



BENEFITS AND CHALLENGES

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MARCH 12, 2007

www.time.com

Is the Stock Market Getting Too Risky? ■ The Dubious Jesus Tomb

TIME



The best food you
can eat may be in your
own backyard. Here
is one man's quest
for the perfect apple

BY JOHN CLOUD





Americans Want Local food

❖ **71% would be willing to pay more for locally grown food**

❖ Food from Our Changing World: The Globalization of Food and How Americans Feel About It, 2003 North Carolina State University

❖ **Over 70% of consumers “willing to pay 1 to 15 percent more for locally grown foods”**

❖ Ecolabel Value Assessment - Consumer and Food Business Perceptions of Local Foods. Leopold Center and Iowa State University, 2003

❖ **81% say “locally grown” most important characteristic when shopping for fresh produce**

❖ Haywood County (NC) Specialty Crops Survey for 2002

❖ **82% agree “I would buy more locally produced foods if they were labeled as local”**

❖ LOCALLY GROWN FOODS STRATEGIC POSITIONING RESEARCH Prepared for: The Appalachian Sustainable Agricultural Project by Research Inc., 2004

LOCAL FOOD

Thousands of miles fresher!

ASAP Appalachian Sustainable Agriculture Project

www.BuyAppalachian.org

2007

Appalachian Sustainable Agriculture Project

Free - Take One

Local Food Guide

Fresh Foods from the Farms of the Southern Appalachians



FAMILY FARMS • TAILGATE MARKETS • CSA'S • U-PICK FARMS • GROCERS • BAKERS



APPLE GROWERS • DISTRIBUTORS • RESTAURANTS • CATERERS • VINEYARDS • B&B'S



Thousands of miles fresher!

AppalachianGrown.org







BIBB
LETTUCE
\$1.99

Who Grows Your Food?

Shelton Farms • Jackson County, NC

Fourth-generation farmer William Shelton tends 35 acres along the Tuckasee River in the Jackson County community of Whites. William cares deeply about the centuries-old farming traditions of the area. He went to college in Tennessee looking to do something different with his life, and in the end learned that what he really wanted was to stay on the farm.

Now William and his five full-time employees grow tomatoes, bell peppers, strawberries, and half-runner beans. His hydroponic lettuce fills about half an acre of greenhouse space, a glorious carpet of green even in the depths of January. The plants grow in a nutrient-rich water that closely mimics the heartbeat soil possible. In this way, grocery stores and restaurants are provided with a farm-fresh, mountain-grown product year-round.



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William Shelton

AppalachianGrowers.org

1 LB. BAG RED
RADISHES

\$1.50

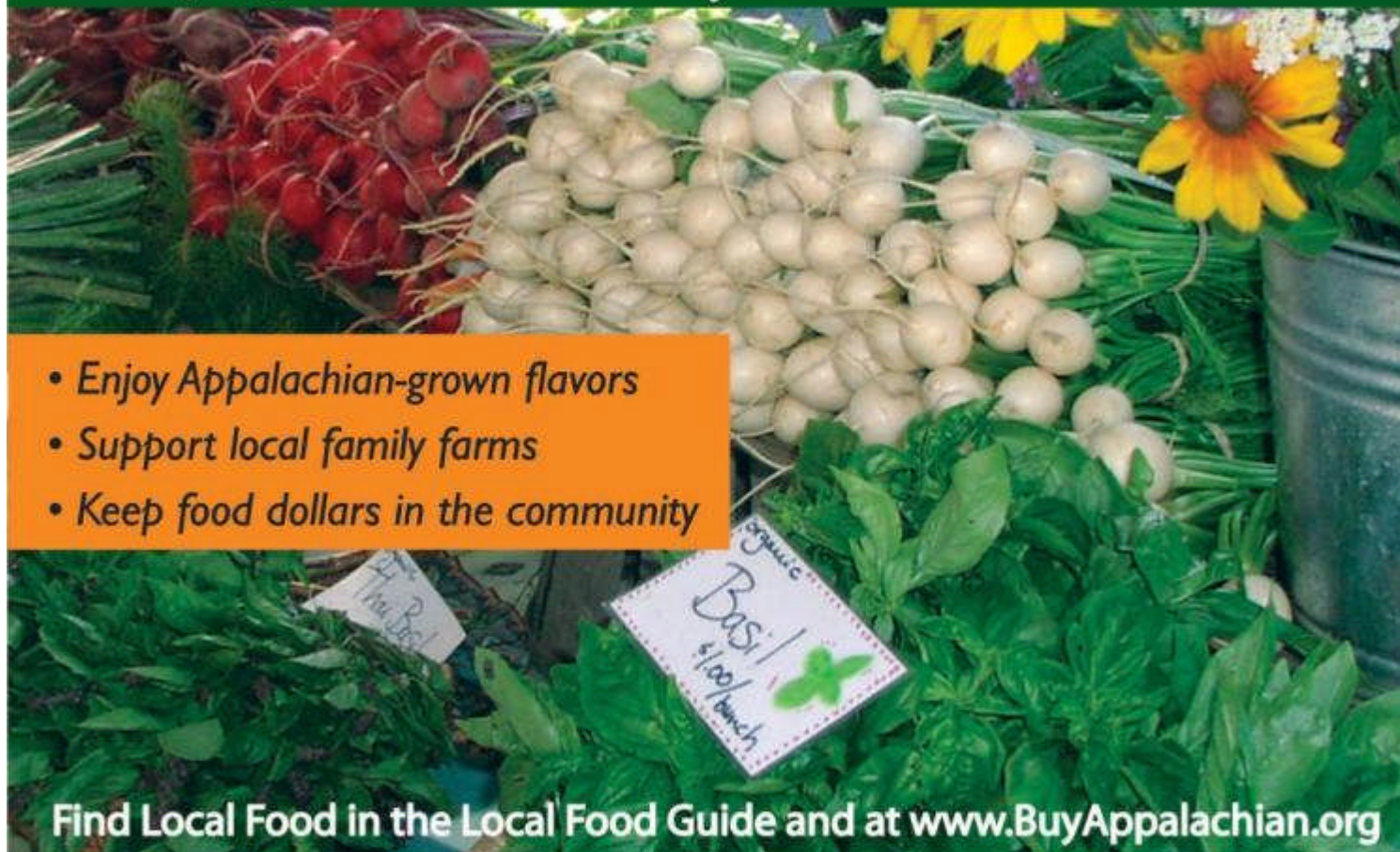
\$2.50

LET
BUYING: Select elongated heads
STORING: Rinse. Refrigerate until
PREPARATION: Tear leaves into pieces



LOCAL FOOD

Thousands of Miles Fresher!



- Enjoy Appalachian-grown flavors
- Support local family farms
- Keep food dollars in the community

Find Local Food in the Local Food Guide and at www.BuyAppalachian.org

ASAP — Appalachian Sustainable Agriculture Project

828.236.1282 • info@BuyAppalachian.org

SPECIAL TO THE COLUMNARIES

The following is information supplied by Charlie Jackson of the Appalachian Sustainable Agriculture Project, a Western North Carolina collaborative focused on sustaining farms and rural communities.

These listings are for Buncombe, Haywood, Henderson and Madison counties. Listings for other WNC counties are available at www.BuyAppalachian.org.

For more information about ASAP, call Jackson at 293-3262 or check out the Web site, www.BuyAppalachian.org.

Buncombe County

■ Black Mountain Tailgate Market

Where: Vance Avenue in the grassy area between CDB Bank and Black Mountain Natural Foods. Just off N.C. 5, a block north of Exit 64 from Interstate 40. Parking in CDB Bank lot.

When: 9 a.m. to noon Saturdays

Fresh this week: Pumpkins, potatoes, peppers, winter squash, garlic, onions, lettuce and more

■ French Broad Food Co-Op Tailgate Market: an all-organic market

Where: Corner parking lot at French Broad Food Co-Op, 90 Bitmore Ave., Asheville

When: 9 a.m. to 1 p.m. Saturdays

■ North Asheville Tailgate Market

Where: Behind Asheville Pizza and Brewing Co., 675 Merimon Ave., Asheville

When: 7 a.m. to noon Saturdays

Fresh this week: Pumpkins, chestnuts and oyster mushrooms. Also a selection of greens, broccoli, cauliflower, winter squash, tomatoes and more.

■ Weaverville Tailgate Market

Where: On Main Street across from United Methodist Church

When: 3 to 7 p.m. Thursdays

Fresh this week: Gourds, pumpkins, tomatoes and more



Charlie Jackson/SPECIAL TO THE CITIZEN-TIMES

Root crops and basil are in abundance at the North Asheville Tailgate Market.

■ Farmers Market

Where: 76 Bitmore Ave., French Broad Food Co-Op & Bio Wheels parking lot, across from Laury's Catering, Asheville

When: 3 to 6 p.m. Wednesdays

Fresh this week: Fall produce, berries, fruit, fish, herbs and more

■ West Asheville Tailgate Market

Where: Haywood Road in West Asheville between the West End Bakery and the Haywood Road Market

When: 3:30 to 6:30 p.m. Wednesdays

Fresh this week: Fall vegetables, herbs and flowers as well as goat cheese, seafood and more

Haywood County

■ Waynesville Tailgate Market

Where: Badcock Home Furnishings parking lot, North Main Street across from First Presbyterian Church, Waynesville

When: 8 a.m. to noon Wednesdays and Saturdays

Fresh this week: Fall fruits and vegetables, herbs, flowers and plants

■ Canton Tailgate Market

Where: 112 Park St.

When: 9 a.m. to noon Tuesdays and Thursdays

■ Maggie Valley Tailgate Market

Where: Maggie Valley Festival Grounds, between Comfort Inn and the Cabbage Rose on US 19

When: 9 a.m. to noon Fridays

■ Hendersonville Curb Market, a co-op of 100 families

Where: Church St. (U.S. 25 South) in Hendersonville — almost directly across the street from the old coal house.

When: 8 to 2 Tuesday, Thursday and Saturday

Madison County

■ Hot Springs Tailgate Market

Where: Bridge Street in the lawn of Yellow Tea Pot next to the post office in Hot Springs

When: 2 to 7 p.m. Saturdays

■ Madison County Farmers' Market

Where: Now at the front porch and of the Visitors Center on Main St. across from the post office in Ma

When: 8 a.m. to 1 p.m. Saturdays

Red...

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by Sherrill Furniture
additional 20% off

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It's Free!
It's Easy!**

**Drive-Thru
FLU SHOTS**

Looking for **LOCAL FOOD?**



Next time you shop, pick up organic peppers from Cane Creek Valley Farm and other fresh foods marked with the APPALACHIAN GROWN logo.



You'll know you're buying the freshest, most flavorful food, helping keep land in the hands of small family farms, and boosting the local economy.

**Ask for
APPALACHIAN GROWN!**

A trademark of ASAP, Appalachian Sustainable Agriculture Project



Four Elements of Farm to School Programming

**Nutrition Education
Farm Field Trips
Cooking Demonstrations
Local Food Served in Schools**





HEAD START HENDERSON COUNTY







Fourth graders
(10 year olds)

that live in a
rural county,

that had

NEVER TASTED
A RAW

TOMATO!!!!



**Some 4th/5th graders had
NEVER tasted a raw tomato**

Who Grows Your Food?

Appalachian Farms

MACKEY FARM



Dewain and Kathy Mackey
Madison County

Dewain and Kathy Mackey have been farming for 16 years on their 62 acre farm in Madison County. They have worked hard to transform a piece of steep, rocky land into a productive farm. Recently they have entered the farm to school/college arena, selling their locally grown produce to local school systems. The food dollars stay in the local economy, our children get the freshest, most nutritious food available, and our community is stronger because we are preserving our family farms.

The Mackeys use other imaginative ways to make farming profitable, knowing that they must continue to learn and find niches that will support their family.

Dewain and Kathy look forward to the day when all school food can be sourced locally. They are appreciative that folks are starting to realize the importance of buying from local farmers.

Who grows your food? Dewain and Kathy Mackey.

LOCAL FOOD

Thousands of miles fresher!

Appalachian Sustainable Agriculture Project www.BuyAppalachian.org

Students digging into fresh, locally grown lettuce, fruit



Former tobacco farmer Dewain Mackey grows lettuce in his greenhouse and sells it to school systems.

Children love area farmer's fare

By Barbara Blake

ASHVILLE — The kids at Hall Fletcher Elementary School in West Asheville don't mind eating lettuce. They love it so much, in fact, they will down it anytime it comes to lunchtime.

The fact that the lettuce is locally grown and healthy, that the grower is able to make a living after giving up tobacco farming and that the money to pay for the produce stays in the community — that, they say, over these students' heads.

All they know is that the salad tastes good. "I always get salad when we have meat," says one of the regular hot-lunch line, because they're really "hard" and "boring" and "stale," said fifth-grader Anna Higgins. "But even if we weren't having meat tonight, I would have gotten salad anyway."



Julia Cristobal

Wide Mackey makes a living selling lettuce to school systems, students such as James Fretwell, 11, get to enjoy more nutritious foods. Fretwell attends Hall Fletcher Elementary in West Asheville.

As he meticulously picked out and discarded the red cabbage and chunks of cucumber from the salad of other salad fixings, Anna expressed mild interest when he was told that the lettuce was grown by a local farmer and delivered to his school.

Web Extra

CITIZEN-TIMES.com
Test your nutrition knowledge by taking a quiz at CITIZEN-TIMES.com

Just a few days earlier, "That's pretty cool," he said through a mouthful. "I guess it's good because it's fresh."

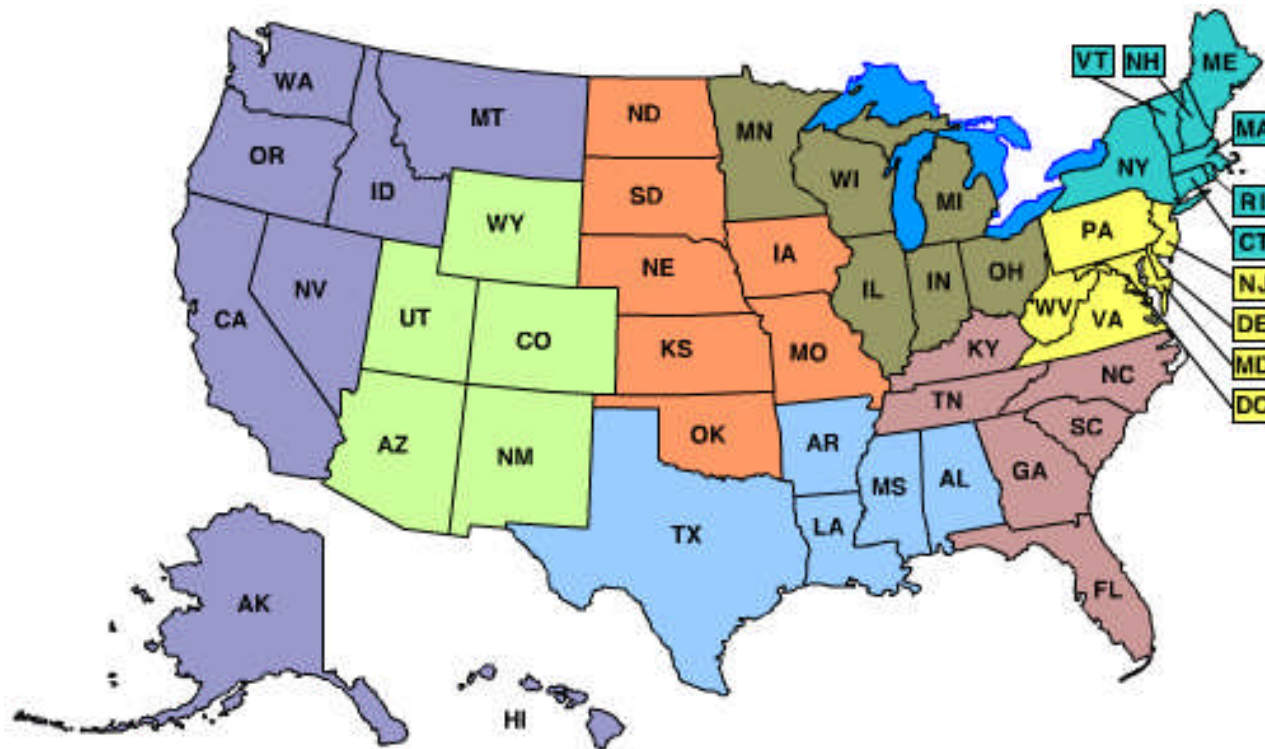
Focusing on healthy children

That's the message school systems across America are trying to send to students as they wrestle with alarming trends toward childhood obesity, inactivity and unhealthy eating habits. Fresh fruits and vegetables are the ideal, deep-frozen and fat-laden comfort foods are becoming the ordinary staples of evil.

Please see STUDENTS on B5

National Farm to School Network

www.farmtoschool.org



Success?

- *Children are getting the freshest food possible*
- *Farmers (especially our tobacco-dependent ones in rural areas) can develop a new market within their communities*
- *Preserve our rural landscape*
- *Re-connect children to their agricultural heritage*
- *Increase access to fresh food*
- *Develop healthier eating and lifestyle choices among our children*
- *Farmers can continue to farm*

Connecticut

Public Act 06-135

- Establishes a farm to school program within the Dept. of Agriculture, and run in consultation with the Department of Education.

http://www.cga.ct.gov/asp/cgabillstatus/cgabillstatus.asp?selBillType=Bill&bill_num=5847&which_year=2006&SUBMIT1.x=12&SUBMIT1.y=10

Oklahoma

HB 2655 Final 5-06

- The Oklahoma Farm to School Program will be housed in the Dept. of Agriculture, Food & Forestry and employ a director.
- \$100,000 has been allocated to this position.
- Staff shall be made available from the departments of Health, Education and Human Services to assist in implementation of the program.

Oklahoma (continued)

- seek grant funding and private donations for the program
- develop a web site to assist farmers in coordinating fresh food procurement.

http://webserver1.lsb.state.ok.us/2005-06bills/HB/HB2655_ENR.RTF

Vermont

An act of the General Assembly

No. 145 (H. 456)

Schools or School Districts

Establishes a mini-grant program for the purchase of:

- equipment, resources and materials to increase local purchasing
- purchase local farm products and other items for hands-on education about nutrition and agriculture

Vermont (continued)

- provide professional development for teachers to educate students about farm to school connections.

The maximum amount of each mini-award is \$15,000.

Vermont (continued)

Farmers

The Dept. of Agric. will make one-time awards to the Vermont food venture center or other processing entity that:

- processes local products for schools or institutional markets
- or rents processing equipment to farmers

Vermont (continued)

Food Service Personnel

The Commissioner of Education shall provide training sessions including information on:

- purchasing and serving local foods
- nutrition and obesity prevention
- train people to provide technical assistance to food service providers.

Vermont - the end!

- A report shall be made to the appropriate legislative committees on strategies of how to increase the use of Vermont products by state entities.

<http://www.leg.state.vt.us/docs/legdoc.cfm?URL=/docs/2006/acts/ACT145.HTM>



What's in store for NC?
Maybe we need to put our heads together!