



2022 Business of Farming Conference



February 26, 2022 | A-B Tech, Asheville



**Local Food
Strong Farms
Healthy Communities**

306 W. Haywood St., Asheville, NC 28801
828-236-1282 | asapconnections.org

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Welcome to ASAP's 19th annual Business of Farming Conference.

We're thinking a lot about resilience these days. Like most people, we are striving for adaptability through the continuing COVID-19 pandemic. But farmers are no strangers to coping with unexpected and near-constant challenges. As one farmer in our recent Appalachian Grown Producer Survey put it: "Farming is great! The failures hit you in the face, but the successes pump you up. OK, so I have a metaphorical broken nose, black eye, and bloody lip—we are still standing."

Every year, over two hundred Appalachian Grown farmers share their experiences through ASAP's annual survey. These perspectives help us understand how farming is changing in our region and how we can shift our resources and programs to provide valuable support. This year, in addition to questions around market outlets and farm sales, we asked farmers and producers what gives them hope or inspires them to keep farming as they move into the 2022 season. Responses ranged from caring for the land, soil, or animals, to keeping family traditions alive, to feeding and connecting with the community.

"Every year more and more people begin to grow and raise their own food. The more people reconnect to what they're eating and how it's grown, the better our world will be. For those who can't farm, I want to be able to do it for them."

"The continued support of loyal customers and the joy of bonding with other small-scale, sustainable farmers in the area."

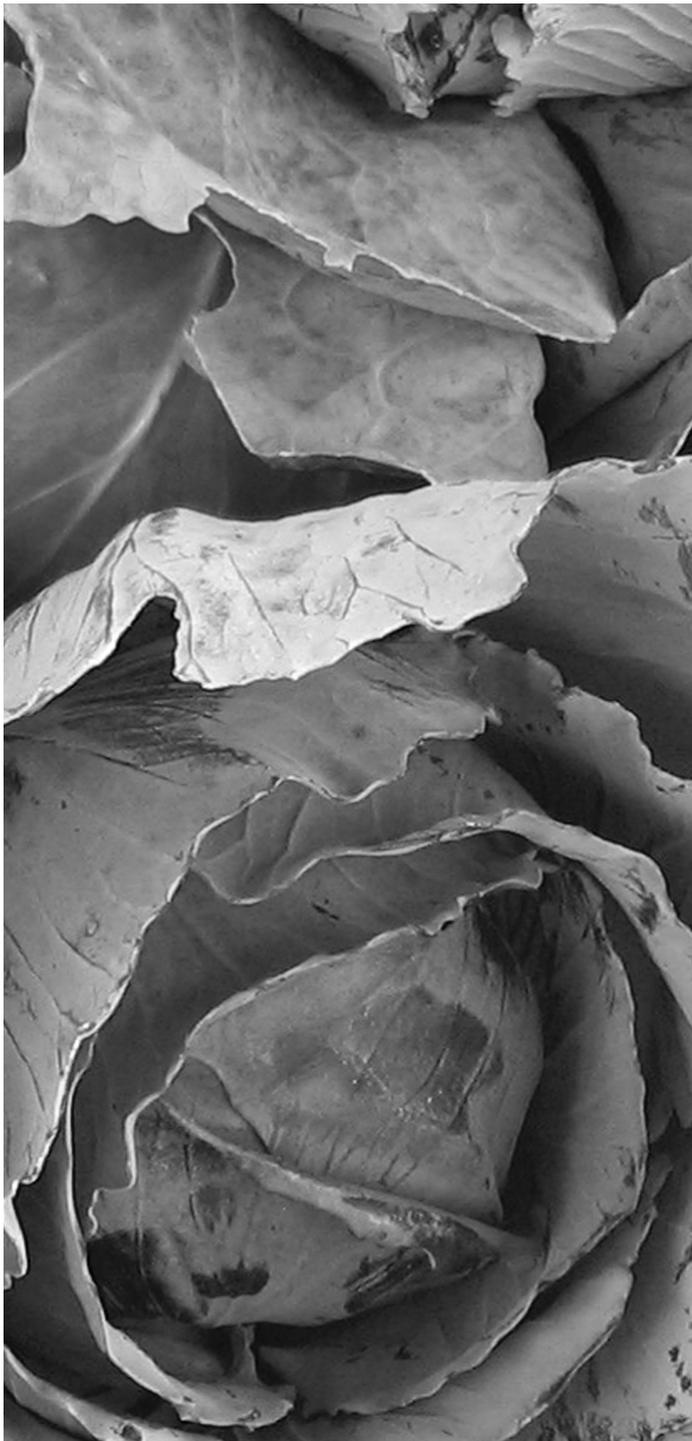
"We have good land and good people, we've learned a lot, and we've got a plan."

Having a plan in place—even when it shifts—is an invaluable tool in building resilient farm businesses. Keeping good records enables you to make confident decisions. Creating and strengthening relationships—with other farmers, with your customers, and with support agencies like ASAP—provides you with a community network of experience, resources, opportunities, and goodwill.

Today's conference helps you do all of this. Attend workshops on financial and legal planning, learn from peer farmers, explore evolving market opportunities, and discover new tools. Take advantage of one-on-one consulting sessions with experts in a variety of specialized fields. Reach potential new buyers, including chefs, grocers, and distributors, in the Grower-Buyer Meeting. Visit the Exhibitor Hall to find products and services to help you grow your farm business. And get to know your fellow farmers and local food advocates throughout the day!

Thank you for being here today. The resilience and innovation of farms in our region, along with our community's ability to show up and support each other through challenges, is what gives us hope for 2022.

Molly Nicholie



About ASAP

ASAP (Appalachian Sustainable Agriculture Project) is a 501(c)(3) nonprofit nestled in the beautiful Appalachian Mountains of Western North Carolina. ASAP's mission is to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food. Over the last two decades, ASAP has created a model that connects consumers to local farmers and builds the community relationships essential to changing our food system.

How you can help

Do you value the Business of Farming Conference and other training opportunities for farmers? Do you believe in ASAP's work to help family farms thrive and reconnect people with their food? Please support ASAP with a financial contribution! Annual giving helps provide resources to farmers, make connections, and increase access to local food in our communities.

Pick up a donation envelope at the ASAP table. Take another for a friend. Or make a gift online at asapconnections.org. Questions about giving? Contact Nora Scheff, nscheff@asapconnections.org or 828-236-1282.

Thank you for your support. We can't do it without you!

Connect with ASAP Online.

asapconnections.org provides resources for farms, food businesses, and the general public

fromhere.org offers free classifieds, community events calendar, and weekly farmers market report

appalachiangrown.org is our online *Local Food Guide* and wholesale directory

growing-minds.org provides farm to school resources, lessons plans, activities, and local food recipes

Get Social with Us!

Share your conference experience!

Tag **@asapconnections** and **#businessoffarming**.



Cover image of Vannah Roddy at Encompass Farm.
Photo by Camilla Calnan Photography.



A-B Tech Community College Asheville Campus Policies and Regulations



A-B Tech is a Tobacco Free & E-Cigarette Free Campus.



A-B Tech's policy prohibits food and drink in the classrooms.

Schedule

- 7:30–8:30** **Registration and Breakfast**
- 8:30–9:00** **Welcome from Amy Ager**
- 9:15–10:45** **Block 1 Workshops**
- 11:00–12:30** **Block 2 Workshops**
- 12:30–2:15** **Lunch**
- 2:30–4:00** **Block 3 Workshops**



Workshop Times & Locations

Workshops are filled on a first-come, first-seated basis. Room capacity will be limited in order to provide space for social distancing. If you arrive at a workshop and seats are not available, please find an alternate workshop to attend.

Workshop descriptions—page 6-7 **Speaker biographies**—pages 8-11

Room	Block 1 9:15-10:45	Block 2 11:00-12:30	Block 3 2:30-4:00
Workshop Room 103	Selling to Restaurants	CSA Options and Opportunities	Direct Marketing for Niche and Culturally Significant Products
Workshop Room 106	Cultivating Community	How Do You Make Meat Sales Work?	Food Relief Efforts as Market Outlets
Workshop Room 107	Diversifying with Value Added Ventures	Building Your Online Presence	----
Workshop Room 108	Legal Tools for Protecting Your Farm	Dynamics of Farm Employment	Beyond Restaurants and Groceries: Selling to Alternative Markets
Workshop Room 201	Navigating Farm Programs, Resources, and Support	Building Blocks: How to Start Your Farm Business	Systems for Success: Beginning Farm Financials and Recordkeeping
Conference Room B	Farmers Market Summit (pre-registration required)		Farmers Market Summit (pre-registration required)

BREAK 10:45-11:00 LUNCH 12:30-2:15

Lunchtime Opportunities

12:30-2:15 in the Conference Center

Grower-Buyer Meeting—pages 14-15

One-to-One Sessions—page 7

- Ask a Lawyer
- Business Coaching
- Production Planning 101
- Food Safety and Liability
- Land Access and Stewardship

Exhibitor Gallery—Lobby—back cover





Farmers Market Summit

9:15-3:30 Conference Center Room B

The Summit is open to pre-registered attendees only.

Market Management and Operational Support (9:15-10:15)

Market managers will share challenges and best practices around a variety of topics, including market rules and governance, vendor relations, and budgeting. ASAP staff will present on resources and pilot program opportunities for 2022. Group will discuss topics for Farmers Market Toolkit Part 2.

Mike McCreary and David Smiley of ASAP

ASAP Farmers Market Tour (10:15-10:50)

Walk to the ASAP Farmers Market down the road on the A-B Tech campus for a short tour.

Cultivating Diverse, Welcoming, and Inclusive Market Spaces (11:00-12:00)

Cultivating diverse, inclusive, and equitable market spaces invites in more of the community and helps to build a stronger local food system. This session will feature market managers and community partners discussing success and challenges they've experienced responding to community needs, welcoming and engaging new demographics, and addressing inequities at the farmers market level.

Dr. Amieris Lavender of the YWCA of Asheville, Raven Logan of Hub City Farmers Market, and Larissa Lopez of ASAP

Marketing, Promotion, and Outreach (2:15-3:30)

Everyone is invited to bring a sample of market merchandise for exchange during our Market Merch Swag Swap activity. Nourish Knoxville will give a brief presentation on market merchandise. We'll discuss planning and expanding Pick-a-PAK resources and plan for 2022 multi-market events and promotions.

Charlotte Tolley of Nourish Knoxville and Mike McCreary of ASAP

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Healthy Communities

**Winter
Farmers
Market**

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A-B Tech Campus
Saturdays, 10 am to 1 pm
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Offering Double SNAP

Exhibitor Gallery:

Visit with exhibitors in the conference center lobby. Find a list of exhibitors on the back cover.

Purchase Appalachian Grown packaging materials today

labels – signs – produce bags
rubber bands – twist ties

Workshop Descriptions

Block 1

9:15–10:45

Selling to Restaurants

Workshop Room 103

Selling to restaurants can be a great opportunity to diversify your farm business, but it can also be a huge commitment of time and energy. Learn from farmer experience to gain strategies for building and maintaining restaurant sales and relationships. Walk away better prepared to meet with buyers during the lunchtime Grower-Buyer Meeting.

Wendy Brugh of Dry Ridge Farm and Nathan Vannette of Growing Green Family Farm

Cultivating Community

Workshop Room 106

The Southern Appalachians are rich in agricultural heritage and community connections. How can we honor and share these traditions authentically, now and in the future? We invite leaders in our farming community to share what it means to them to cultivate community around their farm. We'll touch on themes related to networking, experiential farm visits, values-aligned partnerships, inclusive food and farm spaces, and more.

Delia Jovel of Tierra Fétil Coop, Tamarya Sims of Soulful Simone Farm and Southern Appalachian Highlands Conservancy, and Larissa Lopez of ASAP

Diversifying with Value-Added Ventures

Workshop Room 107

Expanding farm offerings through value-added products creates unique opportunities and challenges for farmers. This workshop presents an overview of questions to consider when exploring value-added options, as well as resources available to farms in the region. Farmers and industry professionals will share their experiences.

Carolyn Henry of Tryon Mountain Farms, Stephanie Vinat of The AppaLatin Farmstead, and Susan Parrish of North Carolina Department of Agriculture, Food and Drug Division

Legal Tools for Protecting Your Farm

Workshop Room 108

Join agribusiness attorneys from Ward and Smith, P.A. for an interactive session as they walk through real-life legal issues affecting farms and learn how to address those challenges and mitigate the risks farmers face on a daily basis. Topics we will cover include business formation, labor and employment, litigation (how to avoid it and what to do if you cannot resolve a dispute), legalities of farming on leased land, and estate planning/succession planning issues.

Bill Durr, Jenny Boyer, and Devon Williams of Ward & Smith, P.A.

Navigating Farm Programs, Resources, and Support

Workshop Room 201

With a wide range of resources and support available to small farms, it is often difficult to know where to start. Learn about the variety of programs and resources available to farms in the Southern Appalachian region and where to go for additional support. Hear farmer perspectives on what has been the most useful in starting and growing their own businesses.

Mark McDonagh of Mighty Gnome Market Garden, Ed Graves of Tiny Bridge Farm, and Jessica Spiegel of Terra Lingua Growers

Block 2

11:00–12:30

CSA Options and Opportunities

Workshop Room 103

As the boom in demand for CSAs levels off in the wake of the pandemic, how will your CSA find stable ground? Experienced CSA farmers will share successes, challenges, innovations, emerging trends, and what they're expecting to navigate in the 2022 season. Explore topics related to sustaining sales, maximizing efficiency, expanding customer access, identifying the right CSA management platform for you, and more.

Holly Whitesides of Against the Grain Farm, Nathan Vannette of Growing Green Family Farm, and Kyle and Chelsea West of Dirt Poor Farm

How Do You Make Meat Sales Work?

Workshop Room 106

Join other meat producers for a discussion on the challenges and opportunities in niche meat. Farmers will share their experience and perspective on topics including pricing for profitability, navigating processing, and successful marketing strategies.

Meredith Leigh, Gray Shipley of Shipley Farms, and Clara Zander of The Wildway Farm

Building Your Online Presence

Workshop Room 107

From your website to social media to e-newsletter, it can be difficult to know where to direct your time and money in marketing your farm business. Learn about options for tools and platforms, hear tips on content creation, and get guidance on when it might be most useful to hire professional help. Hear from peer farmers about what's worked for them.

Vannah Roddy of Encompass Farm, Morgan White of Brown & Webb Farm, and Anna Williams of Cedar Grove Law

Dynamics of Farm Employment

Workshop Room 108

Ready to hire your first employee? This session will explore the balance of farm financials and human resource skills needed for hiring and maintaining paid farm labor. Run the numbers on how bringing on an employee could improve your

profitability, brush up on your interviewing skills, and learn management techniques to promote a positive employer-employee relationship for many seasons to come.

Melissa Harwin of Highgate Farm and Drew Pollick of Craft HR Solutions

Building Blocks: How to Start Your Farm Business

Workshop Room 201

This session will help new and early-stage farmers assemble the building blocks necessary to launch a strong business with an easy-to-use checklist, business planning templates, and a resource guide. Ask key questions to determine what kind of operation you want to run and how to set yourself up for success. Explore options for getting started and moving forward on financing, insurance, accounting, and more.

Gabriele Marewski of Mountain Bizworks and Greta Dietrich of Woodswise Botanicals

Lunchtime Opportunities 12:30-2:15

Grower-Buyer Meeting

These brief meetings allow both grower and buyer to make a quick introduction and evaluate whether there is potential for a working relationship. See pages 14-15 for a list of buyers and requirements.

Ask a Lawyer

Local attorneys from Ward and Smith, P.A., will share legal information and address general questions regarding legal rights, requirements, and restrictions as it relates to your agribusiness. Disclaimer: In the absence of an attorney-client relationship, attorneys will not be able to provide legal advice.

Business Coaching

Bring your business questions, challenges, or ideas to a session with Mountain BizWorks coach Mike Ames.

Production Planning 101

In need of crop planning support? NC Cooperative Extension Area Specialized Agent Craig Mauney can brainstorm ideas with you.

Food Safety and Liability

Get guidance about food safety, farm liability, and FSMA from NC Cooperative Extension Area Specialized Agent Elena Rogers.

Land Access and Stewardship

Connect with Western Region NC FarmLink Director Stephen Bishop about resources for seeking farmland in North Carolina and get guidance on negotiating land tenure arrangements, farm stewardship, and farm transition.

Block 3

2:30-4:00

Direct Marketing for Niche and Culturally Significant Products

Workshop Room 103

Introducing new specialty products requires more involved customer engagement and education than promoting familiar seasonal items. This workshop will explore ways that farmers have identified appropriate market outlets for their niche and culturally significant crops as well as how they've used storytelling, recipes, sampling, and other approaches to grow and sustain demand for these products.

Stephanie Vinat of The AppaLatin Farmstead, Tou and Chue Lee of Lee's One Fortune Farm, and Darrell and Morgan Metcalf of Burley Stick Farm

Food Relief Efforts as Market Outlets

Workshop Room 106

Food insecurity has risen sharply in our region since the start of the COVID-19 pandemic. Join a discussion on how farmers can be part of a mutually supportive solution. Hear from a food relief agency predominantly utilizing local food in their prepared meals and from farmers who have found success growing for food relief efforts. Learn how to connect with your community's efforts, add value to your farming experience, and get insight into the challenges and opportunities of this emerging market outlet.

Kara Dodson of Full Moon Farm, Paige Christie of The Community Table, and David Smiley of ASAP

Beyond Restaurants and Groceries: Selling to Alternative Markets

Workshop Room 108

Traditional markets like restaurants and groceries are often crowded and present challenges for small or beginning farmers. This session will explore selling to alternative market outlets, such as the beverage industry, herb and spice companies, and food trucks, as well as strategies for connecting to and growing alongside these niche outlets.

Michael Rayburn of Rayburn Farms

Systems for Success: Farm Financials and Recordkeeping

Workshop Room 201

Whether you are just getting started or looking to improve existing systems, this session will introduce you to three key financial tools for knowing your numbers: profit and loss reports, balance sheets, and production projections. Learn recordkeeping best practices that can be tailored to serve your farm's financial management needs during both pre-season planning and in-season cash flow tracking.

Gabriele Marewski of Mountain Bizworks and Nicole Coston of Bearwallow Valley Farms

Speaker Biographies

Amy Ager is co-founder of Hickory Nut Gap Farm and Hickory Nut Gap Meats. For the past 22 years, she has worked in all facets, including farming, business operations, marketing, human resources, accounting, and retail management. Currently she is an advisor, focusing on managing the growing brand and company in partnership with her husband, Jamie Ager. They live in Fairview at the farm with their three boys. She has served on the ASAP board for three years and is the current treasurer.

Mike Ames supports clients with their business model, strategy, and performance optimization—by working with what you have, filling in the gaps, proactively and creatively exploring what could be. Mike has 35 years in management with the last 15 years working in various startup companies and communities.

Stephen Bishop is the Western Director of NC Farmlink, connecting farmers to resources on farmland acquisition and farmland transition planning. Before his employment with NC Farmlink, Stephen worked for nine years with the Cleveland Soil and Water Conservation District in Shelby, where he saw firsthand the difficulties farmers face in finding and securing farmland to work. He has a thorough understanding of government farm programs and what resources and programs may be available to beginning farmers.

Jenny Boyer is a trusts and estates attorney for Ward and Smith, P.A. Her practice focuses on preparing estate plans tailor-made to fit the individual needs of her clients and their families. Additionally, she advises clients on business formation and business succession planning for family and closely-held businesses. She is also knowledgeable in drafting and negotiating loan agreements, and performing collateral due diligence on commercial and residential properties.

Wendy Brugh has operated Dry Ridge Farm with her partner, Graham, since 2012 (and now with their daughters, Mollie Mae and Riley, who are 7 and 5 years old). After starting the farm with sheep, pigs, broilers, laying hens, and rabbits, they've now narrowed their focus to raising pastured beef, pork, and eggs, which they sell to Asheville area restaurants, distributors and grocers and directly to consumers at four farmers markets.

Paige Christie is Executive Director of the Community Table, a soup kitchen and food pantry in Sylva, NC. In her four years she has worked steadily to take the meal program from running on scraps to being a true farm-to-table program, serving the freshest local foods to the most needy in the community.

Nicole Coston is a Registered Dietitian-Nutritionist and owner/operator of Bearwallow Valley Farms in Hendersonville. After three years overseeing a multi-farm CSA, Nicole now farms a one-acre plot of family land for retail and wholesale. Bearwallow specializes in watermelon, garlic, onions, and brussels sprouts for wholesale, plus boasts a quarter-acre victory garden-style plot for their pop-up roadside stand and online sales.

Dear ASAP,

Explore Asheville is proud to support ASAP and its indispensable dedication to helping local farms thrive, creating demand for local foods that build healthy communities and support the rich agricultural and food experiences that make the Asheville area so special.

The impact of your mission is seen around every corner, bringing a taste of our region to residents and visitors, setting the table for memorable food and drink experiences through the collaboration you inspire.

We are proud of our regional farms, a cornerstone of our bustling food scene. Not only are local growers integral to the dynamic food scene we call Foodtopia, but ASAP's work to support small, independent farms also aids the preservation of our scenic views and open spaces.

As your efforts to sustain local farmers continues to shape our community, we are excited to support what comes next for you, our farmers and Foodtopia.

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Promote & Support
Asheville's Creative Spirit

Greta Dietrich is a grower and herbalist. She owns Woodswise Botanicals nursery in Mills River, NC.

Kara Dodson is co-owner of Full Moon Farm, a produce farm in the High Country of North Carolina. Kara lives to farm for the simple joys of dirt under fingernails and fresh okra picked in the heat of July. She hopes to better learn and serve the movement for food sovereignty as a remedy for oppressive capitalism.

Bill Durr of Ward and Smith, P.A., has experience in civil litigation in both the state and federal courts. He has represented clients in a broad variety of complex construction, business, and commercial disputes. Other areas of his litigation practice include insurance coverage disputes, personal injury, agribusiness litigation, and representation of professional athletes and other high net worth individuals in a variety of family law matters.

Ed Graves (he/him) is the farmer at Tiny Bridge Farm in Hendersonville. Tiny Bridge is a four-year-old CSA and market farm with four to five acres in production. He is a first generation farmer from northern New England with degrees in agriculture, rural sociology, and information science.

Melissa Harwin has been farming organically for more than 30 years. In 2006, she and her partner, John Kunkle, established Highgate Farm, a Certified Naturally Grown market garden in Marshall, NC. Highgate offers a broad selection of produce direct to consumers and chefs through tailgate markets and a traditional CSA. Melissa utilizes previous careers in cooking and as a registered nurse to inspire others to create delicious, healthful meals.

Carolyn Henry and her husband, Tracy, began the steps to create a farm business on her family's farm in Tryon, NC, six years ago. Prior to putting her farm hat back on, Carolyn worked for large agribusiness companies, Cargill Incorporated and Sealed Air Corporation. Carolyn holds a M.S. in Food Science from NC State University and a PG Diploma in Commerce from Lincoln University (New Zealand).

Delia Jovel is a founding member of Tierra Fértil Coop, a hispanic worker-owned cooperative located in Henderson County. Tierra Fértil produces chemical-free vegetables, fruits, and flowers and provides a platform to promote food justice, racial equity, and access to farmland to BIPOC communities.

Dr. Amieris Lavender (she/her) is Chief Program Officer of the YWCA of Asheville and a board member of Asheville City Schools Foundation. She holds a B.A. in Feminist Studies with a minor in Education and Applied Psychology from the University of California, Santa Barbara, and a Ph.D. in Education Policy with a concentration in urban education from Michigan State University. At the heart of her interest in policy and program implementation is a desire for organizations and systems to get better at listening to and serving the needs of their communities.

Tou and Chue Lee are part of a family of Hmong farmers in Western North Carolina, bringing you a fresh taste of Asian fruits and vegetables. We grow specialty heirloom rice from the mountains of Laos.

Meredith Leigh is the award-winning author of The Ethical Meat Handbook and has worked in farming and food systems education and advocacy for over 20 years.

Raven Logan received her B.S. in Psychology from College of Charleston and later became a Certified Holistic Nutritionist. She joined the board of directors for Hub City Farmers Market in Spartanburg, SC, in January 2020 and transitioned into the role of Education Coordinator in May. She now oversees the Youth Nutrition Education Programs on the urban farm, serving over 500 students each year, as well as marketing for the farmers market.

Larissa Lopez is a Program Coordinator with ASAP's Local Food Campaign where she supports various Farm Fresh for Health initiatives, including Workplace CSAs (Community Supported Agriculture) and the Farm Fresh Produce Prescription program. Larissa holds a B.S. in Natural Resources from North Carolina State University and is currently pursuing a Masters in Sustainability Studies from Lenoir-Rhyne University.

Gabriele Marewski has more than 30 years of experience in agriculture, giving her a unique perspective on business coaching that draws on her skills as a farmer, entrepreneur, and traveler. She has a passion for supporting start up and established agriculturists. Gabriele created the Farm4Business platform as a curated source of information for all things agribusiness related.



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Speaker Biographies

Craig Mauney has worked as an agent for the NC Cooperative Extension for more than 25 years. He is currently the Area Specialized Agent in commercial vegetable and fruit production for the 39 westernmost counties. He holds a B.S. in agriculture from Berea College and has experience in all aspects of commercial vegetable and fruit production, home gardening, and landscape design. His special interests are woodland botanicals and unusual edibles like pawpaw.

Mark McDonagh's background in agriculture comes from experience on multiple vegetable farms where he's been an apprentice, an employee, and now an owner. Since 2017, he has run Mighty Gnome Market Garden with his partner, Danielle Keete. They operate a 40-member CSA, attend multiple farmers markets, and keep two wholesale restaurant accounts.

Mike McCreary has expertise working with farmers markets and market vendors. He managed a large farmers market for 11 years and currently supports management of Asheville City Market. He is an experienced trainer for market management, improving sales, establishing SNAP at market, and market promotion. He has conducted a variety of support workshops and developed numerous training resources.

Darrell and Morgan Metcalf operate Burley Stick Farm, a proud provider of healthful, grassfed and grain-finished beef throughout North Carolina. The Metcalf family have been farming at their

current location since 1918. We respect our traditional roots while continuing to adapt to the needs of the contentious consumer.

Susan Parrish has served as the Food Regulatory Supervisor for 15 years with North Carolina Department of Agriculture. She has more than 20 years of food safety regulatory experience.

Drew Pollick is the founder and managing partner of Craft HR Solutions.

Micheal Rayburn has been working in agriculture since 1997 (age 14) and has held jobs in almost every aspect of ag. He received a B.S. in Environmental Horticulture from North Carolina Agricultural and Technical State University and worked for five years on the school's research farm. In 2012 he left a job with the USDA to be a stay at home dad and start up farmer. Today, Rayburn Farms is a successful herb and spice farm growing for the value-added sector as well as producing its own line of products.

Vannah Roddy is a first generation farmer and ecological consultant, who started Encompass Farm + Encompass Land Design in 2019. Her farm is made up of a network of seven urban sites in downtown Black Mountain, NC. She and the aspiring farmers in her Yards that Yield program grow organic veggies, pastured eggs, and specialty cut flowers year-round. Encompass Farm sales are almost exclusively online through a customizable veggie box subscription model.

Elena Rogers is an Area Specialized Agent with NC State Extension. She provides educational programs, training, and technical support focusing on fresh produce safety to growers, Extension Agents, and the produce industry in WNC.

Gray Shipley is a partner in Shipley Farms, at least the fifth generation of Shipleys to farm cattle in Watauga County. He and his father, Bob, operate the farm, and in 2020 launched Watauga Butchery, a USDA-inspected local meat processor, to serve their own needs as well as other local farmers struggling with the processing supply shortage caused by the pandemic.

Tamarya Sims is owner and manager of Soulful Simone Farm, a micro flower farm in WNC offering cut flowers, education around edible, medicinal, and pollinator flowers, bulk herbs, and herbal medicine. Tamarya is also a Community Farm Associate for Southern Appalachian Highlands Conservancy.

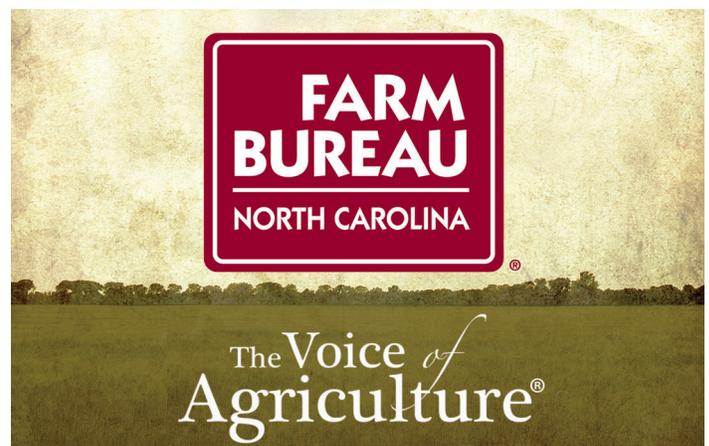


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David Smiley is the Local Food Campaign Program Manager for ASAP. His focus lies in assisting farmers with marketing and branding efforts, connecting buyers with local product, and providing technical support to farmers markets. He helps to implement various aspects of the Appalachian Grown program, oversees *Local Food Guide* maintenance and updates, and assists with event coordination for the Business of Farming Conference, Grower Buyer Meetings, and other relevant workshops and trainings.

Jessical Spiegel is the owner of Terra Lingua Growers, a small farm located in Landrum, SC, that focuses on sustainable agricultural practices. Terra Lingua operates a large CSA program while also selling produce at three farmers markets and to a number of restaurants in the area.

Kyle and Chelsea West are the owners/operators of Dirt Poor Farm in Sweetwater, TN. Established in 2016, Dirt Poor Farm is a small-scale farm on 20 acres growing organic produce and meat. Services include direct sales, delivery, and a Community Supported Agriculture program. Dirt Poor Farm delivers to 29 counties across East Tennessee and Northwest Georgia.

Morgan White is a middle school mom and co-owner and Financial and Marketing Director of Brown & Webb Farm.

Holly Whitesides, along with her husband, Andy Bryant, and their three girls, own and operate Against the Grain (a 35-acre farm) in Watauga County. They have been raising diversified, Certified Organic vegetables intensively on two acres and GMO-free, pastured livestock on the remaining acres since 2012.

Anna Cates Williams is a Tennessee-licensed attorney, MBA, and co-founder of Cedar Grove Law, which provides legal services to farmers, artisans, land stewards, and agritourist-facing businesses in North Carolina and Tennessee. She also works with clients on brand development, marketing, and copyright and trademark law. She serves on the board of directors of Weaver Street Market, the largest cooperative food market in the Southeast. She lives on a small farm in a 100-year-old farmhouse with her family in Cedar Grove, North Carolina.

Devon Williams is a Managing Director for Ward and Smith, P.A. Her practice encompasses a wide range of labor and employment issues, including wage and hour matters,

federal contractor compliance, employment discrimination, harassment, and retaliation claims, employee discipline and termination decisions, personnel policies and practices, restrictive covenants, and background checks.

Nathan Vannette is co-owner of Growing Green Family Farms in Anderson, SC, an urban farm plot in Greenville, SC, and a no-till, biodiverse farm in Travelers Rest, SC. Nathan has been managing farms for more than 13 years and enjoys targeting new markets for selling produce including CSAs, restaurants, farmers markets, and online. When Nathan is not in the dirt, he loves to play the piano, homestead with his wife, preserve the garden's bounty, play board games, read about farming, and make puzzles.

Stephanie Vinat is a former sales director turned farmer. She left her career in finance to start The AppaLatin Farmstead, a small-scale farm practicing holistic agriculture and food justice. She focuses on growing culturally significant crops and celebrating her Cuban-Puerto Rican roots through her value-added food products.

Clara Zander jumpstarted her career at Stone Barns Center for Food and Agriculture in New York at age 14. She spent the next 10 years working on farms throughout the U.S., and received degrees in Sustainable Agriculture and Conservation Biology. In the spring of 2021, she founded The Wild Way Farm, where she currently raises pastured quail, pork, and tri-purpose chickens with a focus on land stewardship, closed system farming, and education.



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Cost Share Funds

ASAP, through support from the North Carolina Tobacco Trust Fund Commission, has funds available for Appalachian Grown™ certified farms in North Carolina to promote their farm and products in 2022-23. This 75% cost share program can be used for design and production of custom packaging materials (labels, boxes, etc.) or promotional materials (farm signs, market banners, business cards, etc.) featuring the Appalachian Grown logo. The promotion must reach the public and support farmers within one or more of the Appalachian Grown counties in North Carolina.

Appalachian Grown cost share applications are currently being accepted and are approved on a rolling basis until funds run out.

Find out more at asapconnections.org.



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local@mountainfoodproducts.com

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Grower-Buyer Meeting—12:30-2:15 pm

These brief meetings allow both grower and buyer to make a quick introduction and evaluate whether there is potential for a working relationship. Preview buyer information, desired products, and requirements on the next pages to determine buyers that you would like to meet.

Here are some questions you might like to ask:

- *What are your specs for my product line? (size, packaging, ripeness, preferred cuts)*
- *What volume of my products might you be interested in purchasing?*
- *What is your preferred delivery schedule?*
- *How do you like to place orders? (phone call, text, email, etc.)*
- *How can I follow up on this meeting? When is the right time to connect again?*

Business	About Our Business
Amicizia Asheville, NC	New Italian restaurant.
Baked Pie Company Arden, NC	Scratch-made pies and baked goods.
The Biltmore Company Asheville, NC	Full-service resort operating several restaurants with different cuisine styles.
Early Girl Eatery Asheville, NC	Restaurant supporting local farmers and vendors.
Food Matters Market Brevard, NC	Locally owned market offering a wide variety of fresh, natural, and organic foods with a deli cafe located inside.
Ivory Road Cafe & Kitchen Arden, NC	Small, independently owned restaurant, bakery, and caterer. Featuring seasonal menus, wine dinners, and various events.
MANNA FoodBank Asheville, NC	Food bank distributing food to 250 agency partners in WNC, serving our neighbors experiencing food insecurity.
Mother Earth Food Asheville, NC	Local grocery delivery company.
Mountain Food Products Asheville, NC	Wholesale produce company with a focus on local. We work with restaurants and retailers as well as coordinate a multi-farm CSA program.
Posana Asheville, NC	A farm-to-table restaurant that works with over 80 local providers, but always looking to grow and form new relationships with local growers.
The Purple Onion Saluda, NC	Restaurant featuring a variety of ethnically inspired dishes with an emphasis on the Mediterranean's simple and healthful cuisine.
Swamp Rabbit Cafe and Grocery Greenville, SC	Grocery, cafe, bakery, and food hub specializing in locally grown and produced foods.
TRACTOR Food & Farms Burnsville, NC	TRACTOR's mission is to increase access to community-grown food by empowering farmers and consumers alike.
We Give a Share/Southside Kitchen Asheville, NC	Community kitchen providing meals to schools, community meal providers, and individuals in need
WNC Farm to Table Sylva, NC	Food hub selling wholesale to restaurants (such as Ilda, Wine Bar, Guadalupe). Opening to retail customers soon.

Looking for more buyers?

In addition to our *Local Food Guide*, ASAP also has an online *Wholesale Local Food Guide*, a farm to business trade directory for Western North Carolina and the Southern Appalachian Mountains. Search by product, region, or type of buyer to narrow down results that might be a potential market for your farm. Each listing offers other important information, including purchasing volumes, distribution and packaging preferences, desired products, and preferred forms of contact. Visit appalachiangrown.org and click on “wholesale” tab on the top banner.

Are you listed in the Wholesale Guide?

Looking to connect with restaurants, caterers, bakers, value-added processors, grocers, and wholesalers/distributors? The *Wholesale Local Food Guide* is for you. This subsection of the *Local Food Guide* is updated through the same process as the rest of your online listing, and is used by buyers looking for farms able to supply wholesale accounts. When ASAP receives sourcing requests from restaurants and other wholesale buyers, the wholesale guide helps us identify potential sourcing matches. If you don't have a wholesale listing, you may be missing out on potential partnerships.

Preferred Contact	Desired Products and Requirements
by appointment, 321-626-6772 (call or text), dokce@amiciziarestaurant.com	Desired Products: any local products
kirsten@bakedpiecompany.com	Desired Products: fruits, vegetables, spices
by appointment, 828-225-1514 (call or text), bconnor@biltmore.com	Desired Products: vegetables, fruit, game, specialty products, cheese Requirements: \$1 million in insurance; we prefer some level of traceability
by appointment, drop-in, 3126722887 (call or text), hassana@earlygirleatery.com	Desired Products: seasonal produce
drop-in, 254-493-7109 (call), jeffb@foodmattersmarket.com	Desired Products: fruits, vegetables, cheese Requirements: Insurance (negotiable depending on the size of the farm); sustainable and clean growing practices
by appointment, (828) 676-3870 (call), jill@ivoryroadavl.com	Desired Products: eggs, poultry, beef, pork, berries, cheese
by appointment, drop-in, 828-299-3663 ext 1237 (call), 423-943-1301 (call or text), agraff@ mannfoodbank.org, lreynolds@mannafaodbank.org	Desired Products: any quantity of vegetables and fruits (but would like to work toward consistent pickup schedule), meat, dairy, eggs Requirements: USDA certification for meat, dairy, and eggs
purchasing@motherearthfood.com	Desired Products: meat, value-added products Requirements: organic, clean ingredients
304-416-0507, 828-255-7630 (call or text), local@mountainfoodproducts.com	Desired Products: fruits, vegetables, herbs
by appointment, drop-in, 828-606-7946 (call or text), ben@posanaavl.com	Desired Products: fruits, vegetables Requirements: \$1 million in insurance; sustainable, organic practices
by appointment, 828-749-1179 (Chambli, text), 828-702-9189 (Emily, text), purpleonionoffice@gmail.com	Desired Products: fruits, vegetables
justin@swamprabbitcafe.com	Desired Products: fruits, vegetables, locally made products Requirements: Certified Organic or organic in practice
by appointment, drop-in, 828-536-0126 (call or text), sierra@tractorfoodandfarms.com	Desired Products: wholesale and market garden produce Requirements: product liability insurance
by appointment, 828-216-8313 (text), mark@ wegiveashare.org	Desired Products: fruits, vegetables, proteins, grains, dairy Requirements: organic preferred, but conventional methods also acceptable
828-331-7684 (call or text), wncfarmtotable@gmail.com	Desired Products: any local products with emphasis on specialty meats and cheese Requirements: insurance is suggested by not required

Eat Local @ the Business of Farming Conference

Is it really possible to serve hundreds of people breakfast and lunch using ingredients sourced from local farms in February? It sure is! Every conference we feature Appalachian Grown certified farm products in our meals, and each year it gets easier as more local products are available year round. Look for our menus and farmer profiles as you enjoy your conference meals to see which local products are featured.

Thank you to Farm Burger, Early Girl Eatery, and Hendersonville Community Co-op for their food preparation and ongoing commitment to purchasing from Appalachian Grown certified farms.

We are grateful to our supporters who help make the Business of Farming Conference possible!

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- Sustainable Agriculture Research & Education (SARE)
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- WNC Farmers Market

Funders



Funding for the Business of Farming Conference was made possible in part by the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service through grant [AM180100XXXXG070]. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the USDA.