

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)	<input type="checkbox"/>	Quarter 1 (July 1, 2021 - September 30, 2021)
	<input type="checkbox"/>	Quarter 2 (October 1, 2021 - December 31, 2021)
	<input type="checkbox"/>	Quarter 3 (January 1, 2022 - March 31, 2022)
	<input checked="" type="checkbox"/>	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 driving demand and promoting local food, farms, and businesses through promotions and ASAP-driven media content, print, and digital stories. This included dissemination of ASAP's 2022 print Local Food Guide, outreach to farm and food businesses, and promotions of Buncombe County food and farm businesses. Buncombe County local food and farm businesses were highlighted in more than 15 local media articles and radio programs. 70,000 Local Food Guides, featuring 86 Buncombe County businesses, were printed in April with more than 15,000 distributed to Buncombe County farmers markets, visitors centers, libraries, community centers, grocery stores, restaurants, and other partner businesses this quarter. 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 and food system connections were supported through ASAP's online and print Local Food Guide and 1:1 support, including connect farms and local food businesses through the wholesale Local Food Guide and individualized connections. Online local food guide is available: https://asapconnections.org/find-local-food/local-food-guide/</p>
Activities related to increasing equity, diversity and inclusion:	<p>In Q4, ASAP worked with culinary festival Chow Chow to identify BIPOC, LGBTQ+, and women-owned farms to feature, and purchase product from, for their upcoming festival events. Local Food Guide data was used to identify farms meeting these criteria, as well as to quickly educate and link participating chefs and organizers to these highlighted farms. A vibrant, economically sustainable local food system requires inclusivity and equity, and this quarter's activity is reflective of our efforts to increasing community connections, and support positive food system change.</p>
Activities related to increasing operational excellence:	<p>In Q4, ASAP began utilizing the services of the Employee Assistance Network (EAN). EAN offers free counseling (to staff and their families), as well as a number of trainings aimed to improve employment experience. A series of trainings has been scheduled for ASAP staff, with the first of these trainings having taken place on June 17, pertaining to Communication Styles and Skills. This training helped educate and facilitate a discussion among ASAP staff, and introduced tips and strategies for improving interoffice communication.</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	
Number of Buncombe County farms supported by this project	140	129	5	7	1	142
Number of Buncombe County market outlets promoted through project activities	85	89	3	1	2	95
Number of Buncombe County businesses that feature local food and farms	155	161	6	5	2	174
Number of consumers reached through promotional materials and media	600,000	100,832	235,937	300,565	294,937	932,271
Acres of farmland in production for local markets	3,000	3,570	0	0	0	3,570

Comments:

As exhibited within the table above, all annual goals for this project were surpassed within the grant timeline. These figures show that Buncombe county's support for ASAP's work helps sustain the economic viability of working farms, keep farmland in production, highlight new local food and farm business in Buncombe county, and support homegrown economies and resilient communities. This work was achieved by driving demand for local food and building stronger connections between farms, consumers, and food businesses. ASAP's efforts to build demand while providing market opportunities and community connections for farmers is working.

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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: