



Appalachian Sustainable Agriculture Project

Asheville, NC 



Serving Rural & Urban Communities in
WESTERN NORTH CAROLINA

■ FOOD INTERVENTIONS

- Farmers market F&V voucher
- Produce box

■ FOOD ACCESS POINTS

- Local farmers markets

■ FOOD SOURCES

- Direct from local farms, including small farms, women-owned farms, and farms owned by Black and other farmers of color

■ HEALTH CARE PARTNERS

- Community health center
- Healthy Opportunity Pilot

Appalachian Sustainable Agriculture Project (ASAP) seeks to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food. Through their Farm Fresh Produce Prescription program, participating health care providers write a prescription for fresh produce for patients identified as food insecure or at risk of diet related disease. ASAP partners with 12 local farmers markets in a four-county region where participants can redeem their prescription weekly. The farmers market model provides patients with wraparound support and weekly financial incentives to purchase fresh, local fruits and vegetables from farmers markets. Each year, ASAP invites participants to join a cohort that attends monthly events including farm tours, cooking classes, nutrition education, and community meals.

“Farm Fresh for Health is ASAP’s farm-centered approach to improving the health and well-being of our community and supporting local economies. The project builds on the idea that local food systems are intrinsically connected to community health - economic, social, and physical. Creating positive food and farm experiences builds a social context that reinforces healthy food choices.”