

Appalachian Sustainable Agriculture Project
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FOR IMMEDIATE RELEASE:

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Get Local With ASAP: September is All About Apples

ASHEVILLE, NC (September 13, 2011)—The North Carolina Apple Festival may have come and gone, but apple season is still very much here. In fact, September is the height of the local apple harvest, which is why the fall varieties—from Mutsus to Cameos and Jonagolds to Romes—get the spotlight this month in ASAP’s Get Local campaign.

Perhaps nowhere are local apples more prevalent than eateries in Henderson County, North Carolina’s apple country. The county grows 65 percent of the state’s apple crop, and chefs certainly embrace that fact, using them in both sweet and savory preparations.

“For lunch, we offer a curried chicken salad with local julienne apples and spinach, and we also have a classic Waldorf chicken salad sandwich with loads of diced local apples in it,” dishes Sous Chef Matthew Lineback of Season’s at Highland Lake Inn in Flat Rock. They don’t stop there. For dinner, they pair their pork chops with local apple compote and local cider gastrique.

At Flat Rock Village Bakery, local apples appear in danishes and pies. At Square One Bistro on Main Street in Hendersonville, local apple juice sweetens up the restaurant’s specialty martinis. For a complete list of participating restaurants in WNC, visit the Get Local page of asapconnections.org.

Also look for sweet apple treats at area farmers tailgate markets. Pies in Disguise, who sell their goodies at Asheville City Market as well as through several local businesses, plans to make Classic Apple, Caramel Apple Crunch, and Dutch Apple pies this month. They also plan to try a new peanut butter and apple combination, possibly using local company Jack’s Nut Butter.

Looking to pick your own apples? Farmers share that varieties are ripening two to three weeks early this year, and that it’s always a good idea to call ahead of your visit to see what’s available. Find a list of u-pick orchards, along with other farms, markets, and businesses offering local apples this season, in ASAP’s *Local Food Guide* online at buyappalachian.org. *[High resolution photos available; contact 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. To learn more about ASAP’s work, visit asapconnections.org, or call (828) 236-1282.

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