

Appalachian Sustainable Agriculture Project
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FOR IMMEDIATE RELEASE

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Farm to Hospital Pilot Launched in WNC

ASHEVILLE, NC (February 19, 2009) – Hospitals have the potential not only to treat the sick and injured, but to serve as community role models for healthy choices. To help hospitals realize this potential, Appalachian Sustainable Agriculture Project (ASAP) is launching a Farm to Hospital pilot program. The program will enable hospitals to feature fresh local foods and offer food and farm related educational programming. Farm to Hospital aims to both improve public health and sustain local farms.

ASAP will offer services to hospital food service, administration, staff, patients, and the broader community. The program will include distributing Local Food Guides to hospitals and support in sourcing local products for cafeterias. ASAP will also consult on educational programs such as cooking classes and field trips, wellness programs, and marketing and promotions.

“People look to hospitals for guidance in regards to health, so I’m excited to assist hospitals in setting a healthy example for food choices too,” Program Director Emily Jackson says. “Western North Carolina has such outstanding agricultural resources. It makes sense that hospitals would capitalize on them and encourage people to eat the freshest, local food.”

Farm to Hospital builds on the achievements of ASAP’s Growing Minds Farm to School program, which has successfully worked with many schools to help them serve local foods in their cafeterias and offer positive experiences associated with healthy eating.

Farm to Hospital services are offered to hospitals across Western North Carolina, as time and resources allow. Hospitals interested should contact Program Coordinator Molly Nicholie at molly@asapconnections.org or (828)236-1282.

Support for this project comes in part from the Golden LEAF Foundation.

ABOUT THE APPALACHIAN SUSTAINABLE AGRICULTURE PROJECT

ASAP is helping to rebuild the local economy, preserve rural land and heritage, encourage sustainable agricultural practices, and increase access to fresher, healthier foods. We work to keep

farmers farming and to reconnect people with their food. We involve businesses, shoppers, chefs, children, seniors, healthcare providers, teachers, and all community members in the local food movement.

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