




Cultivating Economic Growth: Local Food Systems Development

Charlie Jackson
Executive Director, ASAP





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



February 22, 2014 | Warren Wilson College

Slide 1

- 8 Some of these slides come from the Rural forum presentation and may be redundant to slides you have near the end. The end can just be the census so choose the newer slide if it is better.

Charlie Jackson,

Growing Minds



farm to school
an asap program



3x5 recipe cards



12 month poster



bookmark



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

WHAT'S hot
2014 Culinary Forecast
Top 5 TRENDS
1. Locally sourced meats and seafood
2. Locally grown produce
3. Environmental sustainability
4. Healthful kids' meals
5. Gluten-free cuisine

Slide 7

1 Put in notes the amount of NC farm land lost in the last census and the decline in number of farmers
Charlie Jackson,

1 +charlie@asapconnections.org I've added the loss from 2002 to 2012, but did you want further back than that?

If so, it's a 24% loss in farms from 1982 (-21% in farmland)
Katie Descieux,

Locally grown food feeding WNC economy

Appalachian burgeoning local food movement is now well on its way throughout the Appalachian region. After that, who knows?

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

And why not? At least 100 local food markets exist in the region. There are 77 farmers' markets, 77 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 jobs along the supply chain of getting food on the table," said Mary Lou Burg of the Blue Ridge Food Ventures, which helps entrepreneurs bring food products such as jams, jellies and more to market.

"They are doing a good example. They are enough local growers of meat and enough local customers willing to buy it, so they decided to open a local butcher business, enable 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 Green and produce in Biggie Markets and other grocers. Appalachian Green sales totaled \$62 million in 2013, 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 farmers, grocers, restaurants, caterers and bakers, farms, stores and markets to visit. B2B and Farm Ventures, apple farms, to pick farms, CSAs, and distributors in the Southern Appalachians.

It is available at more than 800 area locations or at the ASAP office, 200 W. Hawwood St., Asheville. It can be emailed to info@asapwnc.org.



HOME EVENTS REVIEWS NEWS RECIPES LOGGING ABOUT

Local Food Sales Surge in WNC

May 17, 2014

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 Survey Report

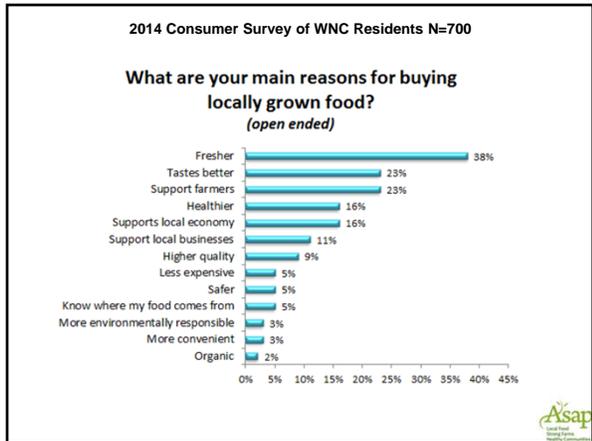
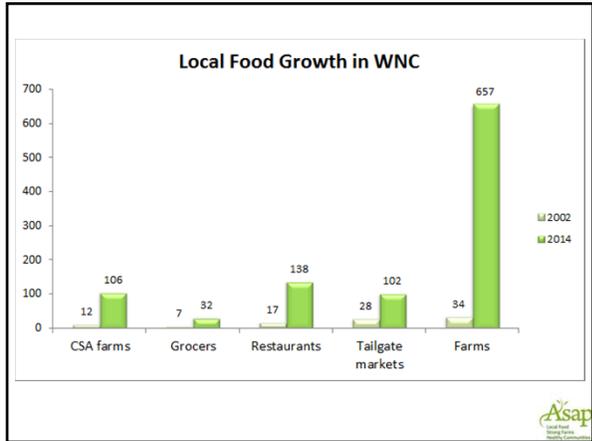
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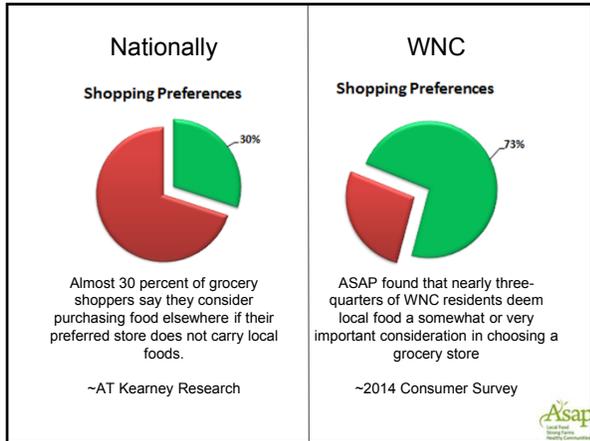
Local food sales boom

Farmers benefit from the growing support of mountain consumers

Local Food Survey Report

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Slide 18

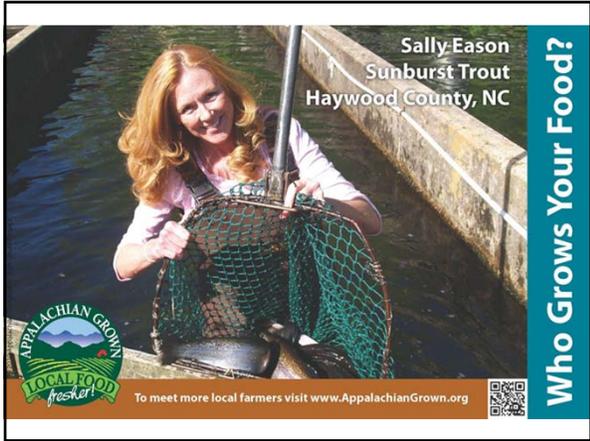
- 6 I don't think I want the bullets on this slide. Give me a single image of some assessments of the image map for snapshots
Charlie Jackson,

Slide 20

- 2 Ask GM for a different picture. These kids don't look very excited about tasting what they are offered.
Charlie Jackson,
- 4 Do we have good pics of kids taste testing or eating to use here?
Charlie Jackson,

Slide 21

- 5 No words. Another picture.
Charlie Jackson,

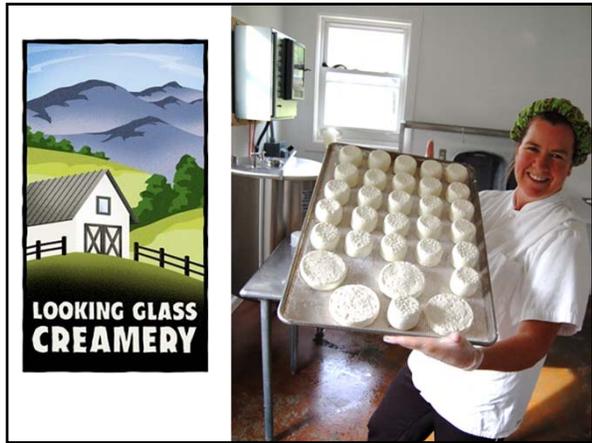




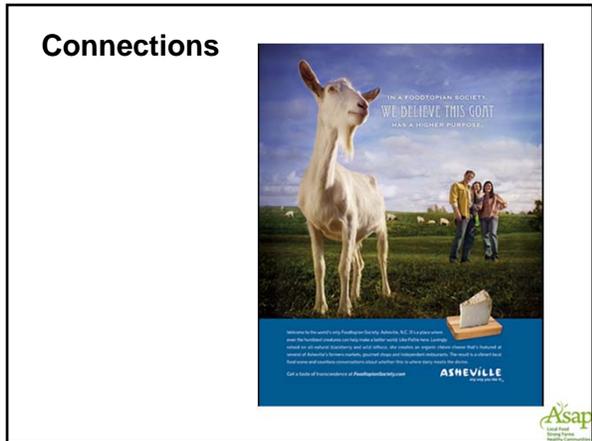


Slide 25

- 3 In the notes give me a list of the categories of meat, cheese, etc and the increase from 2002.
Charlie Jackson,



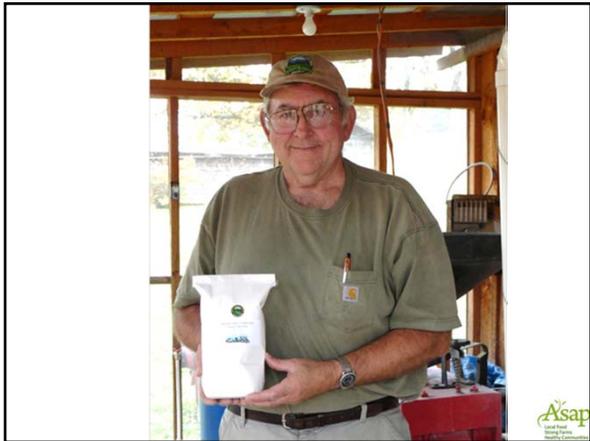




Slide 30

- 7 Let's do the Peaceful Valley Farm story that I did for ARC and Pembroke here. I think both of those are in ppt only
Charlie Jackson,

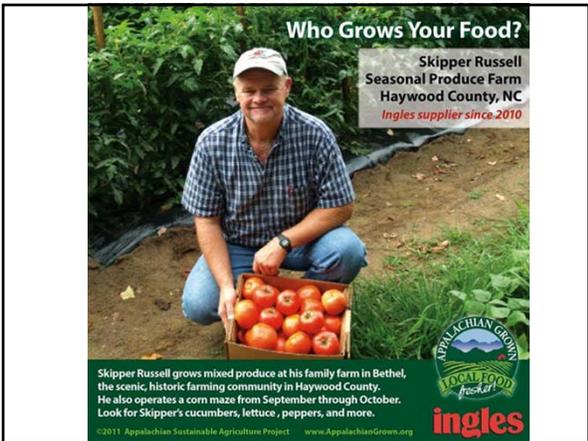




Smiling Hara Tempeh
Asheville, NC



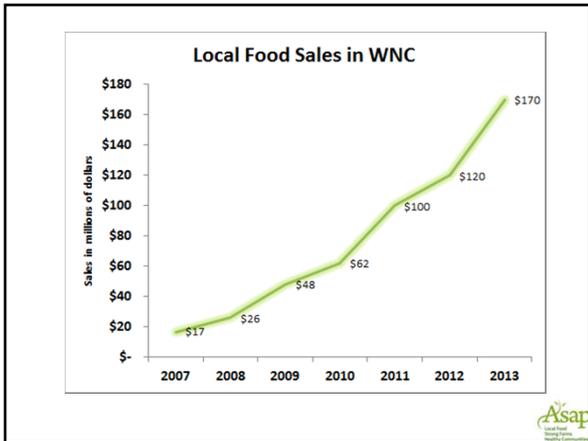




Is it Working?



	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





 A flyer for the ASAP Farm to School Conference. The background is a photograph of a farm with a rainbow arching over a field. The ASAP logo is in the top right corner. The text on the flyer includes:

ASAP
Local Food
Strong Farms
Healthy Communities

Charlie Jackson
charlie@asapconnections.org

Register Now!
ASAP's 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
Sherill Center

\$49 includes breakfast, lunch, and resource notebook. Individuals in the Appalachian Green region receive a discounted rate of \$49.

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