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Farmer Toolkit



<https://asapconnections.org/farmer-resources/toolkit/>

Toolkit Contents

ASAP's **Appalachian Grown Farmer Toolkit**, updated in September 2022, offers an overview of available support and resources on business planning and marketing. [View or download the free digital version above](#) or navigate directly to what you're looking for from the table of contents below. [Contact ASAP](#) about print copy availability.

Business and Market Planning

- [Business Plan Overview](#)
- [Regional Support Agencies for Farm Business Planning](#)
- [The Regulatory Environment for Farms in WNC](#)
- [Market Opportunities for Farmers](#)
- [Tips for Selling at Farmers Markets](#)
- [CSA Toolkit](#)
- [Agritourism and Farm Tour Guide](#)
- [Guide to Selling Wholesale](#)
- [Tips for Buyers and Producers](#)

Branding and Marketing

- [Marketing Your Farm](#)
- [Storytelling Toolkit](#)
- [Press Releases: Guidelines and Template](#)
- [Photography Tips for the Farm](#)
- [Social Media Guide for Farmers](#)
- [Developing Your Farm Brand](#)
- [Working with a Graphic Designer](#)
- [Making the Most of Your *Local Food Guide* Listing](#)

Additional Resources

The documents, tools, and workshop recordings linked below, from ASAP and partner organizations, expand on the resources included in the Farmer Toolkit.

Business Planning +

Accessing Capital +

Farm Financials +

Direct Sales +

Agritourism +

Wholesale and Retail +

The Farmer Toolkit and other resources are supported in part by:



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