

Appalachian Sustainable Agriculture Project
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FOR IMMEDIATE RELEASE

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**Free Farm Field Trip for Chefs:
ASAP Invites Food Service Professionals to Learn About Buying Local**

ASHEVILLE, NC (July 15, 2009) Chefs and foodservice professionals who want to buy local food are invited on a farm field trip. Appalachian Sustainable Agriculture Project (ASAP) is hosting the special event—free of charge—on Wednesday, July 22 at Jake’s Farm in Candler.

“Local food is in demand, and it’s so fresh and flavorful,” says Emily Jackson of ASAP, “We want chefs and food service professionals to know how to access the rich agricultural resources in our area.” Local farms can meet the needs of institutions including hospitals, schools, and colleges, and of chefs for all types of restaurants, from fine dining to informal.

Participants will be given a guided tour of the scenic, organic farm’s fields and greenhouses, learning about the diversity of food crops that flourish in Western North Carolina. They’ll see how food is grown, harvested, and packed. And they’ll be invited to taste tomatoes, peppers, and many of the other types of produce at peak during the height of summer. The tour will address common questions about supply, food safety, seasonality, etc.

A Q&A session with Missy Huger and Chris Sawyer, who own Jake’s Farm and have experience in selling to restaurants, will follow. ASAP staff will also discuss the resources for restaurants and institutions that the nonprofit organization provides, including help sourcing and marketing local food. A complimentary catered lunch from a local restaurant will be served.

Reservations are required and will be accepted on a first come, first served basis. To sign up, call 828-236-1282 and ask to speak to Kevin or email kevin@asapconnections.org. Participants should meet at 10:00am in the Earth Fare West parking lot. A van will transport them to the farm.

As a part of ASAP’s work to keep farmers farming and reconnect people with their food, the nonprofit publishes The Mixing Bowl, a farm to business trade publication; runs Farm to School and Farm to Hospital Programs; provides matching funds for marketing local foods; organizes events such as the Get Local restaurant promotion; and more. Visit www.asapconnections.org to get involved.

NC Agricultural Development and Farmland Preservation Trust Fund provided funding for this project.

ABOUT THE APPALACHIAN SUSTAINABLE AGRICULTURE PROJECT

ASAP is helping to rebuild the local economy, preserve rural land and heritage, encourage sustainable agricultural practices, and increase access to fresher, healthier foods. We work to keep farmers farming;

to reconnect people with their food. We involve businesses, shoppers, chefs, children, seniors, healthcare providers, teachers, and all community members in the local food movement.

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