

**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: October Means Greens**

Come October, some locally grown vegetables disappear from farmers markets and grocery store shelves. Not greens! From beet greens to chard and collards to kale, many types are available now and promise freshness and color into the winter.

In honor of the abundance, Appalachian Sustainable Agriculture Project (ASAP) is featuring greens for the month of October in their Get Local initiative. A year-round component of ASAP's Local Food Campaign, Get Local brings together farmers, restaurateurs, chefs, and community members from around the region in celebration of a featured local food. Because each local item is widely available during the month, participating restaurants and eateries can easily find and use the ingredient to create unique seasonal dishes. And, everyone can try out recipes of their own at home.

Find a list of participating restaurants, as well as more information about the initiative, on the Get Local page of [asapconnections.org](http://asapconnections.org). Search for roadside farm stands, groceries, and tailgate markets with a sea of greens to offer in ASAP's *Local Food Guide*, online at [buyappalachian.org](http://buyappalachian.org). If you're a chef or restaurant interested in participating, contact Marketing Coordinator Lee Seabrook at [lee@asapconnections.org](mailto:lee@asapconnections.org).

*[High resolution photos of a variety of greens are available upon request. To connect with area growers for future stories, or for related article ideas and information, 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.

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 serves as a national model and 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. The campaign's influence has helped local food sales in Western North Carolina triple in the last three years alone.

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](http://asapconnections.org), or call 828-236-1282. Search their online Local Food Guide at [buyappalachian.org](http://buyappalachian.org).

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