

Promotional Brochure

Sunnyside
Organics:
Positioned
for Growth

Background

Sunnyside Organics is a family-owned farm that produces eggs, prime meats, and 200 kinds of fruits, vegetables, and herbs, including many "heirloom" varieties. The farm was founded in 1720, near a place later plotted as a town by George Washington in 1749. Its clientele values the benefits of organic sustainable farming to America, and the delicious and diverse taste of its products, like its 40 types of tomatoes.

JDG's Solution

Our primary goal for this project was to create a piece that tells Sunnyside's unique and colorful story in a memorable and stimulating way, both visually and in text. Another was to educate people on the benefits of organic farming and confirm its clientele's choice of Sunnyside Organics as an ethical and caring organization. The clients' specific request was to create a piece that would be coffee table book quality, so that recipients would not throw it away. The brochure we developed has several

layers of information for the reader to explore, all of which tell of different aspects of Sunnyside, creating a rich and fulfilling story.

Ultimately, our objective was to increase sales to restaurants, retailers, and individuals by showcasing Sunnyside Organics' beautiful farm, delicious products, and colorful history with gorgeous photography and original illustrations. So far, the results have been as delicious as the food.

