



Mission: Our mission is to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food.

Vision: Our vision is of strong farms, thriving local food economies, and healthy communities where farming is valued as central to our heritage and our future.

David - Intro

My Background

- Farm intern at Johnny's Gardens (Quincy, FL) and Balsam Gardens (Sylva, NC)
- Market manager and board member at Haywood Historic Farmers Market (2014-2017)
- Studied Agroecology at University of Florida (MS, 2014-2019)
- ASAP's Local Food Campaign Program Coordinator (2014-2019)

Where I am now

- ASAP's Local Food Campaign Program Manager (2019-present)
- Homestead, boards, dog, soccer, read

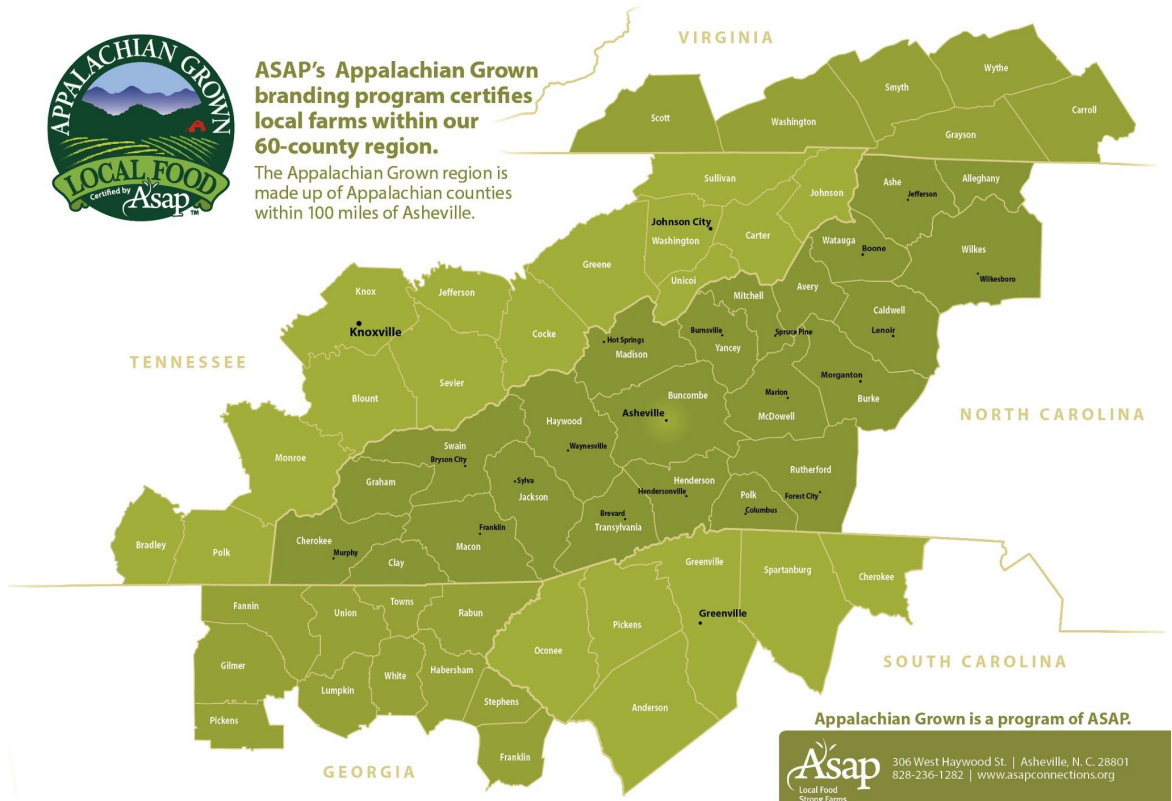


Appalachian Grown Region



ASAP's Appalachian Grown branding program certifies local farms within our 60-county region.

The Appalachian Grown region is made up of Appalachian counties within 100 miles of Asheville.



Appalachian Grown is a program of ASAP.

 306 West Haywood St. | Asheville, N. C. 28801
828-236-1282 | www.asapconnections.org
Local Food
Strong Farms
Healthy Communities

Key Services/Programming

- Free consultations
- Local Food Guide
- Trainings (stand alone workshops, BOF)
- Farm Tour
- Packaging Materials
- Mini-grants



Why is a farm story important?



Why people are buying local: Transparency and Trust



Consumers are seeking direct experiences with local farmers, farms, and food



STORYTELLING IS A TOOL FOR...

- Establishing yourself in people's memories.
 - **Stories help to differentiate your farm**
- Inspiring customer commitment / deepening relationships / building trust
 - **80/20 rule**
- Adding value to your farm product
 - **Production practices, ethos, etc..**
- Grant support / business development



Connect With Your Customers

A brand's values and 'personality traits' are what make consumers fall in love.

– Food Navigator, Authenticity, Emotional Connection, Sell Brands Better Than Free-From Claims, Foodmix Survey Finds



Good stories don't happen by accident

- A good story should be clear.
- The story must have a connection to people's lives and be compelling.
- Stories have pre-decided plots as opposed to a random series of events, including a beginning, middle and end.
- There is an outcome to the main character's situation, showing how the problem is resolved or has been overcome
- Clarity is king.



Who is your audience and what values are you trying to connect with?



What is your goal/purpose?

Craft your story to direct people to take action...come to your farm for U-pick, try a new product, buy a CSA

ENGAGING YOUR AUDIENCE

Offer props (picture, artifact, video) for your audience to interact with.

Can you imagine?

Have you ever?

Would you like to?



OWNING YOUR STORY

Story must first engage **YOU**

Transfer your emotion to the your audience

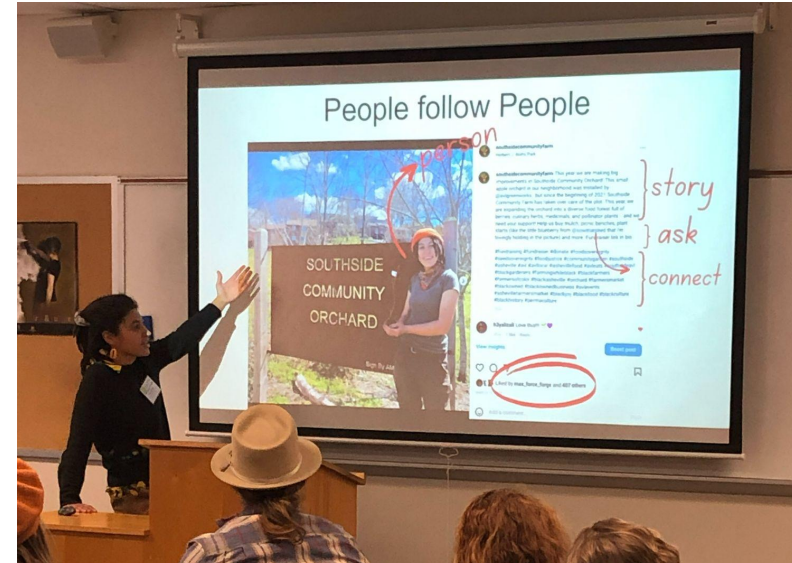
Experiences = working with people, giving a gift that transforms, hearing a story that touched you

What resonates with you?



Crafting Your Farm Story

- Create a clear, straightforward story that can be adapted for audience and time
- What to include:
 - Who you are/your connection to place
 - Why you farm
 - Challenge/barrier - Engages your audience
 - Action/Resolution -Connects your audience emotionally
 - Meaning/upshot/take home -What difference are you making? Why does what you do matter? What makes you different?



Crafting Your Farm Story

Who (or what) is the “hero” or main character in your story?



Crafting Your Farm Story

What is your Vision?



Why do you want to do this?



Was there a “moment of change” or something that happened to make you want to do this thing?

Crafting Your Farm Story

What is the obstacle or barrier for the main character?



What did you have to do/overcome to be able to farm/own land/support yourself/make this decision?

Crafting Your Farm Story

How did you overcome your barrier?



What was the resolution?



How did your vision emerge?



Crafting Your Farm Story

Why does it matter?

What is the moral?



What makes you different?

Why does what you do matter?

Building Blocks of Story

- **Hero/Protagonist (Who?)** - you, your family, your farm personified.
- **Vision/Moment of Change (Why?)** - Why do you want to do this? What happened to make you want to do this thing?
- **Barrier/Struggle/Context (What?)** - What did you have to do/overcome to be able to farm/own land/support yourself/make this decision?
- **Resolution/Action (How?)** - How did you overcome your barrier? How did your vision emerge?
- **Moral/Upshot/Take Home (Why it matters)** - What difference are you making? Why does what you do matter? What makes you different?

Example 1 - Moreno Family Farm (Clay co.)

- **Hero/Protagonist (Who?)** - Multigenerational family farm, Alyssa and Salvador Jr.
- **Vision/Moment of Change (Why?)** - Agricultural legacy, support family, change in production practices, smaller scale, direct relationships
- **Barrier/Struggle/Context (What?)** - Struggle for land
- **Resolution/Action (How?)** - Customer came to farm stand
- **Moral/Upshot/Take Home (Why it matters)** - Continued legacy, new chapter



Example 2 - Lott Farm & Apiary (Haywood co.)

- **Hero/Protagonist (Who?)** - Paul Lott, former rockstar, owner of Lott Farm & Apiary
- **Barrier/Struggle/Context (What?)** - Health issues
- **Vision/Moment of Change (Why?)** - Back home, family health issues, realized he needed to change his course
- **Resolution/Action (How?)** -
Market garden (lots of mushroom production) with health focus
- **Moral/Upshot/Take Home (Why it matters)** - He's healthy, and he can share his knowledge and product with his community



RULES TO REMEMBER

- Stories must be about the impact your farming experience has in the community.
- Have a personal connection to the story you are telling.
- Know why you are telling the story.
- Start your story by connecting with your audience first.
- The main character should be hero – you, your family, your farm
- Use barrier/struggles to drive the story.
- Include only details that move the story along.
- Practice telling your story.
- Tell you story with passion.

Farmers and Producers

Find resources and tools for your farm business.

[READ MORE ▶▶](#)



Local Food Guide
ASAP's Local Food Guide




Farmers and Producers
Find resources and tools for your farm business.



Appalachian Grown™
Certified Local
Certified local food in the Southern Appalachians.



Growing Minds Farm to School
Get Involved with Farm to School

ASAP Local Food Strong Farms Healthy Communities

Storytelling Toolkit

- 1 Why Storytelling Matters
- 4 Crafting your Farm Story
- 8 Write your Farm Story
- 9 Sharing your Farm Story

Photography Tips for the Farm



Equipment
Keep your equipment simple. You can get great pictures with an inexpensive digital camera.

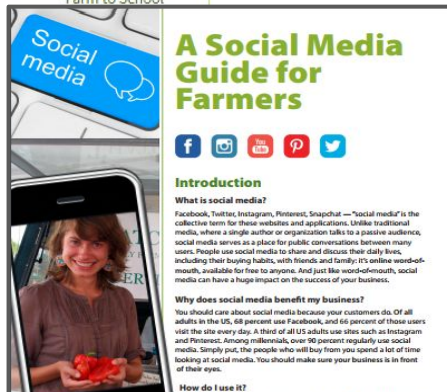
Keep your camera handy
Photo ops often come when you least expect them. Keeping your camera in your garden shed means it is always available for the shot.

Take lots of photos
The more photographs you take, the better the chance you'll get a great one. On average, it takes 30

Composition: Chance doesn't always hand you the best shot. Arranging your subjects, changing your perspective, or placing the subject at the side of the frame creates a more dynamic composition. Off-center subjects can be balanced on the opposite side of the frame with leading lines, shadows, and objects in the foreground or background.

Lines: Natural lines can strengthen composition by leading the viewer's eyes toward your subject. Diagonal lines can add energy. Curved lines can add soft elegance. Using a road or path can add depth.

Framing: Framing your subject with elements in the foreground can also add scale and depth to pictures. Overhanging tree branches,



A Social Media Guide for Farmers

Introduction

What is social media?
Facebook, Twitter, Instagram, Pinterest, Snapchat — "social media" is the collective term for these websites and applications. Unlike traditional media, where a single author or organization talks to a passive audience, social media serves as a place for public conversations between many users. People use social media to share and discuss their daily lives, including their buying habits, with friends and family. It's online word-of-mouth, available for free to anyone. And just like word-of-mouth, social media can have a huge impact on the success of your business.

Why does social media benefit my business?
You should care about social media because your customers do. Of all adults in the US, 68 percent use Facebook, and 66 percent of those users visit the site every day. A third of all US adults use sites such as Instagram and Pinterest. Among millennials, over 90 percent regularly use social media. Simply put, the people who will buy from you spend a lot of time looking at social media. You should make sure your business is in front of their eyes.

How do I use it?