

Appalachian Sustainable Agriculture Project
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FOR IMMEDIATE RELEASE:

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Get Local With ASAP: December's Focus is Farm Raised Meat

ASHEVILLE, NC (December 2, 2010)—Turkeys have gotten all the attention lately, haven't they? While area farmers do raise the birds, they also raise bison, chickens, cows, goats, lambs, pigs, and rabbits. In honor of the variety, Appalachian Sustainable Agriculture Project (ASAP) is shining the spotlight on farm raised meats this December in their Get Local initiative.

A year-round component of ASAP's Local Food Campaign, Get Local brings together farmers, chefs, and community members in celebration of a featured food available at tailgate markets, groceries, and restaurants during the month. Area tailgates close just before Christmas, making December the perfect time to stock up. But, don't worry; although local meats are getting special attention now, you can find them for sale and on restaurant menus throughout the winter.

Find lamb from East Fork Farm featured at Posana Cafe in Asheville, goat at Asheville's Simma Down; and local beef, bison, and pork (from Apple Brandy Beef, Carolina Bison, and Hickory Nut Gap) at Square One Bistro in Hendersonville. The list of restaurants doesn't end there. You can also enjoy local meat from a hot dog cart, Local Buggy, Saturdays at Asheville City Market this month (keep your eyes peeled for the cart at the East Asheville Home Depot, too).

For a complete list of Get Local restaurants, as well as more information about the initiative, visit the Get Local page of asapconnections.org. There, you can also download a Get Local school calendar; from December through March, participating schools will highlight local apples. 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 available upon request. To connect with local meat producers in your community for future stories, 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 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. 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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