

get LOCAL

A tasty celebration of food from local farms,
brought from farm to table by talented local chefs.

2009 Program Details

How to Participate

Chef and Foodservice

- Source the monthly ingredient locally, either direct from the farm or through a distributor. Call ASAP for help identifying sources.
- Request Get Local promotional materials such as table tents, check stuffers, and other materials that work for you.
- Plan menu items or specials, themed events, or other promotions that focus on the monthly ingredient. Contact ASAP so we can promote your event in our media and partner outreach, on our website, and to our listserve and e-news subscribers.
- Advertise your local purchasing. Request advertising cost share funds from ASAP.

Distributor

- Source the monthly ingredient locally, either direct from the farm or through another distributor. Call ASAP for help identifying sources.
- Request materials from ASAP to help you promote sales of the monthly ingredient to customers. ASAP can provide farmer profiles to include with cases of product, and other supporting information.
- Get your local suppliers Appalachian Grown certified, so they can qualify for cost share funds to support clear local labeling on the product before it even reaches your warehouse.

Farmer

- Let ASAP know that you have a supply of the monthly ingredient. We can help connect you with buyers, share labeling costs, and provide your foodservice customers with ways to promote your farm.

ASAP Contact Information

729 Haywood Rd., Asheville, NC 28806
peter@asapconnections.org
828-236-1282
www.AppalachianGrown.org



2009 Product Calendar



may strawberries



june summer squash



july beans



august tomatoes



september apples



october greens



november winter squash



december farm raised meats

winter-spring 2010

january – honey and sorghum
february – trout
march – eggs
april – farmstead cheese