

**Buncombe County FY2020 Strategic Partnership Grants
Application Summary Sheet**

Project	Supporting a Thriving Local Food System in Buncombe County
Organization	Appalachian Sustainable Agriculture Project

Amount Requested	\$30,000	Strategic Priority or Sustainability Goal	Local Economy/Food
New or Renewal Request	Renewal	Commissioner Districts Served	Districts 1, 2, 3

Organization Description	<ul style="list-style-type: none"> ASAP is a non-profit organization that helps local farms thrive, links farmers to markets and supporters, and builds healthy communities through connections to local food. ASAP runs three major programs that take a holistic approach to the food system: the Local Food Campaign, the Growing Minds Farm to School program, and the Local Food Research Center
Project Description	<ul style="list-style-type: none"> The goal of this project is to promote local food and Buncombe County farms, train farmers in marketing and businesses planning, and support connections within the food system. This project will directly support Buncombe County's Sustainability Plan for Sustainable Local Food Systems by driving demand for local food and building stronger connections between farms, consumers, and food businesses by implementing proven promotions, outreach strategies, and training and technical assistance. This project will also incorporate ongoing research and feedback from farms, businesses, and consumers to keep work relevant to supporting Buncombe County's sustainable food systems. Continued county support for ASAP's work will ensure that a sustainable local food system is driving a thriving localized economy and creating opportunities for more Buncombe County farms and businesses to succeed.
People Served	<ul style="list-style-type: none"> While local food systems work has a wide range of impact on multiple levels, the measures for this project will focus on the impacts on farms and food businesses in Buncombe County. ASAP currently works with 136 farms (238 total farm operators) in Buncombe County, ranging in size from .25 acres to over 2000 acres
Outcomes	<p>Success measures will include:</p> <ul style="list-style-type: none"> number of Buncombe County farms serving local markets supported and sustained by this project number of Buncombe County direct market outlets supported by project activities number of Buncombe County businesses that feature local food and farms number of consumers reached through local food and farm community engagement events, promotions, and medi

Budget			
Amount Funded FY2019	\$25,000	Increase Request	\$5,000
Project Budget	\$75,000	Total Organization Budget	\$1,497,320

Other Funding Sources: This project is also supported by secured funds through the USDA Beginning Farmer Rancher Development Program, USDA Farmers Market Promotion Program, the Community Foundation of Western North Carolina, and ASAP earned income sources, including Business of Farming Conference sponsorship/registration and Local Food Guide advertising.

Additional Information
<ul style="list-style-type: none"> On track with performance targets for FY2019 grant

Supporting a Thriving Local Food System in Buncombe County

FY2020 Strategic Partnership Grants

Appalachian Sustainable Agriculture Project

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Application Form

Question Group

Please complete the form below and upload the required files for your application. Organizations submitting more than one project must complete one submission form for each project. Incomplete applications will not be considered.

Priority is given to nonprofit organizations with projects that contribute to Buncombe County's strategic priorities or sustainability goals.

For FY2020, no Strategic Partnership Grant applications will be considered for the strategic priorities "Affordable Housing" or "Early Childhood Education." Funding for affordable housing projects is managed through Buncombe County's Affordable Housing Services Program. Funding for early childhood projects will be managed through the newly forming Early Childhood Education and Development Fund.

Project Name*

Name of Project.

Supporting a Thriving Local Food System in Buncombe County

Amount Requested*

\$30,000.00

Strategic Priority*

Which of the following priorities best reflects the primary goal of your project?

Buncombe County Commissioners are dedicated to strengthening the quality of life for everyone by setting new fiscally, socially and environmentally responsible goals that will guide decisions and improve our community for future generations. The Board has committed to strategic priorities as a guide to shape partnerships and investments of resources to insure a healthy, safe, well-educated, thriving and sustainable community.

Details about the Strategic Priorities are available at [THIS LINK](#).

Other Sustainability Goal

Strategic Priority - Other Sustainability Goal

If you selected "Other Sustainability Goal" from the list of Strategic Priorities, please list it here.

Details about the Sustainability Goals are available at [THIS LINK](#).

Economy Thriving Local Food Systems, Increase demand for locally produced foods

Organization Description*

Tell us about your organization. What is your mission? Highlight two or three key facts and accomplishments that best define your organization.

A leader in the local food movement for almost two decades, ASAP is a non-profit organization that helps local farms thrive, links farmers to markets and supporters, and builds healthy communities through connections to local food. ASAP runs three major programs that take a holistic approach to the food system: the Local Food Campaign, the Growing Minds Farm to School program, and the Local Food Research Center.

ASAP's organizational capacity is demonstrated by key accomplishments including our annual Business of Farming Conference, held in Buncombe County since 2004, providing trainings and networking to thousands of farmers and businesses. ASAP facilitates connections and builds relationships to support the development of a thriving local food system by creating resources such as our Local Food Guide and offering opportunities for the community to connect directly with area farms, including farmers markets and farm tours.

Project Description

What do you propose to do? What is your plan? What are your goals?

The goal of this project, Supporting a Thriving Local Food System in Buncombe County, is to promote local food and Buncombe County farms, train farmers in marketing and businesses planning, and support connections within the food system. This project will directly support Buncombe County's Sustainability Plan for Sustainable Local Food Systems by driving demand for local food and building stronger connections between farms, consumers, and food businesses by implementing proven promotions, outreach strategies, and training and technical assistance. This project will also incorporate ongoing research and feedback from farms, businesses, and consumers to keep work relevant to supporting Buncombe County's sustainable food systems. Continued county support for ASAP's work will ensure that a sustainable local food system is driving a thriving localized economy and creating opportunities for more Buncombe County farms and businesses to succeed.

Key Steps*

How will the project work? What are specific activities and milestones that your project entails?

This project will directly support Buncombe County's Sustainability Goal for Thriving Local Food Systems by:

Driving demand and promoting local food, farms, and businesses through media and events (July 2019-June 2020), including CSA Fair and ASAP's Farm Tour (Feb-June 2020: conduct farm outreach, provide farms with training and materials, promote and host fair and tour)

Training and assisting farmers in marketing and businesses planning through the Business of Farming Conference (Nov 2019-Feb 2020: manage logistics, develop content, conduct outreach, host conference) and Appalachian Grown program (ongoing: certify farmers and food business partners, provide training and market connections, offer materials/promotional support)

Supporting food system connections through ASAP's Local Food Guide (Nov 2019-Feb 2020: conduct Guide outreach to farms and food businesses and update web database. Feb-April 2020: design and print 50,000 copies of the Guide. April-June 2020: distribute)

Area Served*

Which areas of the County will be served by this project? Which Commissioner District(s) will be served?

A Buncombe County Commissioner district map is available at [THIS LINK](#).

This project will serve all of Buncombe County, including Commissioner District 1, District 2, and District 3. For almost two decades ASAP has worked to drive demand for local food, build the capacity of farmers to meet that demand, and make connections throughout the region to rebuild local food systems. As the market center for the region, Buncombe County plays a critical role in our foodshed. Supporting a thriving local food system in Buncombe County, this project will help sustain efforts to build demand for local food and increase local outlets for farm.

People Served*

Who are the members of our community this project will serve? How many people will be served? Include demographics, including age, area median income, race, neighborhood and/or school.

While local food systems work has a wide range of impact on multiple levels, the measures for this project will focus on the impacts on farms and food businesses in Buncombe County. ASAP currently works with 136 farms (238 total farm operators) in Buncombe County, ranging in size from .25 acres to over 2000 acres. Farmers we work with in the county are 39% women, 34% limited resource, 28% new or beginning farmers (farming 10 years or less), and have an average age of 48. Additionally this project will also serve 176 local food businesses, including restaurants, caterers, groceries, artisan producers, distributors, and institutions. The majority of these businesses are locally owned and operated (representing all three county districts), ranging in size from small artisan producers (jams, cheeses, specialty goods) to large retail grocery chains.

Partners*

Which other organizations are you working with to reach your goals? What other local organizations provide similar services or serve similar beneficiaries, and how do you work together?

ASAP is currently partnering with Mountain BizWorks, NC Cooperative Extension, Buncombe County Health and Human Services, YMCA of WNC, and the City of Asheville on farmer training and assistance, Asheville City Market, and SNAP/EBT outreach/education to increase access at farmers markets. In addition to non-profit and government agencies, ASAP partners with area businesses to increase awareness of local farms, direct consumer demand, and increase market opportunities. Organic Growers School (OGS) provides some similar services to organic farms, primarily in the area of production. OGS utilizes our conference and marketing resources to assist the organic farmers they work with. There are 10 other farmers markets besides the markets operated by ASAP in the county and ASAP works with them to share best practices and meet shared goals through county-wide promotions.

Personnel*

Who is responsible for the project? Briefly describe project leaders and the role each will play in the project. How do these leaders reflect the population or community that you serve?

Molly Nicholie, the director of ASAP's Local Food Campaign, will lead this project. With 13 years of experience in local food systems work, including co-managing a 100-acre farm, Molly will provide group and

1:1 training for farmers and local food buyers, as well as collaborate with ASAP staff and community partners to implement project activities. Mike McCreary and David Smiley will also provide leadership in the project; combined they bring a wealth of experience with farmers market management and other direct market channels including CSAs and knowledge of the ins and outs of working farms. In addition to leading ASAP event logistics, serving more than 300 farmers and 2,000 consumers annually, Robin Lenner coordinates community engagement activities and ASAP's volunteer and internship program. Lee Seabrook conceptualizes and creates all of ASAP's graphic design (Local Food Guide, farmer profiles, promotional materials for retailers), bringing more than 20 years of experience.

Success*

How will you measure results? What will success look like? How will you document the impact of your project? Include whether there is a model that serves as basis for project design.

The goal of this work is strengthening the Buncombe County local food system. Success is the continued development of food and farm connections in the community, increasing farmers' business and marketing skills, and developing diverse and consistent markets for local farm products. Success measures will include:

- number of Buncombe County farms serving local markets supported and sustained by this project
- number of Buncombe County direct market outlets supported by project activities
- number of Buncombe County businesses that feature local food and farms
- number of consumers reached through local food and farm community engagement events, promotions, and media.

ASAP conducts ongoing evaluation to measure the impacts of work and improve services. To document impact ASAP will conduct post-training surveys, an annual survey with the farmers and businesses served, and surveys with attendees of local food/farm events.

Funding*

What is your plan for finding the balance of the project budget? What is your funding timeline and what are your other sources of support?

This project is also supported by secured funds through the USDA Beginning Farmer Rancher Development Program, USDA Farmers Market Promotion Program, the Community Foundation of Western North Carolina, and ASAP earned income sources, including Business of Farming Conference sponsorship/registration and Local Food Guide advertising. Earned income and expenses for the Local Food Guide and the conference occur in the first half of the year. Support from the Buncombe County Strategic Partnership Fund allows for increased services, outreach, promotion, and activities in Buncombe County. This project supports ASAP's mission and the county's economic sustainability goals.

Sustainability*

How will this project be maintained? Please describe funding sources and how you plan to sustain the project in future years.

To maintain the sustainability of our programs, ASAP strives to diversify funding and build revenue streams. We continue to build earned income sources, including sponsorship for events, registration for conferences/trainings, and ad sales for the print edition of the Local Food Guide. Additional support from grant funding allows us to increase outreach and promotions, keep services, materials, and resources affordable for farms and local food businesses, and offer individualized support where needed. ASAP has built

our capacity as an organization to strategically and effectively build connections across the local food system, consistently building on public and private partnerships to serve farmers, area businesses, and local communities.

ATTACHMENTS

Project Budget*

Download the budget form at **THIS LINK**.

Complete the budget form for this project and the overall organization.

Save it to your computer, then upload it.

BUDGET Strategic-partnership-grants-FY2019 (1).xlsx

Financial Statements

Upload a copy of the most recently completed financial statements.

All financial statements must be audited, reviewed or compiled by a certified public accountant and include a full balance sheet, income statement, and cash flow statement.

If your organization does not have financial statements, briefly state the reason.

ASAP 2017 Final Audit Report (1).PDF

IRS Form 990

Upload a copy of the 990 nonprofit tax reporting form that you most recently completed.

If your organization does not have a 990, briefly state the reason.

ASAP 2017 Form 990 Final for PUBLIC Inspection (4).pdf

Board of Directors List

Upload a current list of your organization's Board of Directors.

If your organization does not have a board of directors, briefly state the reason.

ASAP Board of Directors 2019 LIST only.pdf

Authorized Signatory

By typing in below the name of the authorized signatory and date of submittal, you acknowledge that your governing body has authorized this application, that it is true and current to your knowledge. As a condition of any grant awarded, this organization will provide all information in the manner described in the contract to be executed between the organization and Buncombe County or its designee, including program and financial reporting.

Name & Date

Molly Nicholie, 02/08/2019

Other attachments or supplemental information may be submitted to Rachael Nygaard at rachael.nygaard@buncombecounty.org

File Attachment Summary

Applicant File Uploads

- BUDGET Strategic-partnership-grants-FY2019 (1).xlsx
- ASAP 2017 Final Audit Report (1).PDF
- ASAP 2017 Form 990 Final for PUBLIC Inspection (4).pdf
- ASAP Board of Directors 2019 LIST only.pdf