



8 Reasons to Buy Local

1 It tastes better

Food grown closer to home has spent less time in transit and in warehouses making it fresher and taste better.



2 It is better for you

The farther that food has to travel, the more nutrients it loses. Fresh, locally grown food has a higher nutritional value and contains beneficial vitamins, minerals and antioxidants.

3 Authenticity

Local producers take responsibility and pride in their work, and can tell the exact story of each product they are selling. In turn, consumers trust the source of their purchases.



4 Supports the local economy

When buying locally from small farms, forests and businesses becomes a habit, it boosts rural economies and helps small communities in the Catskills thrive.



5 Protects the environment

Well-managed farms and businesses help keep the soil fertile and the water clean, which is critical to the ecosystems that plants, animals and humans inhabit.

6 Preserves the working landscape

If farms and forests can stay profitable, we prevent development from consuming our open spaces.



7 Protects rural Catskills culture

Our culture is rich with music, art and literature that have drawn from the values instilled through working the landscape. Helping our farmers, woodworkers and local businesses stay profitable is an essential part of our cultural heritage.

8 Food security

Supporting a safe, local food system enables us to feed ourselves for generations to come.



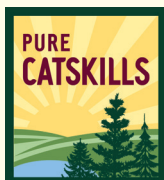


Buy Fresh. Buy Local. Buy Pure Catskills.

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 represents more than 350 farm and forest-based businesses, restaurants, local artisans, other non-profit organizations and accommodations throughout Delaware, Greene, Otsego, Schoharie, Sullivan and Ulster Counties in New York State.

Pure Catskills is your one-stop source for where to eat, drink, shop, stay and play in the Catskills. When you make a purchase from a Pure Catskills member, you are also doing your part to preserve the working landscapes of the region, promote clean water and ensure small communities in the Catskills thrive.



Pure Catskills buy local campaign is an economic initiative of the Watershed Agricultural Council with funding from NYC DEP, U.S.D.A and other sources. EOE/EOP © WAC23

purecatskills.com