

Quality of Food

TOP KEY MESSAGES



Quality is about freshness, flavour and nutritional value.



Our products are free of synthetic chemicals and pesticides



Our facilities are in excellent condition and are eco-friendly

COPYWRITING EXAMPLES

❓ What does an apple grown in local areas free of additives, preservatives and chemicals taste like?

✓ Well...it tastes like the original flavour of an apple #WeNeedLocalFood 🍎

What happens when your products are produced in an environment free of pesticides and chemicals?

Easy, the environment is preserved while keeping flavours 😊, freshness 🌿 and nutrients of the food

#Hashtags

#foodquality #food #healthyfood #chef #freshfood #safefood #foodlovers
#WeNeedLocalFood #goodfood #foodpic #yummy #tasty

LOOK & FEEL



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Local Producers Benefits

TOP KEY MESSAGES



Fair price for consumers and producers



Engage with the local community



My business model is recognised within the community

COPYWRITING EXAMPLES

💡 Do you know some of the benefits of buying from businesses based on SFSCs?

- Fairer price for consumers.
- Fairer price for producers.
- Improved local connection.

💡 Who is better placed than farmers in understanding food products?

❤️ There is no one better than farmers to talk about their own products.

#Hashtags

#WeNeedLocalFood #farmers #agriculture #farmlife #farmersmarket
#organic #Nature #agriculturelife #agri #farmerlife

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Product Geography

TOP KEY MESSAGES



The business is located in a pollution-free area



Our products are EU Certified



My property has distinctive properties

COPYWRITING EXAMPLES

🚩 One of the main reasons why our products retain their maximum quality is because of the environment where they are grown.

🌳 Here in the middle of the mountains, our olive trees enjoy a pollution-free environment

❓ How can I know if a product is 100% organic?

🌐 Look for the European Union organic logo on our product!



#Hashtags: add your region, area or natural reserve

#WeNeedLocalFood #Mountains #PollutionFree #Valley #EUorganic
#organic #Nature #agriculturelife #agri #farmerlife

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Product Storytelling

TOP KEY MESSAGES



Establishing solid relationships with consumers



Traditional background



The product everyone is talking about

COPYWRITING EXAMPLES

⌚ What is our legacy?

⌚ Since 1995 we have dedicated ourselves to the organic cultivation of vegetables, delivering the highest quality and preserving a solid family tradition.

⌚ Do you know why our products are so popular?

Everyone associates our products with fresh and tasty vegetables. The secret? Since we founded the farm we have perfected our know-how trying to get closer to the consumer and his needs.

#Hashtags

#WeNeedLocalFood #tradition #LocalCulture #Culture #KnowHow
#organic #Nature #agriculturelife #agri #Legacy

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Health Aspects & Good Nutrition

TOP KEY MESSAGES



The products can keep their nutritional value at best.



Products with the maximum taste value



These products can form part of nutrition and diet plans

COPYWRITING EXAMPLES

🍏😊 Do you know the key to growing delicious fruits?

🌿 We take care of our productions

🌿 We have traditional know-how that allows us to retain all nutritional value.

🍇🍉🍊 Are plenty of fruits and vegetables part of your diet?

Here you can find a list of healthy recipes for your inspiration! 😊

#Hashtags

#WeNeedLocalFood #goodfood #foodpic #yummy #tasty #fitness
#fruitlover #healthyeating #detox #foodlover #diet #healthylifestyle

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Social Benefits

TOP KEY MESSAGES



The business has a positive impact on the tourism sector



My business contributes to social cohesion



Prices are fair for consumers and producers

COPYWRITING EXAMPLES

💡 Did you know that our region is known for olive oil?

Our olive oil is used in most of our restaurants and more and more people come to our region to taste our specialties!

⚠️ Enjoy the region while tasting our gastronomy!

📋 Would you like to take a piece of our region with you?

Don't forget to buy our souvenir box with typical local food!

⚠️ Always at the best price! Directly from the producer!

#Hashtags

#WeNeedLocalFood #goodfood #gastronomy #restaurant #localfood
#localtourism #tourism #healthyeating #detox #foodlover

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Sustainable Food Production

TOP KEY MESSAGES



Transportation of our products is less impacting on the environment



Packaging is minimal or unused



Low or zero energy required for storage



Use of ecological farming methods

COPYWRITING EXAMPLES

💡 How does our business model contribute to sustainable development?

💡 Our products use minimal energy for storage.

💡 Packaging is avoided or is minimally used.

💡 We only use ecological farming methods.

💡 One of the main benefits of consuming SFSC products is their contribution to sustainable food production.

💡 Less energy, lower environmental footprint and no chemicals!

#Hashtags

#WeNeedLocalFood #eco #ecology #organic #zerowaste #sustainable #ecofriendly #km #ecological #green #handmade #bio #ecoconscious

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