



<b>DATE:</b>	<b>September 2024</b>	<b>CLIENT:</b>	<b>CE Agency</b>
<b>COPY BY:</b>	<b>LW</b>	<b>TITLE:</b>	<b>Healthy Food Corporation Internet/Website/Social Media Promo Script</b>
<b>PROOFED BY:</b>	<b>ME</b>	<b>READ STYLE:</b>	<b>Welcoming, informative, friendly</b>

<b>PROMPT / NOTES:</b>	<b>COPY:</b>
<b>Welcome Screen - Opening Screen</b>	Our path towards sustainable development incarnates the vision expressed in our pay-off.
<b>Healthy Food Corp logo</b>	Here at Healthy Food Corporation we chose to join the global movement of HFS Corp as a force for common good.
<b>Area map &amp; Pictures</b>	<p>We embraced the role of agents of change to redistribute value and prosperity to the territory and communities with projects impacting 5 areas.</p> <p>In order to promote a more efficient and sustainable agriculture, we created one of the largest legume supply chains in Spain</p>
<b>Climate map Crop Videos &amp; pictures Soil Videos &amp; pictures Lab video</b>	<p>Growing legumes has a lower impact on climate compared to other crops, since it restores the nutrients of the soil, resists droughts and allows to save water.</p> <p>Furthermore, thanks to modern digital support systems, we monitor the footprint of our crops on the environment and on biodiversity, analyzing soils and limiting the use of fuel and plant protection products.</p>
<b>Indonesia Teff plant video/picture Local partners</b>	With the same purpose we turned our gaze to Indonesia to discover Teff, an ancient and super-nutritious local cereal. Here we give our contribution to the prosperity of the area by collaborating with local partners, investing in research

	<p>as well as in new agricultural techniques to increase productivity and fight food insecurity among the poorest communities.</p>
<p><b>Villages</b> <b>Carbon Neutral plants</b> <b>Videos/pictures</b></p>	<p>Our commitment towards supportive development has also reached the villages of smallholder farmers in India, involving more than 10.000 people in specific projects for the access to clean drinking water and proper menstrual hygiene.</p> <p>To counter the effects of climate change we are committed to make our facility become Carbon Neutral by 2026 thanks to an integrated strategy that aims at the self-production of energy and the recovery of by-products through circular processes.</p>
<p><b>Process of growing spirulina video</b> <b>List of nutrients</b> <b>Safe work environment videos/pictures</b></p>	<p>We recover water from our pasta making process to grow spirulina, a micro-algae having not only exceptional nutritional properties, but also the ability to capture carbon dioxide thanks to photosynthesis.</p> <p>For us, well-being is an extended concept that involves not only consumers (inasmuch the products we deliver to them every day are innovative, healthy and ethical) and especially workers, who are the engine of our activities and to whom we dedicate several well-being initiatives:</p>
<p><b>HFS Wellness Program logo, gym pictures/videos</b> <b>Arts Academy pictures/video of children, etc</b></p>	<p>The Smart Building, an eco-friendly building that embodies our philosophy of a SMART and flexible workplace;  “Bike to Work” project for sustainable mobility and the promotion of a healthier lifestyle;  A Corporate Gym and the “HFS Wellness” Program;  Arts Academy for the workers’ children;  Training in professional and soft-skills.</p>
<p><b>Sustainable values listing Schools, Universities &amp; Associations &amp; other entities</b></p>	<p>We believe in the importance of education and in the values of diversity and inclusion, addressing these topics in several projects in collaboration with schools, universities, associations and other entities.</p> <p>Our commitment earned us the recognition of several awards.</p>

	<p>Sustainability is achievable only if shared. On this principle we build daily our VALUE NETWORK, the ecosystem generated by the relationships with all our partners according to</p>
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