



The background is a blue gradient with several overlapping, semi-transparent circular shapes of varying shades of blue, creating a layered effect. The text is centered in the middle of the image.

The Power of YOU

I Am So Excited to Be  
Here!

So What?

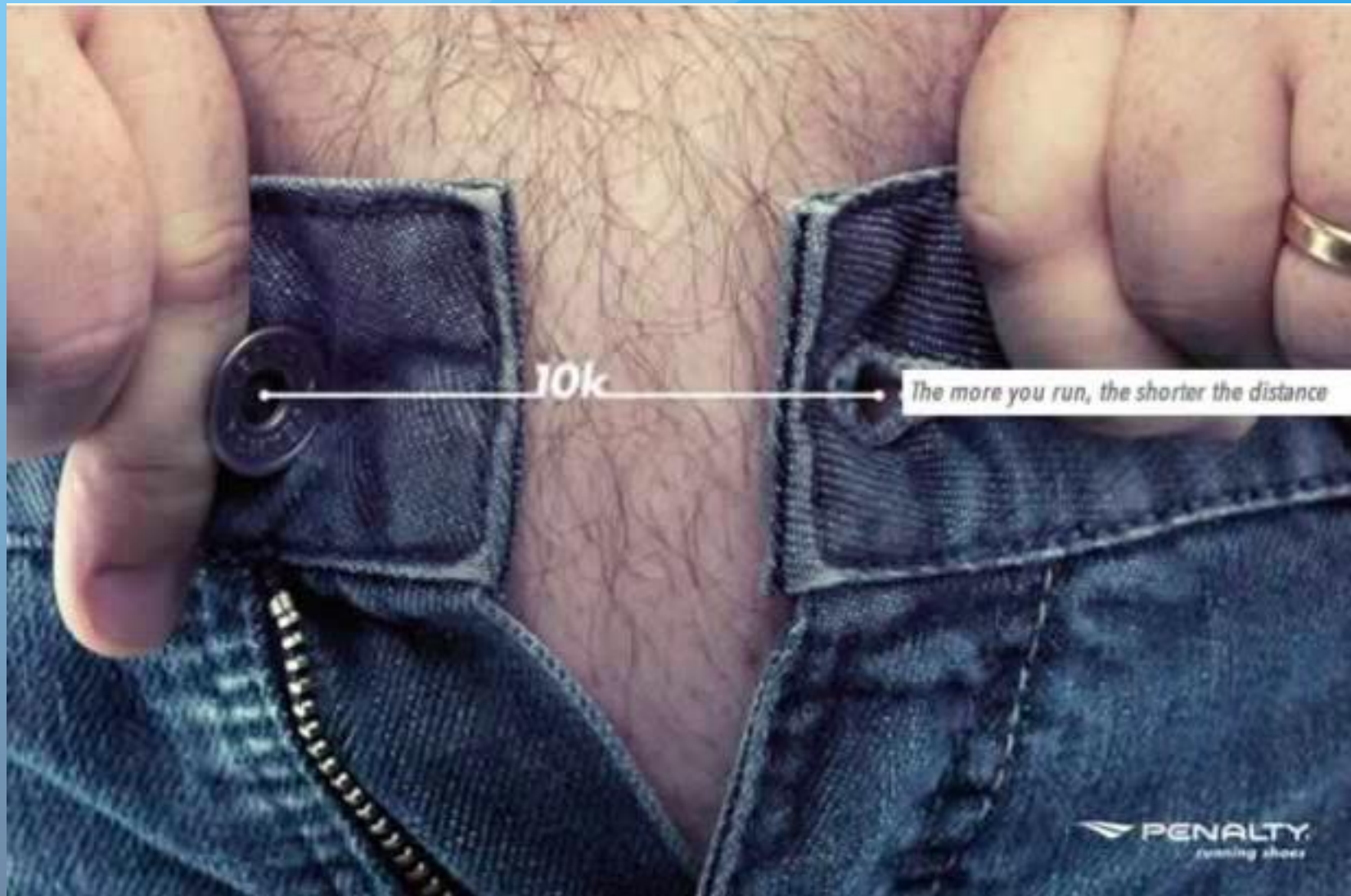
The background is a blue gradient with several overlapping, semi-transparent circular shapes of varying shades of blue, creating a layered effect. The word "Benefits" is centered in white text.

Benefits

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# Empathetic Communications

**HOW BIG  
DO YOU WANT  
TO BE?**



10k

The more you run, the shorter the distance

 **PENALTY**  
running shoes



# 10 Good Reasons to Buy Locally Grown



1 Locally grown food tastes and looks better.

Crops harvested close to home are picked at their peak and usually sold within 24 hours of harvesting. Food imported from far away must travel on trucks or planes and then it is stored in warehouses.



2 Local food supports local families.

The wholesale prices that farmers get for their products are usually very low, sometimes not more than the cost of producing them. Local farmers who sell directly to consumers get out the middleman and can get full retail prices for their food—which helps farm families be able to afford to continue farming their land.



3 Local food builds trust.

With all the issues related to food safety and food-borne security, there's no surprise that, when you know the farmer in the eyes at the farmers' market, or driving by the fields where your food comes from.



4 Local food builds community.

When you buy direct from a farmer, you're building a time-tested connection between eater and grower and you're supporting a local business. Learning to know folks who grow your food helps you know more about the place you live, the local issues, and gives you access to a place where you can go to enjoy nature and the seasons, and to learn more about how food grows.



5 Local food preserves open space.

When farmers get paid more for their products from nearby shoppers, they're less likely to sell farmland for development.



6 Local food keeps taxes down.

According to several studies, farms contribute more in taxes than they require in services, whereas most residential developments contribute less in taxes than the cost of required services.



7 Local food benefits the environment and wildlife.

Many suburban farmers are leaders in the use of environmentally sound growing practices. Our farms encompass a patchwork of fields, meadows, woods, streams, and ponds that provide essential habitat for wildlife.



8 Local food makes a lighter carbon footprint.

On average our food travels 1,500 miles from farm to plate. Moreover, each calorie of food produced requires an average of 10 calories of fossil-fuel inputs from travel, refrigeration and processing. Purchasing locally-grown food is a simple way to address the increasing expense of fossil fuels and the adverse effects of global warming from increased carbon emissions.



9 Local food preserves genetic diversity.

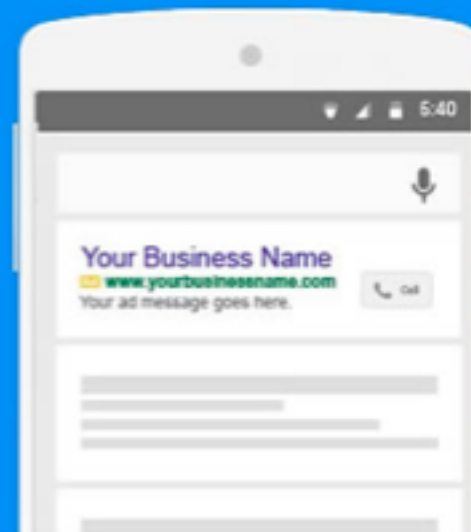
In industrial agriculture, plants are bred for their ability to ripen uniformly, withstand harvesting, resist packing and last a long time on the shelf, so there are only a few varieties in large-scale production. This leaves our food supply vulnerable to disease or disaster. Smaller local farms, in contrast, often grow many different varieties to provide a larger taste, so many of us eat, and the best flavor.



10 Local food is an investment in our future.

When you buy locally-grown food, you're helping to preserve the strength and character of our community for our children and grandchildren.

Bring more visitors  
to your website with  
Google AdWords.



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The Power of YOU





Essentially America



Essentially America

@EssentiallyAmerica

Home

Posts

Photos

About

Community

Info and Ads

Create a Page

Liked

Following

Share



Essentially America



August 6 at 4:53 PM · 🌐

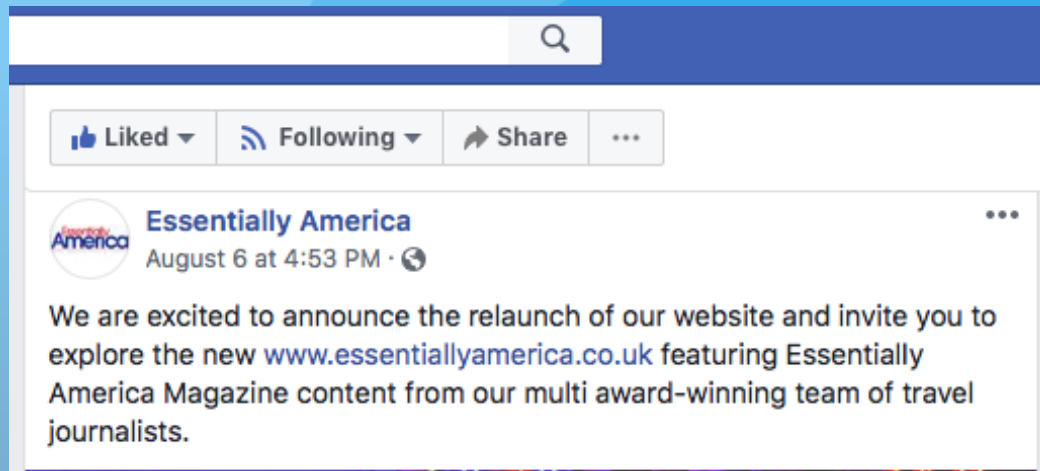
We are excited to announce the relaunch of our website and invite you to explore the new [www.essentiallyamerica.co.uk](http://www.essentiallyamerica.co.uk) featuring Essentially America Magazine content from our multi award-winning team of travel journalists.



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30

BRANDS

130

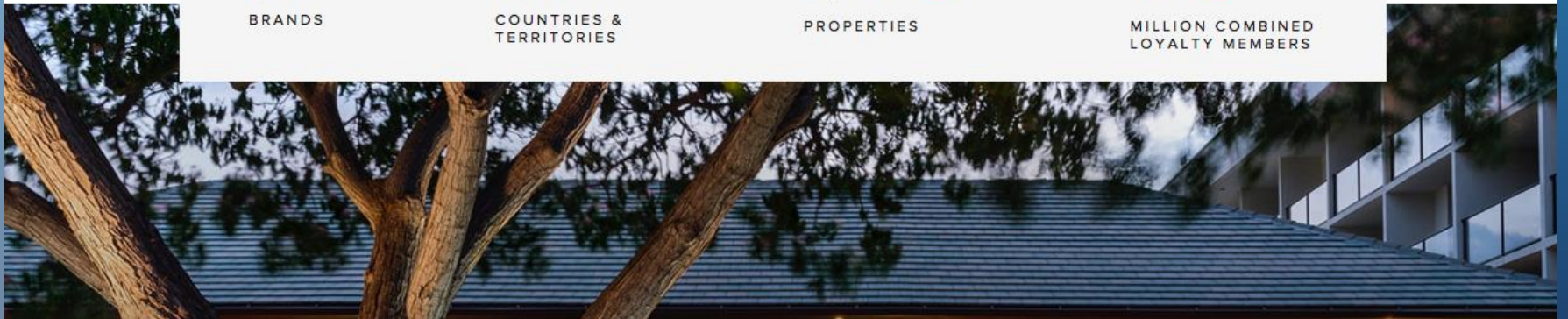
COUNTRIES &  
TERRITORIES

6,700 +

PROPERTIES

110 +

MILLION COMBINED  
LOYALTY MEMBERS







# Time Wasters

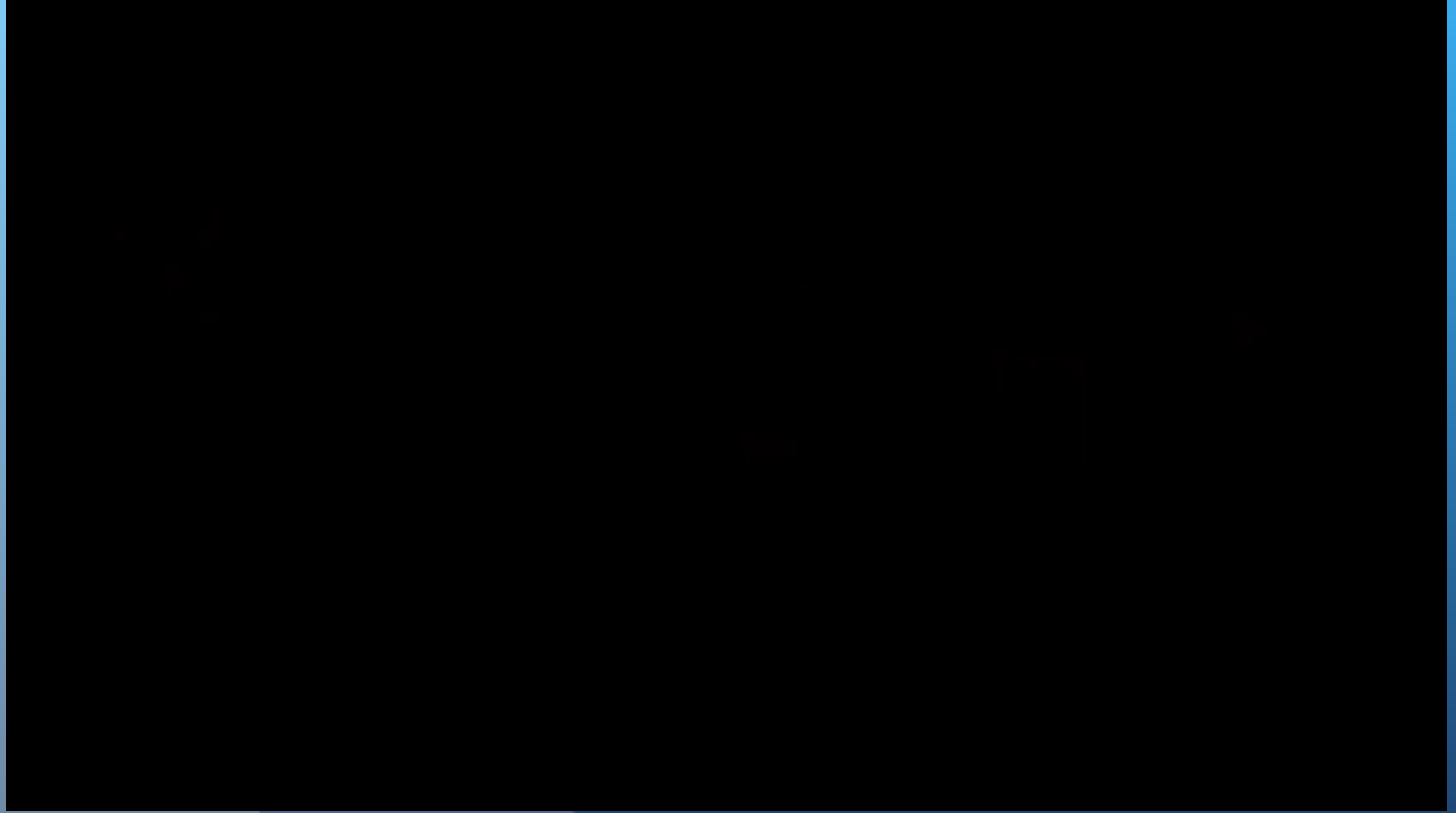
- Feigned Humility

- Feigned Interest



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Benefits







Empathetic  
Communications Leads to  
Better Relationships

Old School



**Product Fact: Best  
Warranty**

**Benefit: Lower  
Maintenance Costs**



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