



729 Haywood Rd., #3
Asheville, NC 28806
(828) 236-1282
asapconnections.org • AppalachianGrown.org
growing-minds.org

Funding Support:



Appalachian Grown™ Matching Funds Available

Appalachian Sustainable Agriculture Project (ASAP), through support from the North Carolina Trust Fund Commission, has funds available for farmers, farmer groups, and farmers tailgate markets to use in the promotion of locally-grown food products. Examples include:

- graphic design of logos, advertising, or packaging
- printing of packaging or on-product labeling such as PLU stickers
- farm or market signage (there is \$250 match limit for all signage)
- point-of-sale signage identifying locally-grown foods in retail stores
- print or other advertising (not for items to be re-sold such as t-shirts, bags, hats, etc.);
- rack card, flyer, or other printing
- other expenses related to promotion of locally-grown foods

Who can apply for matching funds?

- 1) Applicants must be Appalachian Grown certified and funds must be used to promote Appalachian Grown certified food products. Printed matter, advertisements, signs, and packaging will include the Appalachian Grown logo when feasible.
- 2) The promotion must reach the public and support farmers within one or more of these Appalachian Grown Counties in North Carolina: Alleghany, Ashe, Avery, Buncombe, Burke, Caldwell, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, McDowell, Macon, Madison, Mitchell, Polk, Rutherford, Swain, Transylvania, Watauga, Wilkes, and Yancey.
- 3) Funds are available for a) farmers, b) farmers tailgate markets, and c) farmer groups such as producer marketing and sales associations. Farmers tailgate markets and farmer groups must contain at least one current or former tobacco grower to qualify to use funds.
- 4) Funds must be used to promote North Carolina Appalachian Grown certified food and not other farm products.

How much money is available? Maximums for the funding period (June 15, 2009-June 30, 2010) are \$2000 for a farmers tailgate market, \$1500 for an individual farm, and \$5000 for a farmer group. We welcome small requests. We encourage 2009 applicants to look ahead and apply with a marketing plan that spans both growing seasons.

How does the match work? This cost share is a one-to-one match; the farmer, group, or market must spend an amount equal to (or more than) the request on the same expenses. For current and former tobacco growers, funds requested can be 75% or less of the total costs. For all other farmers, as well as farmer groups and farmers tailgate markets, funds requested can be half or less of total cost.

The cost share application must be submitted to the ASAP office and approved by staff. ASAP may request additional information about your application such as bids from three different vendors of the materials or services for which you are seeking the cost share. Then, an invoice for approved expense must be sent to ASAP. ASAP will mail payment for the invoice within fifteen business days.

ASAP should be invoiced for the approved cost of the marketing expense. Funds will be paid directly to the vendor (media such as newspaper or radio station, sign company, printer, etc.), not to the farmer, market, or group. If this is not possible, contact our office to discuss special arrangements.

The cost share recipient will provide ASAP with a copy of any published or printed promotions created using cost share funds. If signs are made or printed, the cost share recipient will send ASAP a photo of the signage in use.

Appalachian Grown Cost Share Application

ASAP (Appalachian Sustainable Agriculture Project) can provide funding for Appalachian Grown certified North Carolina farmers, farmer groups, and farmers tailgate markets to create promotional materials using the Appalachian Grown logo. Please read the attached page before sending us this request to insure that you understand how the program works. You will be contacted in 2-3 weeks about your application.

Farm/Market/Group Name: _____

Name and title of person signing: _____

Phone: _____ Fax: _____ Email: _____

Address: _____ Town: _____ State: ____ Zip: _____

Farmers: Have you ever grown tobacco? yes no if yes, from _____ (year) to _____ (year)

Note: For this program, individual farm applicants do not have to be current or former tobacco growers. However, tobacco growers qualify for a 75% match instead of a 50% match.

Farmer groups and markets: I verify that at least one member of my group or market is a current or former tobacco grower. Note: If your group does not include a tobacco grower, call us to discuss other ways we can work together.

All applicants: I agree to reply to a follow-up survey that I may receive from ASAP later on, and understand that if I do not reply, it may disqualify me from future funding opportunities.

For farmer groups and markets: My group or market has _____ (number) members/participants.

All applicants: My farm, group, or market is Appalachian Grown certified.

Note: If your farm, farmer group, or market is not currently Appalachian Grown certified, contact Megan Ray (828) 236-1282 or megan@asapconnections.org to become certified. This is a requirement to receive funds.

For what specific costs are you requesting matching funds? Use an additional page if necessary. Costs can be estimated now and formally priced later. Please only include projected costs for the next 60 days. You may submit additional applications, up to the allowed amount, to cover future projects.

Item: _____ Cost: \$ _____ Expected Payment Date: _____

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Total Costs (add items): \$ _____ Funds Request: \$ _____

Note: For current and former tobacco growers, funds requested can be 75% or less of the total costs. For all other farmers, as well as farmer groups and farmers tailgate markets, funds requested can be half or less of total cost.

I have read the guidelines and requirements on the attached pages. I understand the process and verify that my request meets the requirements. I understand that my application must be approved before paying for any materials.

Signature: _____ Date: _____

RETURN TO: ASAP

729 Haywood Rd., #3, Asheville, NC 28806 (828) 236-1282 236-1280 (Fax)
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Appalachian Grown Cost Share Questionnaire

Briefly describe your farm, farmer group, or market and what you grow, how you sell it, and who is involved:

What goals do you have for your farm, farmer group, or market in the next year?

Describe your marketing/promotion strategy, and how the matching funds you are requesting will help your strategy succeed.

Are you listed in ASAP's *Local Food Guide*: yes no no, but I would like to be

Are you in the *Mixing Bowl: Farm to Business Trade Directory* yes no no, but I would like to be

Check any of the following that you think would help you more successfully use matching funds:

- I need to find a graphic designer to help me come up with an effective logo, packaging, signage, or ads.
- I would like help connecting my farms with local wholesale buyers such as grocers, schools, or hospitals.
- I would like help reaching direct markets such as through u-pick, a farm stand, or tailgate marketing.
- I would like farm business planning help such as making financial projections.
- Other: _____