



CORTLAND HARVEST GUIDELINES

Thank you for choosing Cortland Harvest! Cortland Harvest: Rooted in our land, growing our community is the new brand highlighting locally grown and produced food and agriculture products here in Cortland County.

To use the Cortland Harvest logo farmers/producers/businesses must:

- Be located within Cortland County, or within 5 miles of the county border.
- The individual applying for brand use has the authority to make executive decisions and agree to documentation on behalf of the business.
- If the product is processed, the main or active ingredient should be grown or raised ideally within the county, if not the county then within New York State.
- Participants should follow best practices and uphold both federal and state regulations to ensure a safe product. This may include NYS Ag & Market standards, USDA standards, NYS Department of Health, ServSafe, etc.

We define grown and produced food and agriculture products as:

- Fresh produce, fruit, maple products, honey, jams, jellies, preserves, or other food made with local ingredients;
- Animal products include, but are not limited to meat, poultry, eggs, milk, and fiber. Animals must have spent at least the last two (2) months of their life within the county.
- Nurseries, greenhouse plants, flowers, trees, and other green industry growers where the plants/trees/crops have spent at least two (2) months of its life in Cortland County.
- Non-food value added products may include, but are not limited to, wax products and candles, wood products, animal feeds, animal milk soaps, topicals or ingested tinctures, dietary supplements, oils, extracts, syrups, infusions, mists, creams, salves, ointments etc.

Freshly prepared foods

- Foods that are freshly prepared are those foods identified on a menu or otherwise displayed or served ready to eat. The Cortland Harvest logo should be used to showcase dishes that feature ingredients from Cortland County and not dishes with token amounts of locally/NY grown ingredients.

Value-added products

- Food value added products are defined as a food product that has been processed in some way. Food processing is any deliberate change in a food that occurs before it is available to consumers. It can be as simple as chopping or drying or adding value by processing into jams and sauces.
- If you are unsure of what value-added product qualifies for Cortland Harvest, reach out to us!



Please Note

While we applaud and encourage local entrepreneurs who are crafting their own artisan food and products, unless the primary agricultural ingredient is grown or raised in Cortland County or New York, a food or product cannot display the Cortland Harvest label. This is the key to building a strong local food system. With the Cortland Harvest label, you can trace your food from the farm to your fork!

Logo Usage

To keep the Cortland Harvest brand true to its mission, we ask participants to complete this [online form](#) to gain access to the logos. Access to the logos include variations of the Cortland Harvest logo in a digital format which may be added to your website, social media, or directly on your product's label. Please visit our [webpage](#) (sevenvalleyshealth.org/cortlandharvest) for more details!

Currently, we have a variety of Cortland Harvest promotional items available for businesses to have in their stores. If you are interested in receiving these, complete this [form](#) to request the items.

We are looking forward to watching Cortland Harvest continue to grow our community. Thank you for helping to make this happen!



11x17" Poster



Shelf Talkers



3" or 4" Sticker,
5" window cling



For the community,

Kate Downes

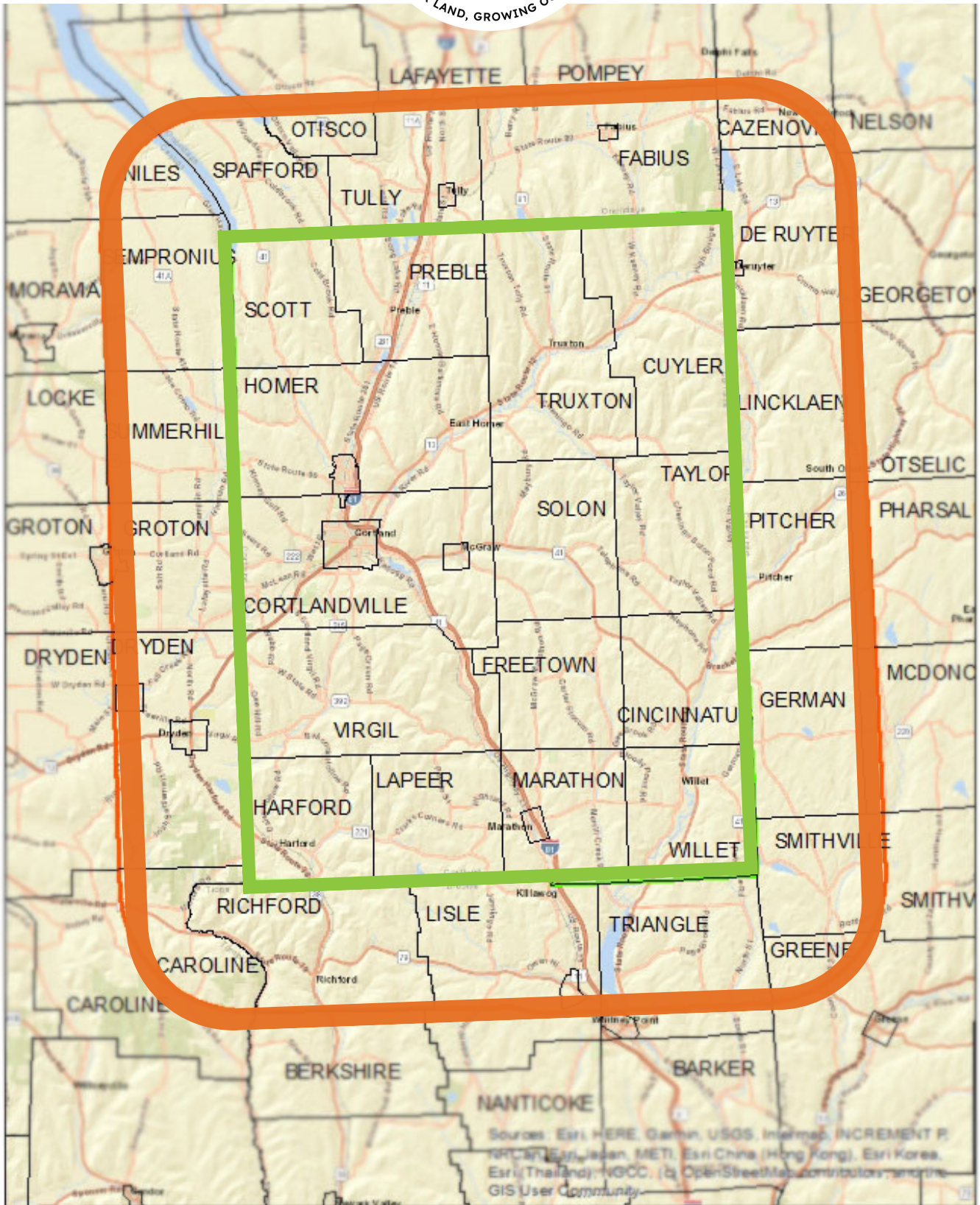
Seven Valleys Health Coalition

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Cortland County Map + Five-mile radius



Legend

	Towns		Cortland County		5 Miles from County
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