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FOR IMMEDIATE RELEASE

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Appalachian Sustainable Agriculture Project presents
Farm Fresh Photography:
An Exhibit of Photos of Western North Carolina Farms by Naomi Johnson

ASHEVILLE, NC (July 2009) Appalachian Sustainable Agriculture Project (ASAP) presents “Farm Fresh Photography,” an exhibit of Naomi Johnson’s photos of Western North Carolina farms, farmers, and farmers markets at the café inside Greenlife Grocery. On Friday, July 31 at 7:00p.m., ASAP and Greenlife Grocery are hosting an opening reception for Johnson’s exhibit, featuring live music from Now You See Them, and free tastings of local food, wine, and beer.

Johnson, an Asheville-based documentary portrait photographer, does much of her work with nonprofits and “other inspiring endeavors.” Johnson says, “In recent years I’ve become more and more passionate about sustainability, which brought me into contact with ASAP, the nonprofit credited by many with sparking and sustaining the vibrant local food scene in Western North Carolina. “

The “Farm Fresh Photography” exhibition comes out of a series of visits to farms and farmers markets Johnson made while working with ASAP. The nonprofit uses photos to market local farmers’ products, and makes the images available to media. “I found that each farm was unique, yet all showed a mixture of dedication, expertise, and sincerity I found remarkable,” says Johnson. “I thank them all for opening their doors to me.”

“Naomi’s photos put a face with your food in the most affecting way,” says Rose McLarney of ASAP. Nicole White, Marketing Assistant for Greenlife Grocery, comments, “We are honored to host an exhibit depicting our rich agricultural community because Greenlife strives to support as many local farmers and producers as possible.”

The exhibit will run from June 31 through the end of August. Find directions and hours at www.greenlifegrocery.com. See Johnson’s photos at <http://www.naomijohnsonphotography.com>. Find information about the farmers in the exhibit, including where to buy their products in the online Local Food Guide at www.buyappalachian.org.

Now You See Them is a self described “super fun acoustic indie/folk” band. *The Mountain Xpress* calls them “Folk Sensations!” Find more information about the band at <http://www.myspace.com/nowyouseethem>.

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 and 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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