



ASD Programs Celebrate Paths for Success!



2022 is shaping up to be a truthfully earth shattering year for the team at Appalachian Sustainable Development and those we serve. Our programs are rapidly expanding and we are creating more connections between them as part of our strategic plan. As we make our programs more impactful and more sustainable, we are proud to see how communities become empowered and increase their capacity every single day.

In 2021, ASD program managers worked together to develop the Producer Pathway, a tool to help local farmers and gardeners of all skill levels understand the programming we offer and how we can help based on the knowledge participants

currently have and their educational goals for success. The Producer Pathway will aid in streamlining our Agriculture Education programs, help us effectively educate and guide program participants, and provide clear explanations and instructions to stakeholders. The Producer Pathway can be found at www.asdevelop.org/programs-resources.

Part of making our programs stronger is putting the right people in place to support our program beneficiaries. We are happy to welcome aboard our new Groundwork Garden and Greenhouse mentor, Lisa Worley! Lisa was first introduced to ASD when she joined our Grow Your Own (GYO) program working to help till GYO participant gardens. She also worked with the ASD school garden program building raised beds in Virginia schools and Southwest Virginia communities. Now, she is joining the Groundwork team in the Faith in Action community garden and looking forward to sharing sustainable practices with her trainees. Lisa was born and raised in Eastern Tennessee, and still lives and farms there now. Growing up, Lisa's family traveled all over southern Appalachia, sparking Lisa's lifelong passion for tempered rain forests and for mountain walking, foraging, studying, and protecting the natural bounty and beauty of this region. Welcome aboard, Lisa! We are so excited to have you!



Calling All Herb Farmers!

ASD's Appalachian Harvest Herb Hub has secured demand projections from our network of buyers, and we're looking for market-ready farmers to fill orders. The Herb Hub can help you from seed to sale, with processing, aggregation and marketing services at our Duffield, VA facility to meet buyer specifications.

To learn more email Robin Suggs at rsuggs@asdevelop.org with volume and price for each herb you'd like to supply this season, making sure you're able to meet the specification and certification requirements listed.



APPALACHIAN HARVEST HERB HUB

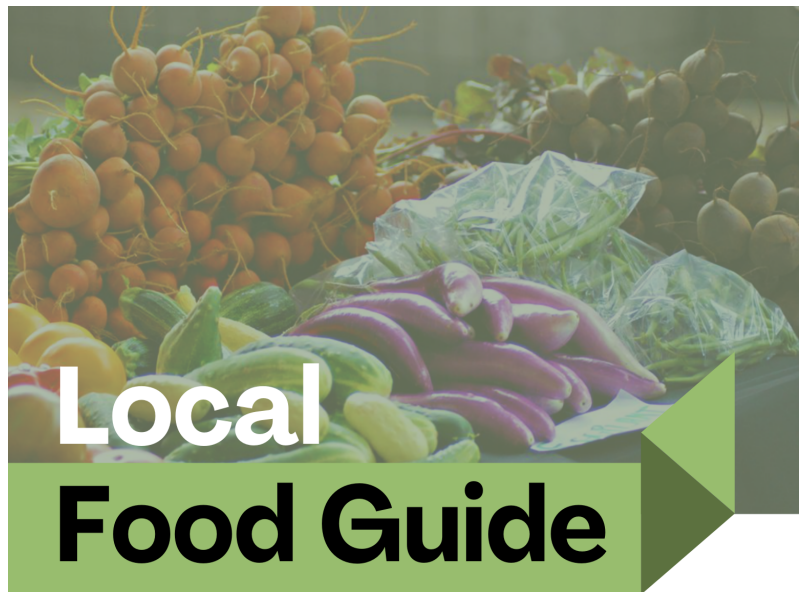
NOW SEEKING MEDICINAL HERBS!

Interested in growing medicinal herbs for market? Check out our 2022 Appalachian Harvest Herb Hub demand to get started!

<https://www.asdevelop.org/herbhub>



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ASD's online Local Food Guide is a resource for finding and promoting local food, farms, breweries, wineries, farmers markets, and more!

- ▶ ASD has been working with farmers, traditional and nontraditional agricultural partners since 1995.
- ▶ Your listing may be selected as a "Local Food Guide Spotlight" furthering your cross promotional support.
- ▶ Because the Local Food Guide is online, your FREE listing will reach a much wider audience and is easily searchable.
- ▶ It is totally FREE!

Register

 www.asdevelop.org/local-food-guide

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Join us for 50 Years in The Making: Celebrating old time, blues and bluegrass music. Presented by The United Company Foundation

Join us at The Woodrow W. McGlothlin Center for the Arts on the campus of Emory & Henry College in Emory VA. Tickets are \$20 and now available: <https://www.tix.com/ticket-sales/ehc/4926/event/1257594>.

Jack Hinshelwood is the event host and he brings together 12 remarkable artists who are releasing a new recording containing 22 tracks from their recent collaboration to celebrate three distinct but connected musical traditions. The concert features recognized music masters including: **Phil Wiggins, Rob Ickes, Trey Hensley, Butch Robins, Ivy Phillips, Scott Freeman, Jacob Eller, Debbie Yates and Sandy Shortridge**. A special feature will include two European artists, uilleann piper **Ronan Browne** from Ireland and euphonium maestro **Steven Mead** from England, performing via YouTube. 100% of all proceeds benefit ASD. Photo ID, face masks, proof of Covid-19 vaccination or negative test within 72 hours of the event are required for admittance.



Additional financial support provided by: JA Street, Six Rivers Media, Blue Ridge Beverage Company, Chinquapin Designs, Davenport Financial, Emory & Henry College, Food City, Hampton Inn of Abingdon, WEHC, A Likely Yarn, George Whitley, Abingdon Olive Oil Company, BurWil Construction, Electric Hardwoods, HBC, CPA's, Holston Medical Group, HVAC, Inc., and The Polished Diamond.

A Message from Kathlyn Terry Baker, CEO

I write to you in February, still wondering where January went and now, here it is ... March! In short, it has been a whirlwind at ASD where we have been busy with expanding programs, adding new staff and board members, and building partnerships across Central Appalachia to expand and extend our work. I'd like to introduce you to our two newest board members:



Jason Willis is the Senior Traffic Director for Creative Services at Sam Brown Inc. Healthcare Communications. In addition to Jason's work he is also a community organizer and founding member and current president of the board of directors of TriPride.

Trevor Hansard joined ASD's board as the newest student board member representative. He is a decorated Air Force veteran with 13 years of service and an aspiring farmer

We are so excited about what Jason and Trevor bring to our board. We look forward to Jason working with ASD on our marketing and social media presence while also helping us to become a more diverse and inclusive organization. Trevor is already participating in ASD programming, and we are so grateful for his engagement and partnership with us in our efforts to reach veterans interested in agriculture.

Since our last newsletter in November, we have added 4 new staff members to our team. Our Groundwork program welcomed **David Gabbert**, Tazewell Groundwork Farm Supervisor/Mentor and **Josh Thompson**, Manager of Social Enterprise. **Veteran Michael Klarman** joined us as our Veteran Program Assistant. And **Tisha Griffis** joined us our first ever Grant Accountant. All four are jumping in, learning about ASD's extensive programming and adding value to our programming and we couldn't be happier that they are here.

We will be saying good-bye to **Chelsea Goulding**, our Ag Education Program Manager, who is leaving us to finish hiking the Pacific Crest Trail. Her replacement, **Morgan Bradley**, will be joining us in mid-March. The Agroforestry team will soon be welcoming new staff member, **Stesha Warren**, as our first Agroforester. As I said, it's been a whirlwind! And we are so grateful for the opportunity to work with these great new people. We will share more about programmatic expansion in our next newsletter, so please stay tuned for news about our Farm to School programming, Groundwork expansion, and much more!!

Kathlyn Terry Baker, Chief Executive Officer

Community Outreach Events

Healthy Kingsport Walk for Wellness Expo, 4/23: Join ASD from 11am to 2pm at the Lynn View Community Center Track, 257 Walker St., Kingsport TN, 37665. We'll have educational literature available and a fun, FREE activity designed to challenge your understanding of where your food comes from!

Abingdon Earth Day, 4/23: The 2022 Abingdon Earth Day Celebration is happening! Stop by the Fields Penn House (downtown Abingdon) from 9am to 1pm and have some fun with ASDers who will be providing a FREE Diggin' in the Dirt activity for young and old alike.



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ASD's mission is to build a thriving regional food and agriculture system that creates healthy communities, respects the planet, and cultivates profitable opportunities for Appalachians.

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