

# FY2021 Buncombe County Strategic Partnership Grant Report

<b>Organization Name:</b>	<b>Appalachian Sustainable Agriculture Project</b>		
<b>Project Name:</b>	<b>Supporting a Thriving Local Food System in Buncombe</b>		
<b>Reporting Quarter:</b> (Check one)	<input type="checkbox"/>	Quarter 1 (July 1, 2020 - September 30, 2020)	
	<input type="checkbox"/>	Quarter 2 (October 1, 2020 - December 31, 2020)	
	<input type="checkbox"/>	Quarter 3 (January 1, 2021 - March 31, 2021)	
	<input checked="" type="checkbox"/>	Quarter 4 (April 1, 2021 - June 30, 2021)	

## Narrative summary of grant related activities

<b>Overall project updates:</b>	<p>During this quarter ASAP focused on driving demand and promoting local food, farms, and businesses through media, print materials, and community engagement adapted to meet changing COVID-19 guidelines. This included ongoing media outreach and communications to highlight seasonal products and share stories. ASAP printed 70,000 copies of the 2021 Local Food Guide and began distribution for the season. A direct mailed postcard promoting Buncombe County farmers markets was printed and sent to 5,648 residents.</p> <p>Throughout the pandemic, ASAP continued to assess and respond to changing needs of farms and markets in the region. This quarter included communications around "reopening" and adapting to changing guidelines. We continue to offer individualized assistance to farmers and partner businesses in Buncombe County, including market planning and grower-buyer connections.</p>
<b>COVID-19 impacts:</b>	<p>The impacts of the pandemic on farms, markets, and partner businesses are still playing out and will likely continue throughout 2021. With restrictions beginning to lift, we are seeing a surge of demand and a significant need for communications around changing hours and policies as things reopen more. Directing this demand to support the local food system has been, and continues to be, a focus of our materials and promotions. Labor, for farms and partners, continues to be a significant challenge.</p>
<b>Activities related to increasing equity, diversity and inclusion:</b>	<p>ASAP continues to explore ways in which we can improve outreach, communications, and connections that foster more diversity, equity, and inclusion throughout our programs. We are in the process of crafting an equity statement for our organization, and, in addition to professional development opportunities, are also meeting monthly to ensure we are being deliberate about continued learning and movement forward.</p>
<b>Activities related to increasing operational excellence:</b>	<p>Building organizational capacity and excellence is an ongoing process. This quarter it included annual planning, individual staff check-ins, evaluation, and bringing on new staff. Our offices are now fully open with staff working a transitional office/remote schedule that allows for opportunities to stay connected with each other and our constituents.</p>

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## Progress toward annual goals

Measure	Annual Goal	Actual Results (Enter Data)				Progress
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	
# of Buncombe County farms serving local markets supported and sustained by this	130	120	5	5	6	136
# of Buncombe County direct market outlets supported by project activities	85	78	3	12	2	95
# of Buncombe County businesses that feature local food and farms	165	151	11	5	2	169
# of consumers reached through Buncombe County Farmers Markets	2,000	2,243	6	69	98	2,416
# consumer connections through advertising and promotions	600,000	168,937	173,937	158,937	268,937	770,748
Acres of farmland in production for local markets	2,750	2,940	330	10	157	3,437

### Comments:

To ensure we are not double counting consumers reached through Buncombe County Farmers Markets, we are currently using the number of people subscribed to the ASAP Farmers Market newsletter as an approximation of the number reached. That is certainly an underestimation if you consider the customer base across all Buncombe County markets. Buncombe County local food and farm businesses were highlighted in more than a dozen local media articles and radio programs this quarter. The number of consumer connections through advertising and promotions represents a modest estimate based on the eight media outlets/publications that featured our stories, quotes, or content, but does not represent total impressions by multiple articles and features throughout the quarter.

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## Use of funds to date and any budget considerations

Spending Category	Starting	Total Spending (Enter Data)				Amount
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	
Personnel	\$ 10,400	\$ 600	\$ 3,000	\$ 3,200	\$ 3,600	\$ -
Training						\$ -
Supplies/Materials	\$ 2,000	\$ 53	\$ 216	\$ 245	\$ 1,043	\$ 443
Meetings						\$ -
Equipment/Furniture						\$ -
Printing/Marketing	\$ 5,750	\$ 296	\$ 744	\$ 570	\$ 5,233	\$ (1,093)
Licensing/Memberships/Dues/Subscriptions						\$ -
Client Support						\$ -
Contracts						\$ -
Professional Services	\$ 650					\$ 650
Insurance and Bonds						\$ -
Building Maintenance	\$ 1,200	\$ 300	\$ 300	\$ 300	\$ 300	\$ -
List other cost						\$ -
List other cost						\$ -
List other cost						\$ -
<b>Total</b>	<b>\$ 20,000</b>	<b>\$ 1,249</b>	<b>\$ 4,260</b>	<b>\$ 4,315</b>	<b>\$ 10,176</b>	<b>\$ (0)</b>

**Comments:**

Supplies: misc. program materials / Printing: CSA Guide