

**Appalachian Sustainable Development's mission is to transition Appalachia to a more resilient economy and a healthier population by supporting local agriculture, exploring new economic opportunities and connecting people with healthy food. [Click here](#) if you'd like to support our work.**



L to R: Jennifer Fahy (Farm Aid), Eula Munsey (Robin's grandmother) and Robin Robbins (Robbins Family Farms/Appalachian Harvest)

## CNN's Champions for Change to Feature Local Farmers

Tune in to CNN the week of June 12 to catch a new segment called Champions for Change, featuring Appalachian Harvest's own Robin Robbins. As a result of the visit we had from Farm Aid and crew last year, CNN reached out to Farm Aid a few months ago to learn about farmers they work with. Farm Aid mentioned SWVA and Robin and the team at CNN was smitten!

As a matter of fact, CNN anchor Kate Bolduan grew up on a farm in Goshen, Indiana. As one of 4 children, Kate remembers hunting pheasants with her father and the wide open farm fields of the Midwest.

As part of the Champions for Change series, Kate chose to do a feature story on small, local farm families. Recently Kate and her crew and our friend at Farm Aid, Jennifer Fahy, visited our region for

Kate also interviewed Adam Pendleton, Appalachian Harvest Facility Manager (pictured below) at ASD's Appalachian Harvest food hub, learning exactly how it works and how rural farmers benefit from training and technical support, access to markets and more.

We're so proud of Robin and her family and cannot wait to see our "Champion" on national TV!

Thank you to our friends CNN & Farm Aid.....we are all working to 'live better...locally'.

2.5 days to film Robin Robbins and her family (including her 99 year old granny, husband, children and farm hands) on her family farm.

---

## Volunteers Make a World of Difference

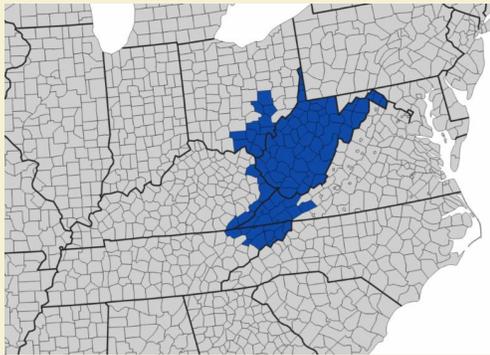
This spring, more than 20 volunteers came to the ASD office to weigh, sort and label over 50 pounds of 36 varieties of seeds. These volunteers saved the program manager for ASD's Grow Your Own program an entire week. This is just the beginning of the program's need for volunteers. The program also needs volunteers to help out at educational workshops that teach home gardeners how to grow their own organic gardens. Additionally, there is work to be done all season in the training garden located at Ecumenical Faith in Action. So far this year, volunteers have saved the program over \$1,500 worth of staff time.

This program as well as others at ASD could not achieve their goals and help those in need without the people that choose to make a difference by giving their time. If you would like to learn more about how you can help, please visit [www.asdevelop.org/volunteer](http://www.asdevelop.org/volunteer).

---



## "Corridor Corner"



Launched in 2016, 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 has created sustainable jobs in local food production and distribution in Southeast OH, Southwest VA, Northeast TN, Eastern KY and throughout WV.

Many of the wholesale markets within the corridor offer higher price points for certified organic produce. However, navigating organic certification can be cumbersome without assistance and expensive for small farmers if certified independently. As a result, an Organic Growers Group is offered to Appalachian Harvest farmers. This model allows a group of farmers to apply for organic certification under the Appalachian Harvest umbrella. By applying as a group, farmers are able to split the cost of certification and bring the price down from roughly \$1,200 to \$400 each. In addition, the group is able to lean on each other for support throughout the growing season. To help ensure that farmers are complying with the National Organic Program standards, Appalachian Harvest establishes internal controls for all members of the group to follow. In 2017, Appalachian Harvest has helped 11 farmers complete their organic application through the Organic Growers Group,

## Does Rural Matter?



We sure think so! But sometimes researchers or those who craft strategies to move people and places out of poverty have a difficult time creating strategies that recognize the differences between urban and rural. Rural metrics just can't compete with urban metrics. Often, rural areas do not receive funding and support simply because the population numbers cannot compare with higher populations in urban areas. (Think cost per person impacted.)

In April, Kathlyn Terry was invited to participate in a panel at the Robert Wood Johnson Foundation's Healthy Eating Researchers Annual Grantee Meeting. The panel, titled "Crafting a New Approach to Reach Rural, Remote, Isolated, and Persistent Poverty Communities to Improve Health Outcomes," included panelists from Appalachia, the Deep South, and the Tribal Nation. It was an amazing opportunity to share data that shows we have to make a change in how we view rural areas. (The presentation is available on [ASD's website](#).)

The panel highlighted the similarities between rural areas and showed how Appalachia, the Tribal Nation and the Deep South are all suffering from similar challenges. Through exposing these similarities, it became clear that it is vital for rural communities and regions to band together and find ways to ensure that rural DOES matter and to secure the resources and support we need to move rural communities to a more resilient, healthy, place that is filled with hope and not despair.

*Courtesy of Lidany Rouse*



## From the Director *Kathlyn Terry*

As a consumer of food, we should all be aware of what is being done to protect us from foodborne illness. How is food becoming safer to consume in this country? And why do we need to care?

The Federal government estimates that there are about 48 million cases of foodborne illness annually - the equivalent of sickening 1 in 6 Americans each year. And each year these illnesses result in an estimated 128,000 hospitalizations and 3,000 deaths.

Those are some startling statistics. But they don't paint the full picture of where the problems lie. The numbers include meat, dairy and other products - not just produce. They also include products that were not grown in the USA. When you look at domestically grown produce, the percentage of cases reported is less than 1% of the total.

That being said, it is still necessary for produce farmers to take stringent, time consuming and costly measures to ensure the safety of our produce; which is where ASD comes in. For over 7 years ASD and our partners have been at the forefront of helping small and medium scale farmers obtain Good Agricultural Practices (GAP) and Good Handling Practices (GHP) certification. Though the government has yet to mandate these certifications, almost all large wholesale buyers require them.

ASD's training program involves an 8 hour classroom training session followed by on-farm support and a mock audit to ensure farmers are able to pass their audits. We've been very successful at helping farmers obtain certification. That being said, the requirements associated with these certifications are not static. They must be revisited annually to ensure that materials and training are current.



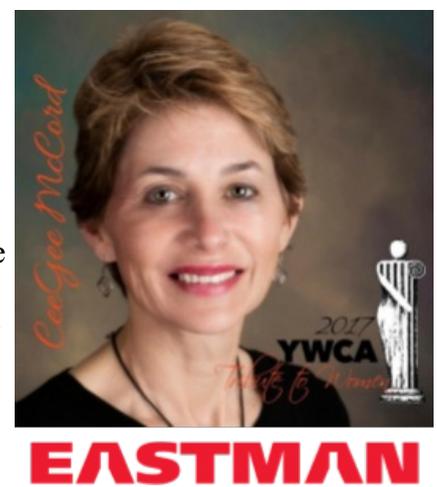
Recently, ASD revised its manual to ensure that our corridor partners can use it as a starting point for their own manuals and processes. Based on their own risk assessments, farmers and facilities can develop their own site-specific GAP and/or GAHP manuals without having to start from scratch. Robin Robbins led the effort to make changes to this manual, requiring countless hours of time, all to ensure that farmers and other food hubs like Appalachian Harvest will be able to access large wholesale Markets. Thank you to Robin and her awesome team!!!

## Partner Spotlight

**We know that by working closely with other organizations we can increase our impacts and make our resources go farther. This year, we are highlighting organizations that share our passion for collaboration and partnerships.**

Our friend and former board member, CeeGee McCord, who is Vice President for the Eastman Foundation's Board of Directors and Director of Global Public Affairs was recently honored at the 2017 YWCA Tribute to Women. What a fitting tribute!

A petite woman with a big vision, CeeGee is known for her efforts to broaden Eastman's worldwide philanthropy and her ability to be an inclusive leader. CeeGee has created the infrastructure for community partnerships in areas where Eastman has operations and is known throughout the region for her leadership and volunteer roles with the Johnson City Chamber of Commerce, Kingsport Chamber Board, ETSU, and Milligan College. CeeGee has been named a Champion of Education by the Kingsport City Schools and together with her husband was honored as a Champion of Youth by the KingsportBoys and Girls Club.



~~Thank you CeeGee for your sincere interest in ASD's future. We appreciate your dedication to the region and ability to see a future where we all have opportunities and hope.~~

## What a Few Friends Can Do

The annual fundraising campaign for ASD's Healthy Families - Family Farms program "Good Food for All Challenge to End Hunger" took place between March 15th and May 15th. Members of the Healthy Families - Family Farms volunteer committee established the "Friends of Healthy Families Matching Fund" for the campaign. Committee members contributed to this fund themselves and appealed to others to become a "friend" of HFFF. These funds matched donations during the fundraising campaign by up to 30% which motivated donors to be part of the challenge. This year's campaign raised \$16,165! There were 92 donors, including 28 new or returning donors. With the money raised, local farmers will be supported and food banks and pantries will receive much needed fresh healthy food. It is crucial to have funds available early in the season but fundraising continues throughout the year. Our goal is \$35,000. For more information on the Healthy Families - Family Farms program or to make a donation, visit [www.asdevelop.org/hfff](http://www.asdevelop.org/hfff).

***"Everyone Wins! has been our motto because everyone does win: the FARMERS who grow the great "seconds" produce that HFFF purchases from them, FEEDING AMERICA FOOD BANK AND FOOD PANTRY RECIPIENTS who enjoy healthy veggies all summer long and our wonderful DONORS who make it all happen! Looking forward to another great growing season!"***

**Marty Huber  
Healthy Families - Family Farms Coordinator**



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