



“Partner of Pure Catskills” Guidelines

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.

A “Partner of Pure Catskills” is available to other nonprofit organizations supporting our mission 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.

Partner of Pure Catskills Basic Requirements:

- Organizations that don’t fit the Pure Catskills membership standards who support our mission and members including:
 - Funders
 - Partnering organizations
 - Organizations we support
 - Nonprofits
- Entities looking to advertise in the *Guide to Pure Catskills Products*
- Committed to the Watershed Agricultural Council and Pure Catskills’ mission to:
 - Promote the economic viability of agriculture and forestry
 - Protect water quality
 - Being an environmental steward of the land
 - Conserve and sustaining working landscapes

Partners will:

- Pay the annual \$50 fee to be listed in the *Guide to Pure Catskills Products*
 - These rates will be determined annually
- 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

Partner benefits include:

- Listing in the *Guide to Pure Catskills Products* under Partners or Regional Support
- Listing on the Pure Catskills website
- Access to a Pure Catskills member metal sign
- Promotion of business as a “Partner of Pure Catskills”
- Opportunities to collaborate on marketing events throughout the year

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 all businesses to use the logo, it must be a Pure Catskills Member, Supporter or Partner and be committed to using/promoting 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.)