

FY2022 Buncombe County Strategic Partnership Grant Report

Organization Name:	Appalachian Sustainable Agriculture Project		
Project Name:	Appalachian Grown: Strengthening Connections Across Buncombe County		
Reporting Quarter: (Check one)			Quarter 1 (July 1, 2021 - September 30, 2021)
			Quarter 2 (October 1, 2021 - December 31, 2021)
	X		Quarter 3 (January 1, 2022 - March 31, 2022)
			Quarter 4 (April 1, 2022 - June 30, 2022)

Narrative summary of grant related activities

Please provide brief responses that fit within the box provided

Overall project updates:	<p>This quarter focused on updating business listings in ASAP's online Local Food Guide database, outreach to farm and food businesses, promotions of Buncombe County food and farm businesses, production and distribution of ASAP's printed CSA Guide, and production of ASAP's printed Local Food Guide. ASAP's 2022 printed CSA Guide, a free publication which serves to educate and connect consumers to farms offering CSAs, was produced and distributed in Q3. Production also began on ASAP's 2022 printed Local Food Guide with printing and distribution expected to occur in mid to late April 2022. Buncombe County local food and farm businesses were highlighted in more than 10 local media articles and radio programs. 4,000 printed CSA Guides and 6,000 printed Local Food Guides were distributed to farmers markets, visitors centers, libraries, community centers, grocery stores, restaurants, and other partner businesses. Outreach was conducted to food and farm businesses in Buncombe County who were eligible but not yet listed in ASAP's online Local Food Guide.</p>
Activities related to increasing equity, diversity and inclusion:	<p>In Q3, ASAP began work with web designers, CAKE Websites & More, to add a "Farm Identity" section as a searchable feature in the online Local Food Guide. This new section (optional to complete) will allow farm users to identify demographic and/or operational practices that are associated with their farm business. Initial selectable "Farm Identity" options will include: BIPOC owned, LBGTQ+ owned, Veteran owned, Woman Owned, Spanish Speaking, and Living Wage Certified. While ASAP currently collects farm demographics, this information is private and not shared with the public. The creation of this "Farm Identity" section will allow for more diverse and equitable connections and promotions within all segments of the community.</p>
Activities related to increasing operational excellence:	<p>This quarter's activities related to increasing operational excellence were centered on increasing organizational accessibility. The ASAP office serves as a hub for connections and services within the local food community. Due to health and safety concerns associated with the COVID-19 pandemic, ASAP took the cautionary measure of not allowing visitors into the ASAP office for the better part of two years. While this greatly increased the safety of the ASAP staff, it did diminish ASAP's ability to connect directly with farms and community members in a meaningful and often more spontaneous way. In Q3, after careful review of suggested guidelines pertaining to the pandemic, ASAP began welcoming visitors back into the office, and, consequently, the ability to serve farmers and consumers, as well as to gather stories and provide impromptu consultations has returned. In addition to this updated office policy, ASAP also hosted three in-person events in Q3: two CSA Fairs and the annual Business of Farming Conference. Measures were taken to make these events as safe as possible while allowing for the unreplicable benefits of in-person interaction and community building.</p>

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Progress toward annual goals

Measure	Annual Goal	Actual Results (Enter Data)				Progress
		Please only include new data for the specific quarter				
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	
Number of Buncombe County farms supported by this project	140	129	5	7		141
Number of Buncombe County market outlets promoted through project activities	85	89	3	1		93
Number of Buncombe County businesses that feature local food and farms	155	161	6	5		172
Number of consumers reached through promotional materials and media	600,000	100,832	235,937	300,565		637,334
Acres of farmland in production for local markets	3,000	3,570	0	0		3,570

Comments:

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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	\$ 14,100	\$ 1,495	\$ 3,900	\$ 5,050		\$ 3,655
Training						\$ -
Supplies/Materials						\$ -
Meetings						\$ -
Equipment/Furniture						\$ -
Printing/Marketing	\$ 2,000		\$ 970	\$ 422		\$ 608
Licensing/Memberships/Dues/Subscriptions						\$ -
Client Support						\$ -
Contracts						\$ -
Professional Services						\$ -
Insurance and Bonds						\$ -
Building Maintenance	\$ 3,900	\$ 975	\$ 975	\$ 975		\$ 975
List other cost						\$ -
List other cost						\$ -
List other cost						\$ -
Total	\$ 20,000	\$ 2,470	\$ 5,845	\$ 6,447	\$ -	\$ 5,238

Comments: