

Reasons to Buy Local



1 It tastes better

Food that is grown closer to home is fresher and more flavorful.



2

It's more nutritious

Fresh foods contain more vitamins, minerals and antioxidants.

3

It supports the local economy

Buying from local farmers helps rural farming communities survive.



4

It creates accountability

Farmers take responsibility for the food they grow and sell; consumers, in turn, know and trust the source of their food.



5

Just around the corner, a farmer's market or family farm specializes in personal customer service.

6

It protects the environment

Well-managed farms nurture the ecosystems that connect plants, animals and humans.

7

It's part of our culture

Keeping farmers in farming preserves an essential part of our cultural heritage.



8

It conserves the working landscape

Farming keeps land open for all to enjoy.



9

It's an investment

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



The *Pure Catskills* Buy Local campaign is an economic initiative of the Watershed Agricultural Council. The WAC is funded by New York City Department of Environmental Protection, U.S. Department of Agriculture and other federal, foundation and private sources. The WAC is an Equal Opportunity Provider and Employer.

ABOUT PURE CATSKILLS

Pure Catskills, a branding and buy local campaign, is sponsored by the Watershed Agricultural Council in collaboration with farmers and purveyors of fresh food across Delaware, Greene, Otsego, Schoharie, Sullivan and Ulster counties.

Support for this project comes from *Pure Catskills* members, the Catskill Mountain Foundation, and the New York City Department of Environmental Protection.

When farms thrive, our communities benefit in many ways. *Pure Catskills* farms are located on farmland that protects clean drinking water for nine million New Yorkers. These farms grow and harvest crops as part of a world-renowned innovative partnership focusing on healthy, working farmland. Sensible, sustainable farm practices protect water quality. These on-farm measures keep streams and reservoirs safe.

Pure Catskills exemplifies local marketing initiatives and the the long tradition of quality products from working Catskill landscapes. The *Pure Catskills* logo is based on the Walton-Hamden Cauliflower Growers Cooperative packing crate label.

In the early 20th century, Catskills farmers were frequently photographed holding two large heads of cauliflower, a symbol of prosperity. They were proud of the crop that could send their children to college, pay off the mortgage and supplement the family farm. From the 1920s to 1940s, local cauliflower was shipped in huge quantities via rail and highway to ready markets in New York, Philadelphia and Boston, making the Catskills synonymous with fine quality produce.

GET LOCAL!

Exceptional products are available today, right here in our backyard. Visit www.purecatskills.com to join our mailing list. Our online newsletter will notify you of events, farmer education workshops, and local food available through the annual *Guide to Farm Fresh Products*.

