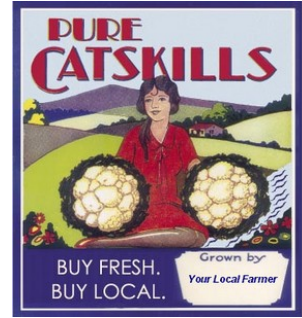


***Pure Catskills* Membership Standards**

Pure Catskills is the buy local branding campaign sponsored by the Watershed Agricultural Council. By promoting local natural resource-based products and the businesses that produce and sell them, the WAC hopes to help enhance the profitability of the working landscape in the region. This branding campaign is a partnership between the WAC and Catskill region businesses, and includes the annual *Pure Catskills* Regional Guide, as well as signage, events, advertising, media outreach, and promotional materials. The *Pure Catskills* name and logo are registered by the WAC, and in order to ensure quality standards and authenticity, may only be used by campaign partners who adhere to the following requirements.



Pure Catskills membership is available to local businesses of all kinds, including farmers, forestland owners, artisans, stores, restaurants, markets, and others who support the *Pure Catskills* mission to protect and promote working farm and forestlands.

Campaign Membership requirements:

All members will:

- Pay the annual membership fee to be promoted in the *Pure Catskills* annual guide. These rates will be determined annually.
- Fill out the “Partner Agreement” form, and sign the *Pure Catskills* “Statement of Principles” for farm and forestland owners.
- Display the *Pure Catskills* logo in the place of business and in promotion and advertising where appropriate.
- Fill out a survey at the end of each year to help us track the growth in sales of local products and continue to refine and develop the campaign.
- Members with websites will link to the *Pure Catskills* website (and will get a reciprocal link in their online listing).

Stores & Restaurant Partners will:

- Increase the purchase of locally grown food, giving preference to such purchases whenever possible with regard to availability and price
 - Feature locally grown foods when available with appropriate specials promoted by prominent displays wherever practical.
 - Permit the use of their business name in *Pure Catskills* campaign-related efforts.
 - Participate in periodic promotions and celebrations such as "meet the farmer" and “local food tastings.”
 - Provide verifiable indicators of buying local farm products.
 - Be listed in the *Pure Catskills* Buy Local Guide.
-
- 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 requirements below. All members will be listed in the Pure Catskills guide as a local business.

Membership benefits include:

- Listing in the *Pure Catskills* printed guide (rate schedule established annually)
- 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 below) 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 farms, forestland owners and wood product businesses, and other members.
- Opportunities for coordinated cooperative advertising and promotional initiatives (for example the Cauliflower Festival, and events at restaurants)
- Results of the campaign's year-end surveys about the purchase of local products.

Logo Usage standards:

- For a product to carry the "*Pure Catskills*" seal, it must be grown in the region, or made with at least 50% materials or ingredients grown in the region (Delaware, Otsego, Ulster, Sullivan, Schoharie or Greene County).
- For a restaurant or a store to use the logo, they must be a *Pure Catskills* member, and commit to using *Pure Catskills* products whenever possible. Products which are not made with at least 50% materials or ingredients from the region cannot be promoted on a menu or in a store as "*Pure Catskills*".
- Farms, artisans, lumberyards, restaurants, stores, caterers, banks and equipment dealerships are all examples of the types of businesses that may become *Pure Catskills* members, be listed in the annual guide and on the website, and receive the benefits of promotion. However, only those farms and forestry-based businesses meeting the above 50% guideline for their products may display their products with the *Pure Catskills* logo on them.

***Pure Catskills* Member Statement of Principles:**

As a steward of working farm and forestland, 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.

May 18, 2006