

Appalachian Sustainable Agriculture Project
306 West Haywood Street
Asheville, NC 28801
(828) 236-1282
www.asapconnections.org

FOR IMMEDIATE RELEASE:

MEDIA CONTACTS: Maggie Cramer (828) 236-1282, maggie@asapconnections.org and Lee Seabrook (828) 236-1282, lee@asapconnections.org.

Get Local With ASAP: September is All About Apples

ASHEVILLE, NC (September 1, 2010)—Local apples are here. In fact, early varieties were ready for picking almost two weeks ahead of schedule this season, according to area growers. Apple season in Western North Carolina runs through the end of fall.

To help kick off their arrival, Appalachian Sustainable Agriculture Project (ASAP) is featuring apples for the month of September in their Get Local program. A year-round component of ASAP's Local Food Campaign, Get Local brings together restaurants and chefs from around the region to highlight a single local ingredient. Participating restaurants and eateries use the ingredient to create their own unique dishes that reflect the seasonal harvest.

The featured local foods are chosen because of their abundance at farmers tailgate markets, groceries, and roadside farm stands during the month. Each month's chosen item can serve as a starting point and beyond for everyone, not just chefs, on a journey to reconnect with their food.

Find u-pick apple orchards and roadside stands, groceries, and tailgates with lots of apples to offer in ASAP's *Local Food Guide*, online at buyappalachian.org. (A trip to Henderson County would be fruitful; the county grows approximately 65% of the state's apple crop.) For more information about ASAP's Get Local program, including a calendar of events around the month's ingredient and a 2010/2011 program schedule, visit asapconnections.org. If you're a chef or restaurant interested in participating, contact Marketing Coordinator Lee Seabrook at lee@asapconnections.org.

[High resolution photos of local apples 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.]

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™ branding and labeling 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.

###