



2021

Annual Report

APPALACHIAN
sustainable
DEVELOPMENT
LIVING BETTER. LOCALLY

From our CEO



Kathlyn Terry Baker
ASD Chief Executive Officer

Dear Supporters and Friends:

In 2021, during another challenging year impacted by COVID-19, ASD continued to help shape a new rural narrative. A narrative of empowerment, collaboration, creativity, and hope. We helped families create a legacy that will be passed from one generation to the next.

It's a legacy of strong Appalachians that believe in change through hard work. It's the story of their families and their farms. Of their desire to do better with limited resources. A legacy of farming and food production. And while the work continues to be challenging, ASD is more committed than ever to bringing partners and stakeholders together to propel our mission to build a thriving regional food and agriculture system that creates healthy communities, respects the planet, and cultivates profitable opportunities for Appalachians.

In this annual report, you will learn about some challenges Appalachians faced in 2021. You will also learn about the families that ASD served, the progress they made and the solutions that helped communities. You will read about bigger, more regional impacts and you will also read about the small, simple steps ASD took on its path to a more just and sustainable food system. You will meet program participants whose lives were significantly changed. You will also get a glimpse of a host of partners and stakeholders that collaborated with ASD last year.

In a region with complex challenges, it takes all kinds to get the work done and 2021 was no exception. We hope you are inspired by what we accomplished in 2021 and that you will join us looking forward to 2022.

KBaker



2021 Impacts

2.1 million pounds of food
donated to people in need

Expanded Grow Your Own
to 13 families in Tazewell and Buchanan counties

Launched the Farm to School program
into 4 pilot counties in Southwest Virginia

Created an Apiary/Pollinator plot
in Buchanan County

Built raised garden beds
in every Buchanan elementary and middle school

29% increase in herb sales
through the Appalachian Harvest Herb Hub

Launched the Late Bloomers
floral social enterprise through the workforce
development program

Sold \$3,100,772
in produce, herbs, and value-added products

Helped 36 families
become new backyard gardeners

14 individuals built job skills
in agriculture-related fields

Sold 15,921 cases of pie pumpkins,
an increase of 6,215 cases over 2020

Trained 358 farmers
in agroforestry and climate mitigation best practices

Expanded sales of the Appalachian Harvest
Value Added Products

Created the Producer Pathway
to help frame ASD's programs and services



The Producer Pathway

The [Producer Pathway](#) launched in 2021, and is a framework to help growers of every size and skill level understand how ASD's programs can help them progress to any level desired. Whether it's beginning growers who want a backyard garden, or intermediate producers who need food safety training, or advanced growers who are ready to launch into high-volume production, the Producer Pathway outlines the training, resources, and support that can help them achieve their growing goals.

Click to visit this page on our website!

Introducing the Producer Pathway

About the Producer Pathway

Intermediate

Advanced

Partner Organizations

Beginner

BEGINNER

For every age group and for those with little to no experience in agriculture.

Agroforestry

Community Gardens

Grow Your Own

Learning Landscapes

Workforce Development

Summer Field School

INTERMEDIATE

Hands-on experience and market readiness training based on your skills and goals.

FARM

GAP/FSMA Food Safety Trainings

Workforce Development

Winter Business Intensive

Organic Trainings

ADVANCED

Advanced knowledge through internships, networking, and market access.

Appalachian Harvest Food Hub

Appalachian Harvest Herb Hub

FARM (Mentors)



Little Garden, Big Impact

The ASD community garden, situated on 1/4 acre next to the Faith In Action (FIA) Food Pantry on Hillman Highway in Abingdon, Virginia, supports three of ASD's programs - Agriculture Education, Workforce Development, and Agroforestry.

In April, five [Groundwork](#) trainees came on board for a six-month job training in basic agriculture and business. Over the course of the season, trainees worked in the garden to grow and donate more than 800 pounds of fresh produce to the Faith In Action Food Pantry. Plus, they launched the Late Bloomers floral social enterprise, portioning a section of the garden to devote solely to flowers for sale as bouquets.

The garden was also managed in part by ASD's Agriculture Education program, who used the space as a hub and demonstration site for distributing seeds, soil, tools, and compost to 36 new program [Grow Your Own](#) participants.

Meanwhile, in a series of raised garden beds placed around the garden, the Agroforestry program grew a variety of medicinal herbs for demonstration during their [Seed to Medicine Chest](#) trainings, which drew 30 participants. These raised beds held calendula 'Resina', holy basil, German chamomile, fennel, and California poppies.



Job Training Spotlight

Meghan Tignor, Community Garden Associate, Washington County, VA

Meghan joined Groundwork in 2021, burned out by a stalled career in food service, and quickly found healing and hope by growing food and flowers in the community garden. Within a few months, Meghan had enrolled in the horticulture program at the local community college. "My source of comfort is honestly the people. We can go out in the garden and we can garden all day, and you can be by yourself gardening, but the real therapy comes in when you have good people around you that hold you up and want to believe in you."

Fighting Food Insecurity

A large part of ASD's core mission is to fight food insecurity, and this year we tackled that ongoing challenge through a variety of programs that approach the issue from different directions.

- Since 2010, ASD's [Agroforestry](#) program has worked to help farmers adopt agroforestry practices that support both conservation and specialty crop production. In 2021, the program held 13 training sessions on various sustainability topics, like the *Forest Farming Intensive: Propagation to Processing* event attended by 39 existing and potential new growers. In addition, Agroforestry staff conducted 16 site visits to help landowners assess their forest and field suitability for sustainability practices like alley cropping and forest farming, two farming methods that protect and regenerate the soil and climate to ensure the future production of food.
- Through [Learning Landscapes](#), children of all ages learn how to plant, nurture, and harvest fresh fruits and vegetables, through raised garden beds at schools, clubs, and community centers. In 2021, despite ongoing challenges from the pandemic, Learning Landscapes staff helped build and manage more than 50 raised beds and containers. This early education gardening program teaches young folks how to grow their own food - ideally resulting in healthier eating habits - while also aiming to inspire a new generation of farmers to take over from America's aging farmer population.
- During the ongoing pandemic in 2021, the [Appalachian Harvest Food Hub](#) distributed millions of pounds of food to families in need, courtesy of the USDA Farmers to Families Food Box Program. When that program ended in May, ASD worked with the Virginia Department of Agriculture and Consumer Services to pilot a Virginia Food Box program. In total, \$9M was allocated to this work as a direct result of ASD's efforts, ensuring the continued distribution of food to needy families.
- [Grow Your Own](#) helped 36 new backyard gardeners become more food secure by providing supplies, tools, and bi-monthly virtual education seminars, while another 40 individuals attended the [Southwest Virginia Field School](#) series of trainings, learning about business planning, finances, and marketing geared specifically to help beginning farmers create sustainable and profitable small farms.



Grower Spotlight

Ashley Keene, Backyard Gardener, Buchanan County, VA

The Keene's knew they wanted to live a healthier, more sustainable lifestyle, but they lacked confidence and resources to grow their own garden. That is until Keene discovered Grow Your Own, which not only helped the Keene family grow and share their own crop, but has helped them grow as a family, too. "This program has helped us to get out of our comfort zone and spend time together," says Keene. "And by sharing food with our neighbors and friends, it's made all of our hard work worth it. ASD has provided such an amazing community and how they have done this program is phenomenal. I am so grateful for Grow Your Own."



Exciting New Partnerships

2021 brought some wonderful opportunities to partner with local and regional businesses and agencies, strengthening our efforts and resulting in greater impact than we can achieve alone.

- Appalachian Harvest developed a new partnership with local grocery chain Food Country USA for both produce and value-added goods. Food Country USA's first value-added order was almost half of the previous year's gross sales and more than quintupled our diverse product offering. Products hit store shelves during the summer, and sales rose steadily through the end of the year. Value-added products are a great way for farmers to expand their produce sales.
- Appalachian Harvest partnered with Future Generations University, along with Economic Development for Garrett County, MD, and several regional sugarmakers, to help market and sell Authentic Appalachia, a 100% pure, grade A maple syrup. Each bottle is produced by a collective of local sugarmakers in West Virginia, Maryland, and Virginia -- right in the heart of Appalachia. The collective allows smaller producers to access markets typically out of reach for their operation. This delicious, handcrafted, small-batch syrup celebrates the time-honored tradition of sugarmaking in Appalachia and prevents deforestation by encouraging land owners to tap their trees instead of logging them. In mid-October, Appalachian Harvest staff worked with the project team to finalize food safety and logistics details for the syrup and in late November, Appalachian Harvest's truck picked up the first two pallets of maple syrup, which will be marketed for sale to customers and retailers in early 2022.
- Thanks to a grant from the Thompson Charitable Foundation, ASD worked throughout 2021 to expand our efforts into Virginia's Tazewell and Buchanan counties. Among those efforts is the [Apiary and Pollinator](#) project at Southern Gap Outdoor Adventure in Grundy, which made significant progress this year thanks to the collective contributions of our passionate partners: the Buchanan County Board of Supervisors and IDA who own the land and allow its use through a land use agreement; Virginia Department of Wildlife Resources; The Woods, Waters, and Wildlife Educational Foundation who provided technical assistance/planning; and the SWVA Sportsmen who provided the manual labor to clear the land. They also built elk- and bear-proof enclosures, readying the space for a variety of native pollinator plantings and the introduction of bees in 2022. As explained by John Taylor, Director of the SWVA Sportsmen, "Without bees and pollination, the world we live in would drastically change. They are such an important part of our ecosystem that we need to educate people about them. This project provides an opportunity to do that in a safe learning environment."



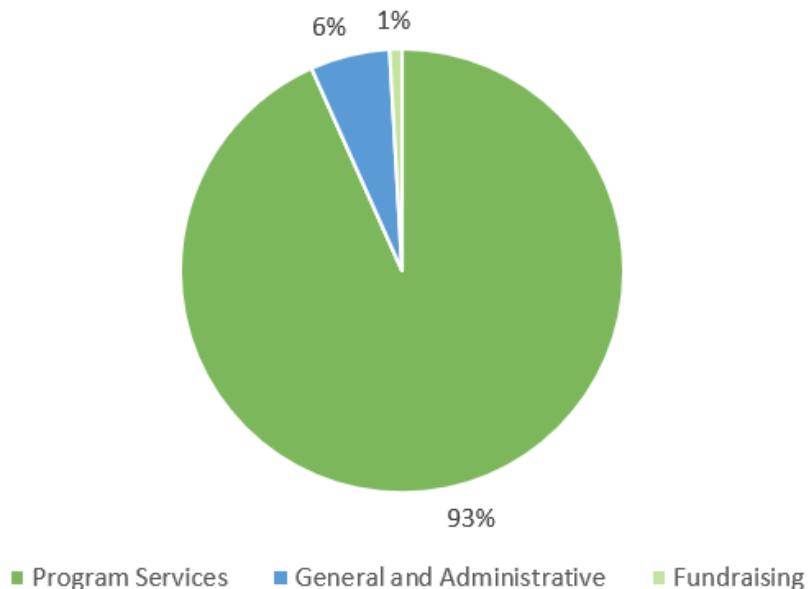
Financials

Statement of Financial Position					
		2020	2021 (unaudited)	2021 % of Total	
Assets					
Cash and Cash Equivalents	\$	101,816	\$ 788,836	40%	
Receivables	\$	72,084	\$ 449,377	23%	
Fixed Assets-Net	\$	643,543	\$ 745,272	38%	
Total Assets	\$	817,443	\$ 1,983,485	100%	
Liabilities					
Accounts Payable	\$	276,618	\$ 512,822	56%	
Notes Payable	\$	288,923	\$ 201,691	22%	
Other Liabilities	\$	130,257	\$ 198,216	22%	
Total Liabilities	\$	695,798	\$ 912,729	100%	
Net Assets					
Unrestricted	\$	94,127	\$ -	0%	
Temporarily Restricted	\$	305,301	\$ 516,338	100%	
Total Net Assets	\$	399,428	\$ 516,338	100%	
Total Liabilities and Net Assets	\$	1,095,226	\$ 1,429,067		

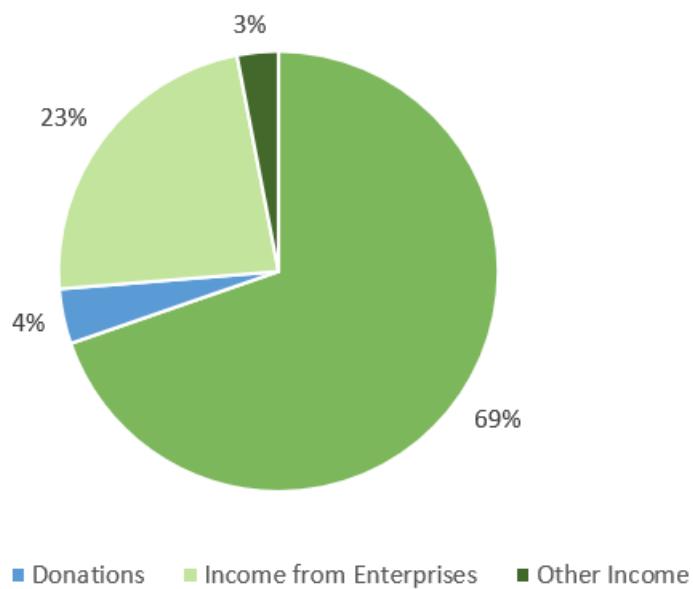
Statement of Activities					
		2020	2021 (unaudited)	2021 % of Total	
Revenue					
Grants	\$	1,278,946	\$ 2,176,479	69%	
Donations	\$	125,138	\$ 134,849	4%	
Income from Enterprises	\$	556,422	\$ 734,853	23%	
Other Income	\$	68,375	\$ 97,316	3%	
Total Revenue	\$	2,028,881	\$ 3,143,497	100%	
Expenses					
Program Services	\$	1,844,048	\$ 2,582,240	93%	
General and Administrative	\$	233,268	\$ 161,391	6%	
Fundraising	\$	9,466	\$ 25,210	1%	
Total Expenses	\$	2,086,782	\$ 2,768,841	100%	
Increase (Decrease) in Net Assets	\$	(57,901)	\$ 374,656		

Financials

Expenses by Category



Revenue by Category



Board and Staff

2021 ASD Staff

Kathlyn Terry Baker
Chief Executive Officer

Gina Bishop
Appalachian Harvest DOT Compliance Manager

Debbie Browning
Workforce Development Program Manager

Katie Commender
Agroforestry Program Director

Jordan Crabtree
Appalachian Harvest Truck Driver

Sylvia Crum
Director of Communications and Development

Lindsey Felty
Outreach Manager

Matthew Foster
Appalachian Harvest Truck Driver

David Gabbert
Tazewell Garden Supervisor

Roger Garrett
AH Facility Manager

Hannah Gibbs
Groundwork AmeriCorps VISTA

Chelsea Goulding
Agriculture Education Program Manager

Matthew Graves
Program Associate

Dylan Johnson
Appalachian Harvest Truck Driver

Michael Klarman
Veteran Program Outreach Coordinator

Chelsea Lee
Operations Manager

Della McGuire
Grant Writer

Kevin McNew
Appalachian Harvest Food Hub Assistant

Alyssa Maring
Groundwork AmeriCorps VISTA

Bretta Morenungs
Regional Sales & Marketing Manager

Adam Pendleton
Appalachian Harvest Assistant Manager/Value Chain Coordinator

Robin Robbins
Appalachian Harvest General Manager

Jenni Roop
FARM Program Manager

Robin Suggs
Procurement Manager

2021 ASD Staff, continued

Josh Thompson
Social Enterprise Manager

Angie Vanover
Chief Operating Officer

LeeAnn Vanover
Finance Assistant

Thomas Vaughn
Appalachian Harvest Truck Driver

Ciera Wilbur
Forest Farming AmeriCorps VISTA

Chloe Yates
Agroforestry AmeriCorps VISTA

2021 Board of Directors

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Staff Accountant, Strongwell

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Research and Development Coordinator, Stone Mountain Health Services

Janet Woolwine
Member at Large

And on we grow.

Thank you for your interest in Appalachian Sustainable Development. To learn more about our work and the impacts we plan to make in 2022 and beyond, visit us at asdevelop.org, sign up for our quarterly [e-newsletter](#), or click an icon below to follow us on Social Media.

