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Pure Catskills is Your One-Stop Source for Where to Eat, Drink, Shop, Stay and Play

Nearly 300 Catskills Businesses Working Together to Support Working Landscapes and Deliver Clean Water



FOR IMMEDIATE RELEASE
START: October 1, 2014
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SUMMARY: Pure Catskills will be unveiling a new logo and expansion of the program at the Taste of the Catskills Festival at Maple Shade Farm in Delhi, NY on October 11 and 12.

For high-res images, and more information about Pure Catskills or the Taste of the Catskills Festival, please contact:

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LINKS OF INTEREST
[Watershed Agricultural Council](#)
[Council's Economic Viability Program](#)
[Pure Catskills](#)
[We Are Pure Catskills](#)
[Taste of the Catskills](#)

Walton, NY (October 1, 2014)- The Watershed Agricultural Council announced the expansion of their Pure Catskills buy local initiative to forestry businesses in the Catskills region, in addition to the farm and food businesses that have been a part of Pure Catskills since inception. Expanding this program allows the Watershed Agricultural Council to enhance economic opportunities for Pure Catskills farm and forestry businesses, and maintain the natural beauty of the Catskills while ensuring the delivery of clean water to approximately nine million people in New York State.

When the Pure Catskills initiative began in 2004, it originated with a small group of farmers in the Catskills region. Now, Pure Catskills represents nearly 300 diverse farm and forest-based businesses, restaurants, local artisans, other non-profit organizations and accommodations.

"By representing all farm and forest based businesses in the Catskills, we become more effective in creating opportunities for our members with potential customers: local and metropolitan, retail and wholesale, " said Beth Forster, Farm to Market Manager at The Watershed Agricultural Council. "Pure Catskills has become your one-stop source for where to eat, drink, shop, stay and play in the Catskills, and provides a way for consumers to preserve the working landscapes of the region, promote clean water and ensure small communities in the Catskills thrive."

As part of the program expansion, Pure Catskills will be unveiling a new logo at the [Taste of the Catskills](#) Festival at Maple Shade Farm in Delhi, NY on October 11 and 12. The logo will be revealed at 10:30 AM on Saturday, October 11 in the Pure Catskills tent.

"As we look to the future, the development of the regional food system, ongoing concerns about the environment, and consumer demand for high-quality, natural products made in the Catskills, there is a distinct opportunity for Pure Catskills to set itself apart by establishing a premium, and trusted brand for food and forest products," said Forster. "The new logo is one way we are celebrating a bright and diverse future for the Catskills."

Pure Catskills is also launching "We Are Pure Catskills," a marketing campaign designed to celebrate the diversity and richness of the people and products in the Catskills region. This campaign gives consumers a glimpse into the history and stories behind several Pure Catskills members through videos, written profiles, photos and other marketing materials. See the latest "We Are Pure Catskills" testimonials on the [Pure Catskills Web site](#).

About 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

The [Watershed Agricultural Council](#) is a 501(c)(3) nonprofit organization whose mission is to support the economic viability of agriculture and forestry through the protection of water quality and the promotion of land conservation in the New York City Watershed region. The WAC is funded by [The New York City Department of Environmental Protection](#), [U.S. Department of Agriculture](#), [U.S. Forest Service](#) and other federal, foundation and private sources. The WAC is an Equal Opportunity Providers and Employers.

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of the Catskills and preserve water quality in the NYC watershed region.

Pure Catskills works to promote hundreds of farm, forest and local businesses throughout Delaware, Greene, Otsego, Schoharie, Sullivan and Ulster Counties in New York State.

About The Watershed Agricultural Council:

The Watershed Agricultural Council protects both the rural, land-based economy of the watershed region and its drinking water quality for over nine million New Yorkers. Working with farmers, agribusinesses, forest landowners, forest industry professionals and others, the Council works to enhance both business profitability and environmental stewardship. It also champions the use of conservation easements as an option to keep land within a working landscape context and holds 24,000 acres of protected farmland. The Council works through partnerships with other nonprofit organizations, government agencies and community stakeholders to achieve its purpose. For more information, visit www.nycwatershed.org

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