

**Appalachian Sustainable Agriculture Project**  
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[www.asapconnections.org](http://www.asapconnections.org)

**FOR IMMEDIATE RELEASE:**

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**Get Local With ASAP During the Berry Month of May**

**ASHEVILLE, NC (May 3, 2011)**—If berries make you merry, then May is your month. That's because it's the time to get your fingers on fresh, juicy, just-ripe local strawberries. They get the nod now in ASAP's Get Local initiative, which brings together farmers, chefs, and community members each month in celebration of a featured local food.

Find local strawberries in their sweet simplicity at area groceries like Ingles, Earth Fare, Greenlife, and local co-ops, as well as direct from the farmer at neighborhood tailgate markets. While shopping tailgates, also be on the lookout for vendors with strawberry baked goods and treats—from strawberry rhubarb pie and popsicles to tarts, cupcakes, and lots more.

Get Local restaurants aim to keep their customers berry happy this month. Nate Allen, chef and owner of Knife and Fork in Spruce Pine, plans to use local strawberries throughout all sections of his menu. To showcase their savory style, he'll toss them in a spinach salad with lamb-bacon and ricotta cheese. Honoring their sweet side, he'll whip up batches of biscuit strawberry shortcakes. Red Stag Grill in Asheville promises to pair their local berries with champagne for dessert, a light, sweet champagne sabayon to be exact. For a complete list of participating restaurants, visit the Get Local page of [asapconnections.org](http://asapconnections.org). There, you'll also find the 2011 calendar of featured foods and a Get Local school calendar; participating schools are also serving local strawberries throughout May.

Browse the nearly 300 farms and businesses offering local strawberries, along with the almost 30 farms that allow you to visit and pick yourselves, in ASAP's *Local Food Guide* online at [buyappalachian.org](http://buyappalachian.org). Or, pick up a copy of the 2011 print *Local Food Guide*, which begins hitting stands around the region this month.

*[High resolution photos available. To connect with local producers in your community for stories, contact Communications Coordinator Maggie Cramer at [maggie@asapconnections.org](mailto: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 in the region, visit [asapconnections.org](http://asapconnections.org), or call (828) 236-1282. Search their online Local Food Guide at [buyappalachian.org](http://buyappalachian.org).

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