



**FOR IMMEDIATE RELEASE 05/17/2023**

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**Appalachian Sustainable Development expanding staff to provide more direct resources and services to smaller scale farmers and producers**

**Duffield, VA, 05/17/2023** – Appalachian Sustainable Development (ASD) is pleased to announce the creation of four new staff positions that will exclusively work to serve small scale farmers and food producers in Central Appalachia, where smaller operations often face barriers to success. ASD worked with partners across Central Appalachia to secure funds to employ staff for five years and is now seeking individuals with the skills to fill the first two of these positions. ASD will hire a project manager to run this large scale project which connects agriculture partners across Central Appalachia and will also bring onboard; an innovative agriculture manager who brings expertise, training and technical assistance on the most current agricultural production practices and climate mitigation strategies. In the third quarter, ASD will hire individuals to provide support for building local markets for producers and someone to help implement additional processing at a new site. Collectively, this team will allow ASD to expand training, technical assistance, and financial resources to underserved small scale farmers.

Appalachian Sustainable Development has been serving farmers in northeast Tennessee and southwest Virginia since 1995. The development of its Appalachian Harvest food hub in 2000 created additional opportunities for farmers, by helping them reach lucrative retail and wholesale markets via ASD's marketing, aggregation and distribution services. To date, ASD has sold and distributed more than \$30 million dollars' worth of produce on behalf of regional farmers. Unfortunately, sometimes smaller scale farmers and food producers, who make up a large percentage of the regional farm population, lack the capacity to participate in food production at the scale required by the food hub. With the need to build a farmer pipeline to address farmer attrition (the average age of farmers is currently 59 years old) and with the influx of young new farmers who are at small scales or just learning, ASD believes the growth capacity provided by these new roles and services will be transformative for the entire food system.

Kathlyn Terry Baker, ASD Chief Executive Officer explains, "There are so many people in our region that are farming on a small scale. They may sell at roadside stands, to restaurants, or at farmers markets. As the non-profit working in this space, it's our job to figure out how to help

those who are interested in expanding their operations, to help them find the resources, training, technical assistance, and market development support they need to meet their goals.” In the coming months, Appalachian Sustainable Development will announce specific details about expanded resources and exciting additional opportunities along with how farmers can get involved.

### **About Appalachian Sustainable Development (ASD)**

Living Better. Locally. It’s what drives ASD’s commitment to build a thriving regional food and agriculture system that creates healthy communities, respects the planet, and cultivates profitable opportunities for Appalachians. Since 1995, ASD has been working in Central Appalachia, providing hope and making a difference for the people who call the region home. What began as opportunities for struggling tobacco farmers to grow fruits and vegetables have become lasting solutions to regional challenges that impact economic development, workforce development, food access, health, and wellness.

A leader in sustainable agriculture, economic and workforce development, and food access, ASD is developing a destination agriculture campus where innovation meets agriculture in Washington County, Virginia. To learn more about ASD, visit: <https://asdevelop.org>.

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### **FOR IMMEDIATE RELEASE 6/27/2023**

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### **Appalachian Sustainable Development benefits from partnership with Dave Matthews Band and Traditional Medicinals to promote sustainable harvesting of forest botanicals**

**DUFFIELD, Va** – Appalachian Sustainable Development (ASD) will be receiving up to \$20,000 from [Traditional Medicinals](#)® through their partnership with Dave Matthews Band (DMB) during the band's U.S. [summer concert tour](#). Donated funds will support ASD’s Appalachian Harvest Herb Hub and point of harvest program.

The Herb Hub, located in Duffield, Virginia, provides training, processing, and marketing services to medicinal herb producers, while promoting plant conservation. The point of harvest

program is a partnership with Virginia Tech that offers free training to wild harvesters and buyers of woodland roots, barks, and herbs. Training topics include plant identification, safety, sustainable harvest, post-harvest handling, processing, and more. ASD's Appalachian Harvest Herb Hub helps trained harvesters access fair wage markets for high quality, sustainably sourced botanicals.

"Our Appalachian forests are the perfect environment for medicinal forest botanicals, and they've been a source of income for wild harvesters going back for many generations," said Katie Commender, ASD's Director of Agroforestry. "But due to centuries of habitat loss and overharvesting, many of these native herbs are now at risk. Donations from the partnership with Dave Matthews Band and Traditional Medicinals will help provide training to dozens of wild harvesters across Appalachia, who in turn, will gain access to premium priced markets for sustainably sourced supply. This is how we impact economic development through sustainable agriculture." To learn more about the Herb Hub and point of harvest program, visit:

[https://www.asdevelop.org/programs-resources/herbhub/#Point\\_of\\_Harvest](https://www.asdevelop.org/programs-resources/herbhub/#Point_of_Harvest)

Dave Matthews has been using Traditional Medicinals Throat Coat® tea for years as part of his throat care routine before performing and while on stage sharing his music with fans. Throat Coat® contains slippery elm bark that is responsibly sourced right here in Appalachia, from 3rd generation wild harvesters who were some of the first individuals trained in ASD's point of harvest program.

Dave's connection to the Throat Coat® brand resulted in Traditional Medicinals' sponsorship of REVERB's Eco-Village at 42 concerts this May-September. Concertgoers who visit Traditional Medicinals' booth in the Eco-Village will be invited to learn more about Traditional Medicinals' slippery elm sourcing community in Appalachia and to donate one dollar to ASD through Traditional Medicinals via text. Those who participate will also be entered to win a guitar with artwork by Dave Matthews through REVERB, and will receive a Traditional Medicinals digital coupon, Throat Coat® tea sample, and an herb illustration temporary tattoo to get into the concert spirit.

For those not attending the summer concert series, there's still a chance to win signed merchandise from the Dave Matthews Band and Throat Coat® tea from Traditional Medicinals. Follow Appalachian Sustainable Development (@asdevelop) and Traditional Medicinals (@tradmedicinals) on Instagram and enter to win the giveaway starting on July 6, 2023.

### **About Traditional Medicinals**

Traditional Medicinals' business is rooted in plants, and it's a business imperative that the company care for the ecosystems where these plants live and thrive. Traditional Medicinals believes that everything is interconnected, which means supporting the ecosystems, farmers, and collectors who harvest and gather their herbs. From their certified organic and non-GMO ingredients to their commitment to renewable energy, Traditional Medicinals represents the vanguard of environmental and social responsibility. In everything they do, they strive to uphold the three pillars of sustainability: environmental protection, social equity and economic viability. To learn more, please visit [traditionalmedicinals.com](https://www.traditionalmedicinals.com).

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