

It's Time to Plant
some Great Ideas!



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You know that bringing the freshest, tastiest and healthiest goods to market doesn't happen overnight. Rather, it's the result of a well-thought out planting process – one that began months earlier.

In exactly the same way, it's time to start planting some GREAT IDEAS for your upcoming Communication Plan. Ask yourself:

- What nutritional tips and recipes should I share?
- Do I want to gain nationwide or regionally-specific editorial coverage?
- What additional content should I create?
- How do I book the right issues at the right time?

By thinking about your Communication Plan well in advance, you'll benefit from seeing today's great ideas *grow* into tomorrow's successful results!

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