

Full website content refresh for *Nature Fresh Farms*

90 copy decks. One brief. A complete voice, SEO, and architecture rebuild for one of North America's largest greenhouse produce companies.

Content Strategy

SEO Copywriting

GEO Optimization

Brand Voice

Information Architecture

Website Refresh 2026

90

Copy decks delivered

14

Tomato variety pages

4

Demand space
frameworks

100%

SEO + GEO metadata

V2+

Versioned revisions

01 The brief

Nature Fresh Farms is one of North America's largest vertically integrated greenhouse produce companies — 2,500+ acres of greenhouses, 300 million pounds of fresh produce shipped annually, operations across Canada, the United States, and Mexico.

For their 2026 website refresh, they needed a complete overhaul: not just copy edits, but a structural rethinking of how a produce company talks to consumers, retail buyers,

sustainability advocates, and job seekers — all from the same front door.

The mandate: flip from a commodity-first structure ("here are our products") to a **consumer-first architecture** led by "demand spaces" — the moments and motivations that bring people to the table. Every page needed original vs. proposed copy, rationale for every change, full SEO and GEO metadata, and FAQ sets optimized for voice search and AI-generated answers.

02 Scope of work



Home Page

Full restructure with 11 new and edited modules; demand-space-led navigation



Product Pages

14 tomato varieties, 5 pepper varieties, 3 cucumber varieties, strawberries — hub + individual PDPs



Demand Spaces

4 consumer-moment landing pages: Mindful Dining, Functional Fueling, Easy Munching, Gathered Tables



Sustainability

Emissions & Energy, Water Stewardship, Greenhouse vs. Field, Certifications & Reports



Who We Are

Proposed new hub page + Our Story, How We Grow, Our Team — all versioned with rationale



News & Blog

Hub, article templates, press release templates — complete with SEO guidance for editorial content



Recipes

Recipe hub and recipe detail template with structured SEO optimized for recipe search



Careers

Careers landing, ADP portal pages, legacy URL redirects — bilingual scam warning preserved



For Buyers

B2B landing, product depth specs, Why Nature Fresh Farms, Meet Us pages



Community

New top-level community page built from content previously scattered across the site



Contact

Landing + Consumer, B2B, Community, Sustainability/Gov, and Candidate contact flows



Legal & Footer

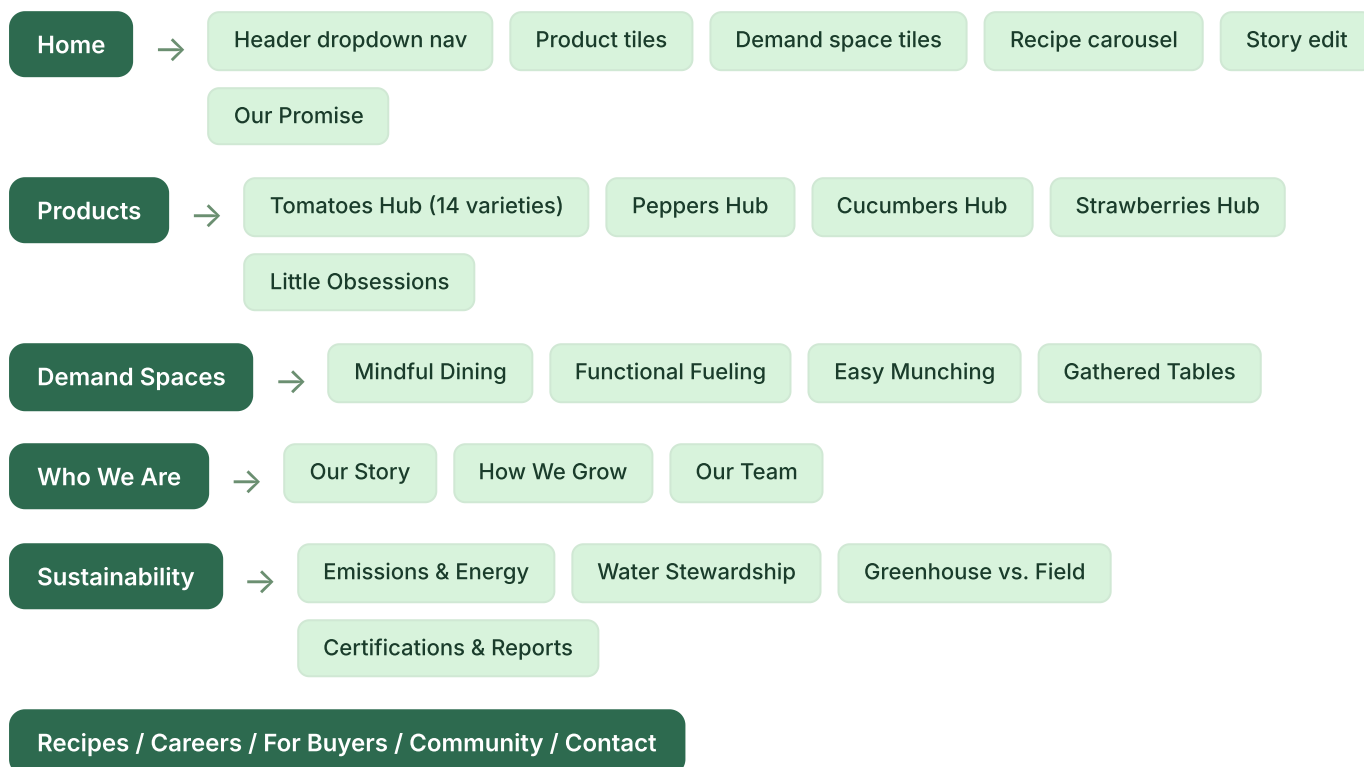
Privacy policy, terms, forced labour report, statement of commitment, purchase order terms

The existing site organized itself around what Nature Fresh Farms grows. The refresh organized itself around **why someone opens the fridge**.

The sitemap's defining principle: "Demand spaces lead, products stand alone." A consumer looking for weeknight meal ideas lands on a Demand Space page, not a product listing. A retail buyer looking for supplier specs lands on For Buyers. A job seeker lands on Careers — with persona-sorted roles, not just Canada vs. USA buttons.

Every copy deck was structured to support this: original copy vs. proposed copy in parallel columns, change rationale for each section, and open items flagged for client decision rather than assumed.

Proposed site architecture



How each copy deck was built

- Parallel structure: every deck showed original live copy alongside proposed new copy so stakeholders could see exactly what was changing and why
- Open items were flagged per deck, not buried — decisions the client needed to make before launch were surfaced, not assumed
- FAQs written to match voice search queries and AI answer engines (GEO), with every FAQ derived from real user questions about the brand
- Versioned revisions (v2, v2.1, R2) tracked per document so stakeholders could reference change history by version number
- Every change had a written rationale explaining the reasoning — brand voice, SEO, structural, or tone — not just "updated for clarity"
- Technology and sustainability claims led with human benefit, not vendor names — a brand voice rule applied consistently across 90+ documents
- SEO metadata for every page: title tag, meta description, canonical tag, schema markup list, primary keyword, secondary keywords, target queries
- The Combined Masterpage served as the synthesis document — one file capturing the agreed direction across all who we are pages

Home Page

Our Story

Tomatoes Hub

Sustainability

Demand Spaces

OUR PROMISE — HOME PAGE MODULE 7

Edited

CURRENT (LIVE)

Food you can feel good about

At Nature Fresh Farms, we don't just provide premium produce, we grow for a kinder future. We're passionate about creating a better way

PROPOSED

Sustainable food you can feel good about

We grow for a kinder future, using less water, no harmful chemicals, and future-forward greenhouses. Because when eating better is

forward for people and the planet through long-term sustainability and creative innovation, which is why we only use the most advanced greenhouse technology and efficient resourcing methods. We make it our mission to help others eat well and live their best lives.	easier and more delicious, we all benefit. Discover how we're planting the seeds for a tasty tomorrow.
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WHY

Leads with the concrete practice (less water, no chemicals, better greenhouses) before the word "technology," per brand voice guidance. The original led with technology as the explanation; the proposed leads with the outcome.

LEADERSHIP QUOTE — HOME PAGE MODULE 8		Edited
CURRENT (LIVE) "At Nature Fresh Farms, it's not just our responsibility to feed folks across North America with high-quality produce, it's a privilege. Knowing that we're stocking shelves with nutritious, fresh products is what gets us out of bed in the morning. Ensuring our products are nutritious, fresh, and grown with the highest safety standards keeps us moving forward." — Matt Quiring, SVP Sales and Marketing	PROPOSED "At Nature Fresh Farms®, it's not just our responsibility to feed folks across North America with high-quality produce, it's a privilege." — Matt Quiring, SVP Sales and Marketing [CTA: Our story] [CTA: How we grow]	

WHY

Already warm, personal, and on-voice — no rewrite needed. Shortened to the single most impactful line for homepage display, with CTAs added to carry the reader deeper into the site.

Every copy deck included a complete SEO and GEO metadata package — not just keywords, but the full schema markup list, canonical tags, title tags, meta descriptions, and target queries written to match how real people phrase questions to search engines and AI assistants.

GEO (Generative Engine Optimization) was built into the FAQ sections on every page. Each question is phrased as a voice search or AI query, and each answer is written in one to three clean sentences that a language model can cite directly — the same approach used on the Adastra article that's now being cited by ChatGPT, Gemini, and Perplexity.

Sample: Sustainability Landing Page metadata

Showing the full SEO/GEO package delivered for every page in the project

PAGE URL	naturefreshfarms.com/sustainability/
TITLE TAG	Sustainable Greenhouse Farming Emissions, Water, Certifications Nature Fresh Farms
META DESCRIPTION	Nature Fresh Farms uses up to 90% less water than field growing. See the emissions data, water stewardship reports, and certifications behind sustainable greenhouse farming.
PRIMARY KEYWORD	sustainable greenhouse farming
SECONDARY KEYWORDS	greenhouse sustainabilityclosed loop irrigation greenhousegreenhouse water recyclingintegrated pest management greenhousegreenhouse energy efficiency
SCHEMA MARKUP	Organization, WebPage, FAQPage, SpecialAnnouncement, ImageObject

TARGET QUERIES (GEO)

What is sustainable greenhouse farming — Is greenhouse farming more sustainable than field farming — How much water does a greenhouse use compared to a field — How do greenhouses recycle water — How do greenhouses control pests without pesticides — How are greenhouse tomatoes pollinated

07 Brand voice applied

The brand voice was the hardest thing to make consistent across 90 documents. The core tension: Nature Fresh Farms wanted to sound warm and conversational without losing credibility as a large-scale grower. The brand playbook's own "say this / not that" table underpinned every edit decision.

"To us, a tomato is more than just a tomato. How can a small red vegetable symbolize such a giant mission to grow food with enormous compassion and care? The answer's simple: it represents our respect for the people who enjoy our produce, the communities we serve, and the future generations to come. Pretty sweet we packed all that into a little tomato."

Nature Fresh Farms — Our Story — Kept unchanged from live site because it was already exactly right

Voice rules applied across every deck

- Technology never leads before the human or environmental benefit it creates — the tool follows the outcome
- Sustainability claims must be citable: if the number isn't in the source material, it doesn't appear in the copy
- Warm and conversational at the sentence level; structured and navigable at the page level
- Sentence case throughout — a refresh from the title case that dominated the live site

- CTAs written as invitations, not commands ("Find your moment" not "Shop now")
- Safety-critical content (bilingual scam warning for foreign job applicants) carried forward unchanged — clarity matters more than voice polish there
- "Open items" called out in every deck — no assumed decisions, no invented facts, no copy that required client data that hadn't been provided
- Versions tracked (v2, R2, Combined Masterpage) so stakeholders could reference specific approved states

08 Deliverables

90

Copy decks

Original vs. proposed, with rationale for every change

90

SEO packages

Title tag, meta description, canonical, schema, keywords, and target queries per page

1

Combined Masterpage

Single synthesis document capturing agreed direction across all Who We Are pages

400+

FAQ entries

GEO-optimized question-and-answer pairs written for voice search and AI citation

14

Product detail pages

Individual tomato variety pages — each one differentiated by color, size, shape, and flavor profile

5

Demand space pages

Consumer-moment landing pages that replaced product-first navigation