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.
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
Introducing the Producer Pathway

The Producer Pathway, launched in 2021, 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!
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.”
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.

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.

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

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2021 (unaudited)</th>
<th>2021 % of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$101,816</td>
<td>$788,836</td>
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<td>Receivables</td>
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<td>$449,377</td>
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<td>Fixed Assets-Net</td>
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<td>$745,272</td>
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<td><strong>Total Assets</strong></td>
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<td><strong>Liabilities</strong></td>
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<td>Accounts Payable</td>
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<td>Notes Payable</td>
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<td>Other Liabilities</td>
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<td><strong>Total Liabilities</strong></td>
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<td><strong>Net Assets</strong></td>
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<td>Unrestricted</td>
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<td>Temporarily Restricted</td>
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<td><strong>Total Net Assets</strong></td>
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<td>$516,338</td>
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<td><strong>Total Liabilities and Net Assets</strong></td>
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<td>$1,429,067</td>
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</table>

## Statement of Activities

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<tr>
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<th>2020</th>
<th>2021 (unaudited)</th>
<th>2021 % of Total</th>
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</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Grants</td>
<td>$1,278,946</td>
<td>$2,176,479</td>
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<td>Donations</td>
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<td>$134,849</td>
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<td>Income from Enterprises</td>
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<td>Other Income</td>
<td>$68,375</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>$2,028,881</td>
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<tr>
<td><strong>Expenses</strong></td>
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<tr>
<td>Program Services</td>
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<tr>
<td>General and Administrative</td>
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<td>Fundraising</td>
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<td><strong>Total Expenses</strong></td>
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<td><strong>Increase (Decrease) in Net Assets</strong></td>
<td>$(57,901)</td>
<td>$374,656</td>
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</tbody>
</table>
Financials

Expenses by Category
- Program Services: 93%
- General and Administrative: 6%
- Fundraising: 1%

Revenue by Category
- Grants: 60%
- Donations: 23%
- Income from Enterprises: 4%
- Other Income: 3%
## 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 Morenings**
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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Executive Director, Cumberland Plateau Planning District Commission

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Director, Appalachian Regional & Rural Studies Center at Radford University

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Program Coordinator for Agriculture and Natural Resources. Virginia Highlands Community College

**Dr. Heather Champney, Chair**
Pediatric Physician & Obesity Medicine Specialist

**John Gifford, Secretary**
Attorney at Law, Browning, Lamie, and Gifford, P.C.

**Earl Gohl**
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**Jake Harris**
Market President, Truist Bank

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**Dirk Moore**
Executive Director, McGlothlin Center for the Arts

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Staff Accountant, Strongwell

**Margie Tomann**
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.