

Pure Catskills Membership Standards of Participation

Pure Catskills is a regional, buy local campaign developed by the Watershed Agricultural Council to improve the economic viability of the local community, sustain the working landscapes of the Catskills and preserve water quality in the NYC watershed region.

Pure Catskills membership is available to farm and forest-based businesses, restaurants, local producers and artisans, and farmers' markets throughout Delaware, Greene, Otsego, Schoharie, Sullivan and Ulster Counties in New York State.

Farm and Forest-Based Businesses

Basic Requirements:

- Physical business location in Delaware, Greene, Otsego, Schoharie, Sullivan and Ulster Counties in New York State
- Members DO NOT need to produce or sell only all-local products, but will not be able to use the Pure Catskills logo on products that do not meet the logo usage standards
- Committed to:
 - Protecting water quality
 - Being an environmental steward of the land
 - Sustaining working landscapes

Farm and Forest members will:

- Pay the annual \$45 membership fee to be promoted in the *Guide to Pure Catskills Products*. These rates will be determined annually
- Fill out and sign the registration form agreeing to the Pure Catskills "Membership Standards" for farm and forest land owners
- Display the Pure Catskills logo in the place of business and in promotion and advertising as desired
- Fill out a year-end survey to help WAC track the growth in sales of local products and continue to refine and develop the campaign

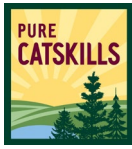
Restaurants, Stores and Farmers' Markets

Basic Requirements:

- Physical business location in Delaware, Greene, Otsego, Schoharie, Sullivan and Ulster Counties in New York State
- Members DO NOT need to produce or sell only all-local products, but will not be able to use the Pure Catskills logo on products that do not meet the logo usage standards
- Committed to:
 - Supporting local farm/forest businesses
 - Protecting water quality
 - Sustaining working landscapes
 - Environmental steward of the land

Stores, Restaurants and Farmers' Markets members will:

- Purchase and promote locally grown food or wood products, giving preference to such purchases when available
- Feature locally grown foods when available
- Permit the use of their business name in Pure Catskills campaign-related efforts



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- Participate in periodic promotions and celebrations such as "meet the farmer" and "local food tastings"

Membership benefits include:

- Listing (including address, description, contact information, website) in the *Guide to Pure Catskills Products*
- Listing on the Pure Catskills website
- Rights to use the Pure Catskills logo in your business marketing materials (for products that meet the logo usage requirements) and to promote yourself as a Pure Catskills member
- Opportunities to participate in Pure Catskills marketing events throughout the year and have your products featured
- Ongoing media coverage and advertising featuring the Pure Catskills message of buying local and promoting our hundreds of farm, forest and local businesses
- Opportunities for coordinated cooperative advertising and promotional initiatives (for example, the Cauliflower Festival, Meredith Dairy Fest, and other events)
- Access to technical, sales, and marketing assistance provided by the WAC

Logo Usage standards:

- For a product to use/carry the Pure Catskills logo, it must be produced in the Delaware, Greene, Otsego, Schoharie, Sullivan and Ulster Counties in New York State, or made with materials and/or ingredients grown, raised, foraged and harvested in the Catskills.
- For a restaurant or a store to use the logo, it must be a Pure Catskills member, and commit to using Pure Catskills products whenever feasible. Products which are not made with materials or ingredients from the Delaware, Greene, Otsego, Schoharie, Sullivan and Ulster Counties in New York State cannot be promoted on a menu or in a store as Pure Catskills.

Pure Catskills Statement of Principles:

As a steward of a working farm or forestland, or as a manufacturer or retailer of locally produced farm or forestry products, I endeavor to utilize the best conservation practices available to me to protect water quality, soil, and other natural resources, and to attain the highest quality standard in my farm and forestry products.

In Good Standing with the Watershed Agricultural Council (WAC):

To become and/or maintain Pure Catskills membership as a participant of other WAC programs including Ag, Forestry and Easements, businesses must be in good standing. Any business that is not in good standing within our other core programs will be reviewed internally and it will be decided by the Pure Catskills team if the business can maintain Pure Catskills membership in that year or if a refund of payment is needed. Refunds will not be issued if the business was printed in the *Guide to Pure Catskills Products*, or if the status changed after 6 months of membership payment.