

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

FOR IMMEDIATE RELEASE

MEDIA CONTACTS: Peter Marks (828) 236-1282, peter@asapconnections.org;
Rose McLarney (828) 236-1282, rose@asapconnections.org.

2008 Local Food Guide features 240 Mountain Farms

Online Guide Relaunched; WNC a National Leader in Local Food Activity

ASHEVILLE, NC (May 28, 2008) – The 2008 Local Food Guide is now available throughout Western North Carolina. In its seventh year of publication, the Guide is one of the largest and most comprehensive of its kind published anywhere in the United States. Appalachian Sustainable Agriculture Project (ASAP), the Asheville-based non-profit organization that produces the Guide, has been asked to advise dozens of groups throughout the country who are attempting similar projects.

"As a consumer, the Local Food Guide allows me to quickly find sources for local food and that helps me to fulfill my commitment to eating from our local region. Every year I look forward to seeing new additions to the guide," says Jeanie Martin. "As the chair of ASAP's Board of Directors, I know the Guide works because farmers tell me how many people drive up to the farm and get out of the car with the Local Food Guide in hand."

The farms listed, more than 240 of them, are selling their food products locally. They do so in several different ways, all of which are listed in the Guide for use by mountain shoppers interested buying fresh, local foods. Farm products featured include vegetables, tree fruits, berries, beef, pork, lamb, chicken, rabbit, milk, cheese, eggs, cornmeal, sorghum molasses, honey, trout, shrimp, and much more. The opening section describes the 49 farmers' tailgate markets operating weekly in season in the region covered. The 2008 Local Food Guide also lists:

- 32 apple orchards

- 50 restaurants that buy and prepare locally-grown foods
- Grocers offering goods from local farms
- 25 CSAs (farm subscription programs)
- 40 U-pick farms
- 45 farms to visit
- Bakers and other entrepreneurs making foods from locally-grown products;
- 45 farm stores and roadside farm stands.

The coverage area includes those mountain counties within 100 miles of Asheville. The focus is on Western North Carolina, but the guide includes some farms and markets in the neighboring mountain counties of Georgia, Tennessee, South Carolina, and Virginia.

The Local Food Guide is available at more than 400 area locations: 5 Earth Fare stores and 95 Ingles locations, independent grocers, bookstores, libraries, welcome centers, tailgate markets, doctor's offices, and other newsstands throughout the region.

The complete content of the Local Food Guide is also available online, at the recently-redesigned site AppalachianGrown.org. Online listings are searchable by product, town, county, production practices, and more.

Production of the 2008 Local Food Guide is supported by the Greenlife Grocery, Earth Fare, the Golden LEAF Foundation, and the W.K. Kellogg Foundation.

ABOUT THE APPALACHIAN SUSTAINABLE AGRICULTURE PROJECT

The Appalachian Sustainable Agriculture Project is a nonprofit organization that supports farmers and rural communities in the mountains of Western North Carolina and the Southern Appalachians by providing education, mentoring, promotion, web resources, and community and policy development. ASAP's mission is to create and expand regional community-based and integrated food systems that are locally owned and controlled, environmentally sound, economically viable and health-promoting.

###