

▶ DONATE NOW

No Farms No Food Brunch FUNdraiser This Sunday!
Only a few tickets left! Call or Text Sylvia Crum 276-791-5572 to reserve your spot!

Machiavelli's, Downtown Bristol
12:30 - 2:30 pm

Celebrate. Relax. Enjoy!
-3-5 course brunch buffet
-Fresh, in-season ingredients
-A Complimentary Cocktail
-Fresh, Hot Coffee
-Cash Bar featuring Bloody Mary's; garnish with Appalachian Harvest pickled canned goods.
And the best part? It's for a great cause!

All proceeds benefit ASD and local farmers...remember: No Farms No Food!

\$40/ticket. Purchase at:
www.universe.com/nofarmsnofoodf2tbrunch



Follow Us on Social Media!



Women in Agriculture

Over the last thirty years, more women are reporting as principle operators of farms in the US according to the Census of Agriculture. In fact, women operators increased 137% between 1982 and 2012.

ASD is excited to be highlighting and piloting a Women in Agriculture program in 2017. Farm tours will showcase success stories of women operated farms in our region. Representatives from organizations like Farm Credit, Farm Bureau, and Appalachian Harvest will attend so that participants can learn about opportunities available and to ask questions. We also hope to have a much larger conversation, during these tours and other times throughout the year, about developing a long term Women in Ag group both locally and at the state level and we are working closely with Virginia Tech Beginning Farmer and Rancher Coalition team members on this effort.

On November 18th, we will celebrate Women in Agriculture at the Southwest Virginia Higher Ed Center with a conference which will include various tracks of learning for all farmers including farmland transition, whole farm planning, and production

"Corridor Corner"



The Central Appalachian Food Corridor aims to give people in economically distressed communities, many of which were coal dependent, opportunities for meaningful work. By connecting producers to wholesale and retail outlets searching for local products, the Corridor project has created sustainable jobs in local food production and distribution in Southeast OH, Southwest VA, Northeast TN, and Eastern KY and WV.

Since the project's start in 2016, ASD has worked with the WV Dept. of

strategies. Megan Seibel will be the keynote speaker and was recently named Virginia's Assistant Secretary of Agriculture and Forestry. For the past six years, Seibel worked with hundreds of growers; ranchers; local, state and national government officials; consumers; regulatory agencies; and others who are involved in the agriculture and forestry industries as she directed the VALOR program. The intensive two-year fellowship is the state's premier training program that works with agribusiness leaders to develop ambassadors for Virginia's largest industry.

Planning for the conference is still underway and we welcome feedback and ideas on what to offer. Contact Tamara McNaughton at tmcnaughton@asdevelop.org for more information or to share your farming interests. We hope to see you at one of these free farm tours!

Southwest Virginia Women in Agriculture Farm Tours

May 7th - Teresa Foglesong operates a beef cattle farm in Washington County, VA.

July 9th - Deana Haines operates an organic vegetable farm in Scott County, VA.

July 9th

September 10th - Patsy Waddle operates a stocker operation and former dairy farm in Smyth/ Bland County, VA.

For more information or to sign up, please contact: Amy Fannon (Lee Co. VA Cooperative Extension) (276) 546-2057 or afannon@vt.edu

Tamara McNaughton (ASD) (276) 623-1121 or tmcnaughton@asdevelop.org

From the Director *Kathlyn Terry*

Each year at this time we welcome new board members as other board members transition off of the board to pursue new projects. This year we are very pleased to introduce 4 new board members:

- Jonathan "JT" Thomas, Senior Account Executive at Bristol Motor Speedway
- Paul Conco, Member at Large
- Michael Archdeacon, Owner of Foodie Fiction
- Beenish Kamran, Community Health Graduate Student at ETSU

We look forward to working with these talented new members who each bring unique talents and passions to ASD's work.

We also welcome two new staff members to ASD's team (pictured here). Jenni Roop is an Appalachian Transition Fellow working with ASD, First TN Development District (featured below) and Second Harvest Food Bank of NETN on a project to coordinate 5 working groups that operate at the intersection of agriculture, nutrition, health, and economic development. Dale Craig is leading ASD and

Agriculture to double the number of Good Agricultural Practice (GAP), or food safety, certified farmers from 7 to 14. Five of these farmers had the opportunity to produce hard squash for Appalachian Harvest, selling almost 200 cases to grocery stores along the east coast. Approximately 20 acres of hard squash production is slated for 2017 in WV and Eastern KY.



Wholesome Wave's joint project to create a brand and market for cosmetically imperfect produce in Central Appalachia, providing new markets for farmers and reduced cost produce for consumers all while reducing the amount of food that goes to waste (over 20 billion pounds of fresh fruits and vegetables

are wasted each year).

2017 Community Outreach Events

Abingdon Earth Day Celebration

April 22, 9am to 1pm
Fields-Penn House
Abingdon, VA

Generously underwritten by Blue Ridge Beverage Company



In 2016, more than 2,500 people visited ASD's booth. Work with the ASD staff and participate in FREE hands-on activities designed to inspire, encourage and empower. Educational materials and informative literature will be offered.

Spring Garden Fair

April 30, 12pm to 5pm
Exchange Place Living History Farm
Kingsport, TN

Generously underwritten by Citizen's Bank



Go back in time on this 19th century farmstead with ASD's sustainable forestry staff. Learn how to identify regional native botanicals, understand

We're Switching Gears

By Sylvia Crum



As the director of communications and development, each year I am tasked with working with the development committee to create events for ASD. Some events are designed to raise awareness, to educate and inform while other events are created to make friends and raise money for our important work. We've all been to events that are elaborate and expensive, and big events take a great deal of time. Over the years, ASD has held several wildly successful fundraisers that raised necessary general operating funds and left us all feeling exhilarated and fulfilled.

Recently we are hearing from donors that they are interested in more intimate experiences, that are simple and have lower ticket prices. Some folks are astounded when they hear the expenses involved with big events. I was talking with a donor last week and she mentioned that she really loves ASD and believes in supporting us with volunteer time and financial gifts. She went on to say, "I have heard that sometimes 1/3 of what you make at an event goes to cover expenses. If that's the case, I would rather write ASD a big check and get to stay home in sweat pants! At least that way, all the money that is coming in is being used for programming. And I don't have to find a babysitter, buy a dress and find guests to fill a table."

So this year, we're re-vamping our events strategy. Stay tuned for smaller, more casual fundraisers. And send me an email at: scrum@asdevelop.org if you would like to hold an event to benefit ASD or if you have an idea for a great event. We love hearing from you!

their medicinal qualities and learn about opportunities to sustainably plant, grow, harvest and process them. Informative literature will be offered.

Bristol Rhythm & Roots
Children's Day

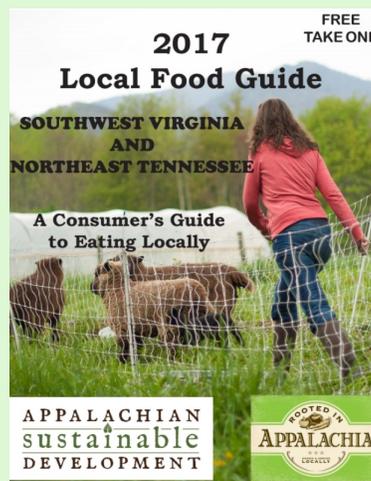
Diggin' in the Dirt:
September 30, 10am to 2pm
Cumberland Park
Bristol, VA

Generously underwritten by Citizen's Bank

Be a part of ASD's most popular FREE community outreach event. Since its inception in 2012, this event has touched the lives of thousands of children. Future gardeners and farmers will be all smiles during this "hands-on" experience. Young and old are always encouraged to "dig in the dirt" and experience the wonders of nature. Educational materials and informative literature will be offered.



Get Your Local Food Guide!



ASD's Local Food Guide will soon be available at farmers markets and other locations throughout the region. We'd like to thank those who placed ads which allowed us to print 15,000 copies for distribution!

We'd also like to thank everyone who uses the guide to support local farmers, farmers markets and the local economy.

An online version of the guide will also be available soon at www.asdevelop.org/afma.

Partner Spotlight



*By Mark Stevens, Director of Special Projects
FTDD*

We know that by working closely with other organizations we can increase our impacts and make our resources go farther. This year, we'd like to highlight organizations that share our passion for collaboration and partnerships.

The First Tennessee Development District is a regional association of the 8 county and 20 city governments of NE TN. We represent a cooperative and collaborative approach to make local, state and federal government in the region stronger and more effective. The primary focus of the FTDD is economic in nature, and District staff work on programs and initiatives to improve the lives of residents in our region by ensuring that we can attract and retain employers and industry. The FTDD often functions as a forum for local leaders to work together on regional issues and effect change that may not be possible on either a city or county level.

Roughly half the District staff serve the region's senior citizens through the First TN Area Agency on Aging and Disability. The FTAAAD ensures that seniors have:

- The opportunity to take full advantage of social services that can keep them in their homes longer
- Much needed nutrition and counseling
- Resources for family care-givers

Without the efforts of the men and women who comprise the FTDD & the FTAAAD, many seniors in our region would be at greater risk for hunger and limited in-home health care.

FTDD's mission is centered on building partnerships to serve the residents of NE TN. Without partnerships, we would be far less effective and the member governments of the District would also have a much harder time serving their constituents. As an example, we work with the Alliance for Business & Training to provide job training or retraining for employers and employees to ensure that our workforce is prepared for the jobs of tomorrow. We work closely with agencies like the First TN Human Resources Agency to provide home delivered and congregate meals to the region's senior population. In the last fiscal year, we served 936 seniors over 150,000 home delivered meals and 1,571 seniors approximately 86,000 congregate meals.

We have also begun a collaboration with organizations like Appalachian Sustainable Development and Second Harvest Food Bank, to study and strengthen the region's food systems, and also host an Appalachian Transition Fellow. Without partnerships, the District's work may be possible, but would most certainly be much more difficult to accomplish.

Change for Children



Learning Landscapes has been a flagship program for ASD since 2001. Serving thousands of kids in our communities year in and year out helps to shape our work and it shapes future leaders. At its peak, Learning Landscapes was a program focused on the full circle of environmental education. From ponds to historical herb gardens, children were learning to respect themselves, each other, and their environment.

You've seen the photos of a smiling, gap-toothed child chewing precariously on a carrot or a freckled nose buried in a red zinnia. One can almost hear the laughter of a child with a 2 lb. zucchini hoisted over his head, beaming with excitement.

Over the years the focus of the program has drifted towards food access for children who are lacking fresh vegetables and fruits in their diets. Our programming has moved across state lines into Bristol and Kingsport and has been implemented at public and private schools, as well as after school clubs. Despite every change that Learning Landscapes has gone through one thing has remained the same; find a way.

The beautiful moments that are captured and shared with you are not without the effort of dedicated staff. Staff that stays late to cover soil pods of transplanted peppers or to wash dishes from that day's taste test. The staffer that cries quietly after a child packs their backpack so full with potatoes that it won't zip, because they feel the strain of hunger at home. Watching that child hobble down the hallway fiercely protecting what is inside.

However, these stories aren't enough. Statistics, measurable differences, are what induces a check or a grant award. As a non-profit, data isn't what we're known for, but it is what we're graded on and if we cannot produce real change in eating patterns, academic performance, or engagement then it is all for nothing. We

change the lives of children by providing them a space that is their own. A space where they can explore, be quiet, be loud, be silly, and be brave.

We cannot do this work without you. It is the goal of Learning Landscapes to raise \$40,000 in order to create professional surveying techniques, standardized models of garden installation, implementation, and sustainability. We are increasing efforts to fund this valuable program and turn it into something beautiful and strong. If you enjoy seeing these incredible children in beautiful gardens enjoying food that is good for their bodies and good for their souls, please give. Give if you can and volunteer if you can't.

*Printing for our hard copy newsletter is generously provided by
Eastman*