

Appalachian Sustainable Agriculture Project
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FOR IMMEDIATE RELEASE:

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Get Local With ASAP: Tomatoes Take Over This Month

ASHEVILLE, NC (August 11, 2011)—Whether you like them in sauce, salsa, or straight up, area restaurants aim to satisfy your tomato cravings by featuring fresh local ‘maters on their menus now. ASAP’s Get Local campaign turns the spotlight on one local product each month when at its peak in the harvest, and August is *the* time for tomatoes in WNC.

In fact, just as the calendar left July, Asheville Get Local restaurants started sharing their local shipments and specials through social media. On August 3, Early Girl Eatery wrote via Facebook: “Local produce at Early Girl this week: tomatoes, green beans, sprouts, yellow squash, zucchini, eggplant, collards, green peppers, cucumbers, and blueberries. Thank you WNC farmers!” On August 5, West End Bakery posted: “We made roasted tomato soup and roasted tomato pesto sandwiches! Come by and get some (very) locally grown soups and sandwiches!”

HomeGrown shares that all of the tomatoes on their menu this time of year come from local farms, including Wool Branch Farm and Whispersholler Farms; find them featured as salsas in dishes like their Smoked Tempeh Burrito. At Neo Cantina, look for tomatoes dressed with cilantro lime vinaigrette. The Morning Glory Cafe in Black Mountain will whip up tomato gazpacho this month.

Growing you own? To celebrate the abundance, the Market Place has joined with ASAP to host a Homegrown Tomato Contest, August 25 from 3 until 5 pm. Local gardeners are invited to bring their tastiest, most exquisite tomatoes for the chance to win local food and gardening prizes. Home growers are also invited to bring an “ugly” tomato for a separate Ugly Tomato Contest. During judging, contestants can enjoy tomato appetizers and drinks prepared by Market Place chef William Dissen and get gardening advice and resources from fellow gardeners and area experts. An \$8 entry fee benefits local farms and ASAP. Contest is limited to the first 30 entrants. To reserve a space, contact the Market Place at (828) 252-4162 or contact@marketplace-restaurant.com.

For more information about the contest, as well as a list of Get Local restaurants, visit asapconnections.org. [*High resolution photos available; contact 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, visit asapconnections.org, or call (828) 236-1282. Browse more than 400 farms and businesses offering local ‘maters this month in ASAP’s *Local Food Guide*, online at buyappalachian.org.

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