



# 2022 ANNUAL REPORT

APPALACHIAN  
sustainable  
DEVELOPMENT

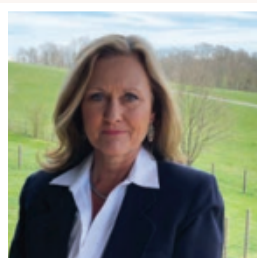




## FROM OUR CEO

Well, it's certainly been a roller-coaster of a year. COVID finally loosened its tight grasp on the world in the first quarter, bringing a collective sigh of relief and hope. But then summer brought a record-setting heatwave and outrageous inflation, heaping more struggles on a worn-out America. It would be easy to lose some faith, except for this: We're a nation of fighters, *especially* here at home in Appalachia. We don't tend to fuss much, we just throw back our shoulders, dig in our heels, and get to work. I see it every day in the people we serve, in their resilience and their grit. I see the dedication of the ASD staff and all of our partners. And I know - without a doubt - that we have everything we need right here at home to create our own bright futures. I hope you see evidence of that, too, right here, in the review of our work throughout the year.

Kathlyn Terry Baker  
CEO



## OUR STRATEGIC GOALS

Since 2020, ASD has been working to fulfill a five-year strategic plan designed to strengthen the agriculture and food systems of Central Appalachia. Our goals:

- 1 Build the capacity of the local agriculture and food systems
- 2 Promote regenerative agriculture practices
- 3 Support the entrepreneurship ecosystem
- 4 Grow the regional food and ag workforce
- 5 Model equity in the food and ag system

# 2022 IMPACTS

|  | 2022          | Total To Date |
|--|---------------|---------------|
| Produce sold and distributed for regional farmers                | \$2.9 million | \$33 million  |
| Pounds of food grown by our backyard gardeners                   | 5,000+        | 145,000+      |
| Acres of forest land conserved through forest farming since 2018 | 669           | 5,669         |
| Pounds of produce donated to area food pantries                  | 175,716       | 6.5 million   |
| Food Boxes donated to people in need                             | 950           | 123,950       |



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Build the capacity of  
the local agriculture  
and food systems



## THE LAUNCH OF APPALACHIAN HARVEST BEEF



In the fourth quarter of 2022, Appalachian Harvest piloted a beef program that provided locally grown and processed beef. This included ground beef into area school systems and butcher ready halves and quarters for grocery outlets. Since then we have developed standards on Prime Cuts to include sirloin, T-bone, tenderloin, New York strip, and ribeye. By the end of the year, **more than \$7,100** in beef was sold through two stores of our pilot partner, Food Country USA, receiving very positive reviews by customers. For 2023, plans are to **expand the program to include ground beef sales into the**

Food Box program. This beef pilot program allows ASD to provide the community with top quality, locally-sourced beef, while also creating new sources of income for area producers.

## PRODUCER SPOTLIGHT

Brandon Jones, owner of Jones Land & Cattle, was one of the **first cattle farmers to participate** in our beef program. "I'm a generational farmer. My dad farmed all his life, and now I have about 250 owned and leased acres with herds of Simmentals and feeder steers. I sell beef direct to individuals, but having this other outlet through Appalachian Harvest is an important way to support local farmers. It's increased production and made my farm business more profitable."







## CONSERVATION THROUGH AGROFORESTRY

Agroforestry is a land use management system in which trees and/or shrubs are grown with crops and/or livestock. This intentional combination of agriculture and forestry has a variety of environmental and economic benefits, including crop diversification, soil erosion reduction, water quality improvement, wildlife habitat enhancement, and much more. ASD's Agroforestry Program was founded in 2010 with the goal of helping farmers adopt agroforestry practices that support both conservation and specialty crop production. To that end, 2022 saw:

- **119 people trained** on agroforestry topics
- **21 producers awarded** forest farming and silvopasture mini-grants (\$100k+ total)
- **11 site visits** to forest farmers
- **5 site visits** for maple technical assistance
- **669 acres preserved** under forest farming best management practices

## GROWER SPOTLIGHT

In 2022, Ryan Huish, owner and operator of Appalachian Cove Forest Farm and Homestead, was **one of 10 farmers** to receive a forest farming mini grant. This award helped offset planting stock costs, to increase the number of forest farms in Appalachia that are sustainably cultivating at-risk forest botanicals. Ryan plans to offer educational tours at his forest farm as a demonstration site, and to provide planting stock to other forest farmers. "To help relieve some of the pressures from wild harvesting of these valuable species, we plan to use this purchased stock to propagate more plants through rhizome divisions and seed plantings to expand the area that we planted with this mini grant to several more acres."







## ON-FARM & CLASSROOM TRAININGS

ASD's SWVA Field School beginning farmer training program is made up of two seasonal sessions - Summer Field School, which focuses on planting techniques, tools, and best practices through on-farm trainings, and the Winter Business Intensive, which focuses on business planning, marketing, and finances. Average attendance for 2022 was **seven per class** for the Summer Field School, and **17 per class** for the Winter Business Intensive. The Winter Business Intensive produced **seven completed business plans** by new farmer participants. Participants not only advance their skills and learn from experienced farmers, they also get to build a network for ongoing support and resources.

## THE FARMER PRIDE COALITION

In late 2022, ASD launched the Farmer PRIDE Coalition, the region's first coalition built of, by, and for the support of the LGBTQ+ community in agriculture. Farmer PRIDE is designed to provide accessible, reliable, and holistic support to farmers, gardeners, growers, agroforesters, and others working in the local food system who identify as LGBTQ+. This initiative is a celebration of three core identities: Pride in being a farmer, Pride in being Appalachian, and Pride in being part of the LGBTQ+ community. Plans are underway for several Farmer PRIDE events in 2023, including a Farmer PRIDE to Table supper featuring food sourced primarily from LGBTQ+ farmers and producers in the region.



**FARMER  
PRIDE**





## GROUNDWORK: NEW STAFF & A NEW SITE

Now in its second year, the **Groundwork** program continued to expand its impact in 2022 by:

- Adding **new staff positions**: a Social Enterprise Manager, who will focus on developing social enterprises to support the program; and a Personal and Professional Development Manager, who will work one-on-one with trainees to help them set and achieve personal and professional goals.
- Graduating **11 Groundwork trainees**, who went on to find secure employment, or stayed in the program into 2023.
- **Launching a new garden location in Tazewell** that **provided 2400+ pounds of fresh produce** to the Tazewell County food bank network.



## TRAINEE SPOTLIGHT

Freddy Velasquez joined the Groundwork Digital Media pathway in 2022. While in the program, he learned valuable creative skills including Adobe Premier Pro and Adobe Illustrator. After leaving the program, Freddy launched his own freelance videography business called Creative Capture. "Groundwork has given me a place to start my new path and allowed me to grow in ways I never knew I could. This experience has renewed my drive to make my life what I know it can be."







## FOOD SECURITY - INSIDE THE BOX AND OUT

- In Central Appalachia, 1 out of every 8 individuals are unsure of where their next meal will come from. That's a difficult statistic to deal with, especially considering the region's abundance of natural resources, and the cultural history of farming and gardening. ASD is working to change the narrative, meeting people where their needs are. In late 2022, ASD launched a new food box program, creating food boxes for donation from local and regional produce. Though the program started small (donating 950 boxes in the first year) it was positioned to take off in 2023. Also in 2022, ASD donated **175,716 pounds of food** to food pantries and food banks.
- The **Learning Landscapes** program introduces kids to gardening, fresh food, cooking, and more. It gives them the opportunity to **learn where their food comes from** and to work together to achieve a common goal - tasty treats they can eat and share with their families and friends. This year, Learning Landscapes **expanded to Buchanan County**, while serving more than **100 kids in the Bristol area** who took home fresh food like greens, tomatoes, peppers, peas, and beans.
- The **Grow Your Own** program empowers participants to provide for themselves and their families from their backyard, and allows them to **redirect a portion of their grocery money** to other needs. Participants have the opportunity to get their hands dirty, experience the joys of plants and soil, and feel pride in their accomplishments in the garden. This year, the program **expanded to Tazewell and Buchanan counties**, with **50 participating families** growing nearly **5,000 pounds of food**.





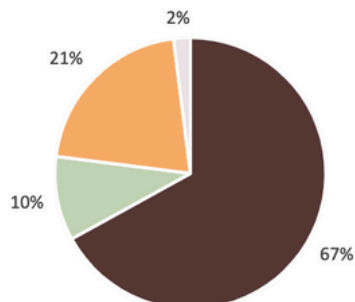
# FINANCIALS

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

| Statement of Financial Position          |                     |                     |                 |
|--|---------------------|---------------------|-----------------|
|  | 2021                | 2022<br>(unaudited) | 2022 % of Total |
| <b>Assets</b>                            |                     |                     |                 |
| Cash and Cash Equivalents                | \$ 788,297          | \$ 241,863          | 12%             |
| Receivables                              | \$ 417,580          | \$ 805,384          | 41%             |
| Fixed Assets-Net                         | \$ 745,272          | \$ 925,643          | 47%             |
| <b>Total Assets</b>                      | <b>\$ 1,951,149</b> | <b>\$ 1,972,890</b> | <b>100%</b>     |
| <b>Liabilities</b>                       |                     |                     |                 |
| Accounts Payable                         | \$ 516,345          | \$ 283,559          | 37%             |
| Notes Payable                            | \$ 201,691          | \$ 175,989          | 23%             |
| Other Liabilities                        | \$ 198,216          | \$ 314,642          | 41%             |
| <b>Total Liabilities and Net Assets</b>  | <b>\$ 916,252</b>   | <b>\$ 774,190</b>   | <b>100%</b>     |
| <b>Net Assets</b>                        |                     |                     |                 |
| Unrestricted                             | \$ -                | \$ -                | 0%              |
| Temporarily Restricted                   | \$ 516,338          | \$ 514,228          | 100%            |
| <b>Total Net Assets</b>                  | <b>\$ 516,338</b>   | <b>\$ 514,228</b>   | <b>100%</b>     |
| <b>Total Liabilities and Net Assets</b>  | <b>\$ 1,432,590</b> | <b>\$ 1,288,418</b> |                 |
| Statement of Activities                  |                     |                     |                 |
|  | 2021                | 2022<br>(unaudited) | 2022 % of Total |
| <b>Revenue</b>                           |                     |                     |                 |
| Grants                                   | \$ 2,100,950        | \$ 2,211,687        | 67%             |
| Donations                                | \$ 175,120          | \$ 331,132          | 10%             |
| Income from Enterprises                  | \$ 743,138          | \$ 700,304          | 21%             |
| Other Income                             | \$ 136,906          | \$ 59,306           | 2%              |
| <b>Total Revenue</b>                     | <b>\$ 3,156,114</b> | <b>\$ 3,302,429</b> | <b>100%</b>     |
| <b>Expenses</b>                          |                     |                     |                 |
| Program Services                         | \$ 1,584,594        | \$ 2,851,256        | 92%             |
| General and Administrative               | \$ 275,646          | \$ 229,902          | 8%              |
| Fundraising                              | \$ 10,477           | \$ 3,890            | 0%              |
| <b>Total Expenses</b>                    | <b>\$ 1,870,717</b> | <b>\$ 3,085,048</b> | <b>100%</b>     |
| <b>Increase (Decrease) in Net Assets</b> | <b>\$ 1,285,397</b> | <b>\$ 217,381</b>   |                 |

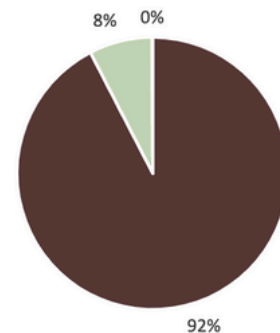


Revenue by Category



■ Grants ■ Donations ■ Income from Enterprises ■ Other Income

Expenses by Category



■ Program Services ■ General and Administrative ■ Fundraising





**DR. HEATHER CHAMPNEY**  
**CHAIR**

*Pediatric Physician & Obesity  
Medicine Specialist*



**BEN CASTEEL**  
**VICE CHAIR**

*Program Coordinator for Agriculture  
and Natural Resources, Virginia  
Highlands Community College*

# BOARD

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Planning District Commission

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Director, Appalachian Regional & Rural Studies Center  
at Radford University

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Retired Attorney, Browning, Lamie, and Gifford, P.C.

Earl Gohl  
Former Appalachian Regional Commission  
Federal Co-Chair, Member at Large

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Trevor Hansard  
Student/Veteran Board Member  
Owner/Operator, Red-Tail Grove Farm

Jake Harris  
Senior Vice President, Truist Bank

Lindsay Hensley  
Public Affairs & Corporate Events Representative, Eastman

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Adjunct Associate Professor,  
Emory & Henry College

Dirk Moore  
Executive Director,  
McGlothlin Center for the Arts  
Emory & Henry University

John Thompson, Treasurer  
Accounting Manager, Strongwell

Jason Willis  
Member at Large

Janet Woolwine  
Member at Large



# STAFF

## and a few pets



Perdita



Tomato

Kathlyn Terry Baker  
Chief Executive Officer

Natasha Griffis  
Grant Accountant

Machelle Ramey  
Groundwork, Tazewell

Morgan Bradley  
Agriculture Education Program  
Manager

Jessica Harless  
Groundwork, Duffield

Robin Robbins  
Appalachian Harvest General  
Manager

Debbie Browning  
Workforce Development Program  
Manager

Dylan Johnson  
Appalachian Harvest Truck Driver

Jenni Roop  
Education Communications  
Manager

Amanda Bryson  
Groundwork, Duffield

Juniper Joseph  
Groundwork, Abingdon

Robin Suggs  
Procurement Manager

Chelsea Lee  
Operations Manager

Shannon Joyce  
Herb Hub Associate

Josh Thompson  
Social Enterprise Manager

Katie Commender  
Agroforestry Program Director

Michael Klarman  
Veteran Program Outreach  
Coordinator

Emilie Tweardy  
Agroforester

Robert Cope  
Regional Sales and Marketing  
Manager

Shannon Lenahan  
Associate

Angie Vanover  
Chief Operating Officer

Sylvia Crum  
Director of Communications and  
Development

Della McGuire  
Grant Writer

LeeAnn Vanover  
Finance Assistant

Lindsey Keen Felty  
Outreach Manager

Kevin McNew  
Appalachian Harvest Food Hub  
Assistant

Stesha Warren  
Agroforester

Matthew Foster  
Appalachian Harvest Truck Driver

Alyssa Maring  
Groundwork, Abingdon

Heather Washam  
Groundwork, Duffield

David Gabbert  
Tazewell Garden Supervisor

Casie Martinez  
Groundwork, Abingdon

Heather Wolford  
Groundwork, Bristol

Roger Garrett  
AH Facility Manager

Ahron Null  
Groundwork, Tazewell

Brittany Woodby  
Regional Sales & Account Manager

Hannah Gibbs  
Groundwork Personal Development  
Coordinator

Adam Pendleton  
Appalachian Harvest Assistant  
Manager & Value Chain  
Coordinator

Lisa K. Worley  
Groundwork, Abingdon Garden  
Manager



Prince Aurnyn



Zoey

Casper



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Oliver and Annabelle



Bodhi







**THANK YOU FOR  
BEING PART OF  
OUR WORK**

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