



Appalachian Grown™ Cost Share

Matching funds available for local food promotion Tailgate Markets

Appalachian Sustainable Agriculture Project (ASAP), through support from the North Carolina Tobacco Trust Fund Commission & Golden LEAF Foundation, has funds available for farmers tailgate markets to be used in the promotion of locally grown food and food products.

Eligibility and Requirements:

1. Applicants must be Appalachian Grown certified and based in one of the NC counties listed below.
2. Funds must be used to promote Appalachian Grown certified food or food products. Funds may not be used for other farm products.
3. All funded promotions must include the Appalachian Grown logo.
4. The promotion must reach the public and support farmers within one or more of these Appalachian Grown counties in North Carolina: Alleghany, Ashe, Avery, Buncombe, Burke, Caldwell, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, McDowell, Macon, Madison, Mitchell, Polk, Rutherford, Swain, Transylvania, Watauga, Wilkes, Yancey, and the Qualla Boundary.
5. Please apply first, wait for approval, then launch projects and spend funds. Projects started before you apply are not eligible.

Examples of Projects Funded:

- Graphic design of promotions using the Appalachian Grown logo
- Rack cards, flyers, business cards (not for items to be re-sold, such as t-shirts, bags, hats, etc.)
- Website design; websites must include the Appalachian Grown logo, content supplied by ASAP, and a link to www.asapconnections.org (there is \$250 match limit for all website design)
- Market signage (there is \$250 match limit for all signage)
- Other expenses related to promotion of locally grown foods using the Appalachian Grown logo

Fund Availability:

- Funds are available for farmers tailgate markets. See separate form if you are an individual farm or farm stand.
- The maximum ASAP cost share for each calendar year is \$1,500.
- This cost share is a match; funds spent on each line item by the farmer or farmer group must equal or exceed the requested amount. Depending on the total cost of the project, funds requested can be up to 50% of total cost.

Process Guidelines:

1. The cost share application must be submitted to the ASAP office and approved by staff before funds are available. ASAP may request additional information about your application.
2. There are four funding periods for this cost share. The application deadlines are: November 1, 2011; January 2, 2012; April 2, 2012; and July 2, 2012. ASAP will contact applicants within two weeks after the application deadline. Invoices must be submitted within two months of application approval. Unspent funds at this deadline are no longer available; re-application is required, and ASAP does not guarantee approval a second time; exceptions to this may involve multi-month ad contracts with monthly billing that extends past the deadline.
3. This is not a grant. Funds will be paid directly to the vendor, not to the tailgate market, within 30 days of receipt. An invoice from your vendor for approved expense should be sent to ASAP. A split invoice preferred. When a split invoice is not possible, please contact Peter to discuss special arrangements. Please alert all vendors that ASAP requires up to 30 days from receipt to pay bills. If this is a problem, use another vendor or do not apply.
4. The cost share recipient must provide ASAP with a printed sample, copy, photo or digital image of all promotions and materials created using cost share funds.

Contact Peter Marks with questions at peter@asapconnections.org or (828) 236-1282 ext 112.

Appalachian Grown™ Cost Share Application for tailgate markets

ASAP (Appalachian Sustainable Agriculture Project) can provide funding for Appalachian Grown certified North Carolina farmers and farmer groups to create promotional materials using the Appalachian Grown logo. We are pleased to be able to continue this program, although there will be a more competitive process in approving projects for funds. Preference may be given to those who have not received cost share funds in the past.

Market name: _____

Applicant name: _____

Title or position: _____

Phone: _____ Email: _____

Address: _____ Town: _____ County: _____ State: _____ Zip: _____

My market has _____ (number) vendors. _____ (number) are current or former tobacco growers.

- I agree to reply to a follow-up survey that I may receive from ASAP later on, and to provide pictures of completed projects. I understand that if I do not reply, it may disqualify me from future funding opportunities. I understand that funded projects must include the Appalachian Grown logo, and that funds can be withheld when the logo is not used.
- My tailgate market is Appalachian Grown certified. *Appalachian Grown certification is a requirement to receive funds. If not currently certified, please attach a signed certification form, www.asapconnections.org/AG%20TailgateCertification.pdf.*

List items and costs for which you are requesting matching funds. Use an additional page if necessary. Please provide the best estimate you can at this time. We understand that an estimate may change. You may submit additional cost share applications, up to the allowed amount, to cover future projects. For most projects, funds requested can be up to 50% of the total cost.

For which cycle deadline are you applying?

Nov. 1, 2011

Jan. 2, 2012

Apr. 2, 2012

July 2, 2012

Item	Vendor	Total Cost	Requested
Total			
Funds requested			

Signature: _____ Date: _____

This is a project of Appalachian Sustainable Agriculture Project and receives support from the Tobacco Trust Fund Commission and the Golden Leaf Foundation.



ASAP, 306 West Haywood St., Asheville, NC 28801
 828-236-1282, fax 828-236-1280, www.AppalachianGrown.org
 Appalachian Grown™ is a trademark of Appalachian Sustainable Agriculture Project.

For office use only:

Date: _____

Received by: _____

Approved by: _____

Account: _____

Class: _____

Appalachian Grown™ Cost Share Questionnaire for tailgate markets

Please complete and return with your application.

Market name: _____

Describe your marketing/promotion strategy and how the matching funds you are requesting will help your market.

Briefly describe your market and what you grow, how you sell it, and who is involved.

What goals do you have for your market in the next year?

Are you listed in ASAP's *Local Food Guide*? yes no no, but I would like to be

Comments: