

**Appalachian Sustainable Agriculture Project  
729 Haywood Rd., #3  
Asheville, NC 28806  
(828) 236-1282**

[www.asapconnections.org](http://www.asapconnections.org)

**FOR IMMEDIATE RELEASE**

**MEDIA CONTACTS:** Peter Marks (828) 236-1282 [peter@asapconnections.org](mailto:peter@asapconnections.org) or  
Rose McLarney (828) 236-1282, [rose@asapconnections.org](mailto:rose@asapconnections.org)

## **GET LOCAL farm to chef promotion for 2008**

Asheville Independent Restaurant Association, Appalachian Sustainable Agriculture Project (ASAP), and Asheville Convention and Visitors Bureau (CVB) are working together to promote GET LOCAL, a seasonal celebration of creatively-prepared foods from local farms. This program will run monthly through October (and likely pick up again in 2009). It will feature a locally-grown product currently in season each month, highlighted on the menus and tables of great independent restaurants, and at farmers' tailgate market events such as chef cooking demonstrations.

Our goals for this promotion are 1) to support the survival of family farms in the region, 2) to bolster our reputation as a top-notch farm-to-table city, 3) to further establish the essential role of independent restaurants in our community, and sustain those restaurants during the current economic downturn, and 4) to fulfill the promise of the Asheville CVB's *Foodtopia* campaign, which is working hard to bring "culinary tourists" to the Asheville area, and has a strong farm-to-table element.

This is the schedule of featured products:

- July – Berries
- August – Tomatoes
- September – Apples
- October – Greens

For July, many restaurants are already actively purchasing berries from local farms and featuring them on their seasonal menus, including but not limited to:

The Lobster Trap – Asheville  
Luella's Bar-B-Que – South Asheville  
Square One Bistro – Hendersonville  
The Market Place – Asheville  
West End Bakery – Asheville

Join in this community-wide theme. Take part in your kitchen as well. To start with, here is a berry recipe from The Lobster Trap's chef, Tres Hundertmark:

### Sunburst Trout with Local Berry Butter Sauce

4 Sunburst Trout farm fillets

salt & pepper  
flour for dusting  
1/2 cup oil

1 cup local raspberries or blackberries  
1 sprig thyme  
3 T Shallots, chopped  
1 cup white wine  
1/2 lb. butter, soft

In a large sauté pan heat oil. Season the fillets with salt and pepper, dredge in flour and pan fry in the oil. Heat shallots, berries, wine and thyme in a separate sauce pan, until almost dry. Remove the pan from the heat and whisk in the butter a bit at a time. It should be smooth and creamy not separated. Plate fish and pour sauce evenly over the fish.

Serves 4