

Appalachian Sustainable Agriculture Project
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FOR IMMEDIATE RELEASE:

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Get Local With ASAP: February is All About Trout

ASHEVILLE, NC (February 1, 2011)—It's only fitting that Appalachian Sustainable Agriculture Project (ASAP) would honor local trout for the entire month of February in their Get Local campaign—a year-round initiative that brings together farmers, chefs, and community members in celebration of a featured local food. After all, trout are a big deal in the neighborhood. North Carolina is the second largest trout producer in the United States, with almost all production happening right here in Western North Carolina.

Local chefs and restaurateurs know how lucky they are and include trout from area producers on their menus year-round. But this month, Get Local restaurants will pay the area favorite extra attention. The Red Stag Grill in Biltmore Village will feature a special trout tasting menu, the Market Place in downtown Asheville will offer up trout-focused entrees as well as house-made charcuterie items, like smoked trout rillettes; and it doesn't end there. For a complete list of participating restaurants, visit www.asapconnections.org/getlocal.html.

Got cooking chops yourself? Local trout and trout products are widely available this month at area grocery stores as well as many specialty shops. You can also buy direct from the farm. One farm with an onsite store, Sunburst Trout Company, is hosting a recipe contest this month in conjunction with the Get Local celebration. Winners will receive a jar of their trout caviar. Entries should be emailed before February 15 to recipes@sunbrustrout.com.

Browse the nearly 100 farms and businesses offering up local trout in ASAP's *Local Food Guide*, online at buyappalachian.org. Find the 2011 calendar of featured foods and more information about the initiative on the Get Local page of asapconnections.org. There, you can also download a Get Local school calendar; until March, participating schools are highlighting local apples.

[High resolution photos available. To connect with local producers in your community for 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. 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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