

Appalachian Harvest Network



Abingdon, Virginia
www.asdevelop.org

Where? Abingdon, Virginia serving Appalachian, Virginia and Tennessee

Who? Founded by Anthony Flaccavento

When? Appalachian Sustainable Development was founded in 1995, opening the Appalachian Harvest Food Hub in 2001.

Why? To assist farmers looking to transition out of tobacco crops.

What? Non-profit Farm-to-Market Cooperative, Farmer Training and Incubation.

How? Appalachian Harvest Networks was established through donations, grant support from local individuals and foundations including the Virginia Tobacco Commission.

Food Hubs: Connecting Producers and Food

Mission:	To develop economically viable, environmentally sound and socially just opportunities for Appalachian Virginia and Tennessee farmers, forest land owners, food and forest product producers, and communities, while increasing access to locally produced food and forest products, and sustainable development information and tools, to improve the lives of people living in the region and beyond.
Products:	<ul style="list-style-type: none"> ✓ 30+ types of certified organic produce ✓ Free range eggs
Services:	<ul style="list-style-type: none"> ✓ Aggregation ✓ Distribution ✓ Marketing ✓ On-farm training and technical assistance ✓ Education ✓ Light processing ✓ Labeling and packaging
Operations:	<ul style="list-style-type: none"> ✓ 15,000 sq. ft. packing and grading facility. ✓ 3 ½ ft. year round professional staff, along with 12 to 15 seasonal employees (half year or less) including a Food Safety and Marketing Manager, Sustainable Agriculture Manager, Packing and Grading Facility Manager. ✓ 3,200 sq. ft. of coolers space and multiple grading lines.
Supply Chain Logistics:	<ul style="list-style-type: none"> ✓ Appalachian Sustainable Development (ASD) distributes to store distribution centers, who in turn ensure products are received at more than 650 sites. ✓ Appalachian Harvest Networks (AHN) certified organic produce is available in more than 600 grocery stores (regional and national chains) in five states.
Market Channels:	<ul style="list-style-type: none"> ✓ Domestic: Local/regional (>50% customers are local) ✓ Wholesale: Independent health food stores, local grocery stores, regional chains, area universities and local churches.
Funding:	<ul style="list-style-type: none"> ✓ Individual donations are an important source of revenue for AHN. In 2004, AHN launched a public support campaign and in 2008 annual donations reached \$80,000.
Financials	<ul style="list-style-type: none"> ✓ Breakeven is anticipated in 2011, 10 years after AHN made its first sale. ✓ In the years following 2009, AHN expects to generate net revenue to contribute to the costs of community outreach, marketing and producer education. ✓ AHN's non-profit status has allowed them to receive a number of foundation grants including significant support from the Virginia Tobacco Commission. ✓ The ASD board has plans to transition AHN as a for-profit subsidiary of the organization. ✓ AHN's model seems replicable in other regions, provided there is 'slow money' to supplement sales. Whether the model can actually achieve financial sustainability remains unproven.
Resources	<ul style="list-style-type: none"> ✓ Wallace Centre: Community Food Enterprise Case Studies ✓ http://www.communityfoodenterprise.org/case-studies/u.s.-based/appalachian-harvest-network