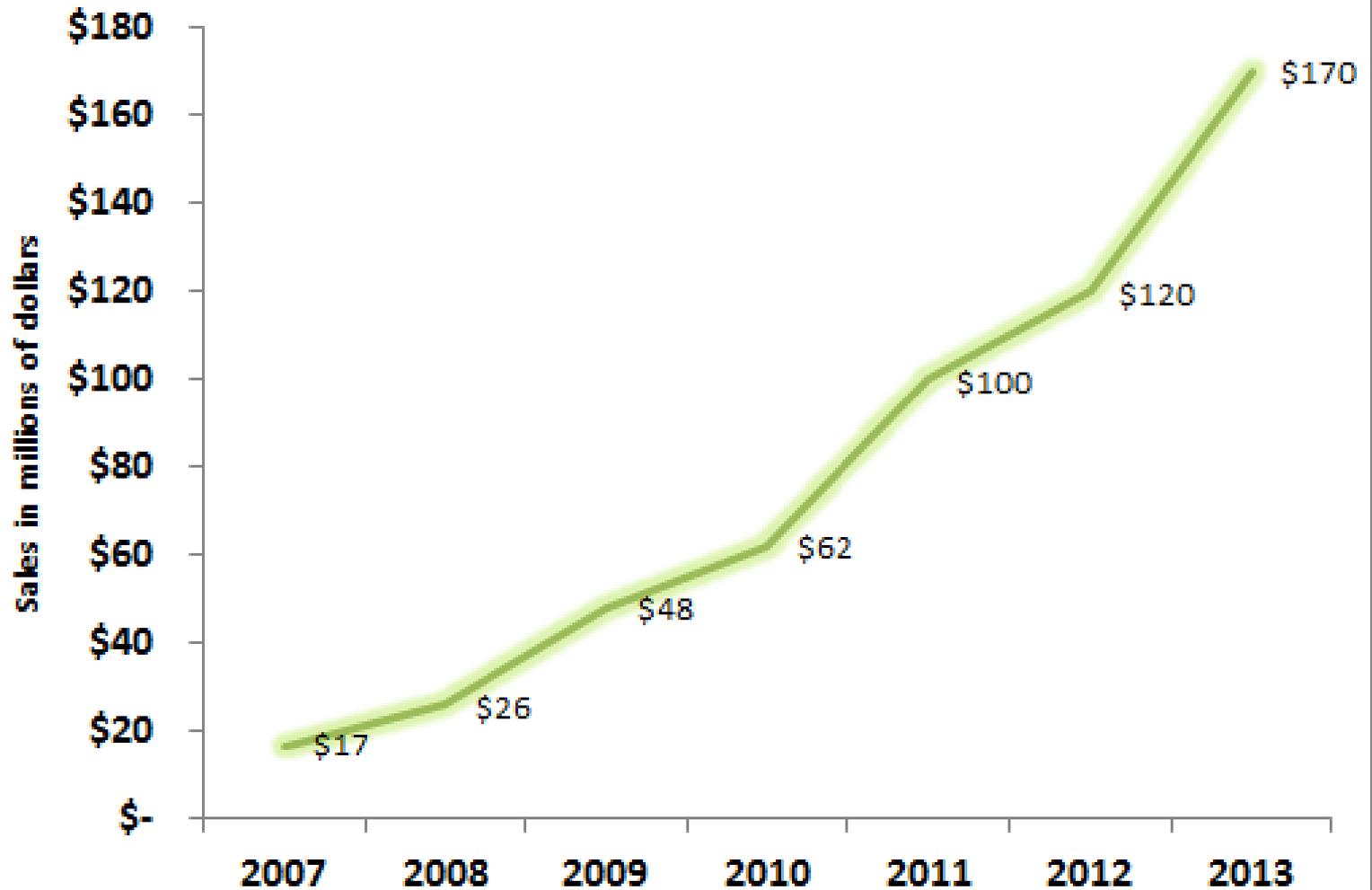


Is it Working?



	WESTERN NORTH CAROLINA	THE REST OF NORTH CAROLINA	UNITED STATES
Direct sales to consumers	\$8,311,000	\$23,515,000	\$1,309,287,000
Direct sales per capita	\$7.45	\$2.72	\$4.17
Direct sales: percentage change 2007 to 2012	+69%	-3%	+8%
CSA farms 2012	148	431	12,617
Population/CSA farm 2012	7,533	20,031	24,880
Farms marketing products directly to retail outlets	678	2,201	49,043
Percentage of all farms marketing directly to retail	6.21%	4.38%	2.33%
Population/Farms selling direct to retail	1,644	4,429	6,401

Local Food Sales in WNC







Charlie Jackson

charlie@asapconnections.org



Register now!
2014 Farm to School Conference
November 1, 2014
Asheville, NC



ASAP's 2014 Farm to School Conference
November 1, 2014
University of North Carolina Asheville
Sherrill Center

\$55, includes breakfast, lunch, and resource notebook. Individuals in the Appalachian Grown region receive a discounted rate of \$45.

<http://growing-minds.org/>