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FOR IMMEDIATE RELEASE:

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Get Local With ASAP: November is *the* Time for Winter Squash

ASHEVILLE, NC (November 4, 2010)—Area farmers are serious about their squashes. Of the dozens of varieties of winter squash out there, they grow them all—from A (Acorn) to Z (Zenith; a type of Butternut)—and offer them up at tailgate markets, groceries, and roadside stands into December.

What better time to highlight the winter squash than November, when the crop is abundant and sure to end up as a soup, casserole, or pie on the Thanksgiving table? Therefore, Appalachian Sustainable Agriculture Project (ASAP) has selected winter squash as the local food of the month in their Get Local initiative. A year-round component of ASAP's Local Food Campaign, Get Local brings together farmers, restaurateurs, chefs, and community members from around the region in celebration of a featured local food.

Area schools are also now a part of ASAP's Get Local, and cafeterias, like restaurants, highlight a specific local food each month. This November, cafeteria menus feature locally grown potatoes.

For a list of Get Local restaurants cooking with winter squash this month, as well as more information about the initiative and a school cafeteria schedule, visit the Get Local page of asapconnections.org. Search for farm stands, groceries, and tailgate markets in ASAP's *Local Food Guide*, online at buyappalachian.org. If you're a chef or restaurant interested in participating, contact Marketing Coordinator Lee Seabrook at lee@asapconnections.org.

[High resolution photos of many winter squash varieties are available upon request. To connect with area growers for future stories, or for related article ideas and information, contact Communications Coordinator Maggie Cramer at maggie@asapconnections.org.]

ABOUT APPALACHIAN SUSTAINABLE AGRICULTURE PROJECT (ASAP)

ASAP's mission is to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food.

Over the last decade, ASAP has spearheaded a Local Food Campaign to support people throughout the Southern Appalachian region in making those connections. The regional

campaign serves as a national model and provides consumers with the *Local Food Guide*, a free print and online directory of the area's family farms, farmers tailgate markets, and businesses that use local agricultural products. The campaign's influence has helped local food sales in Western North Carolina triple in the last three years alone.

ASAP also clearly identifies and defines "local" through their Appalachian Grown™ certification program, organizes the Asheville City Market, and coordinates the Mountain Tailgate Market Association. To learn more about ASAP's work in the region, visit asapconnections.org, or call 828-236-1282. Search their online Local Food Guide at buyappalachian.org.

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