

Going Organic



What exactly does that mean?

When someone decides to live an organic lifestyle they abstain from products that are made with dyes, chemicals and artificial materials. Many people choose this lifestyle because they want to be healthy, but also because they do not want to expose themselves to toxic substances in foods they eat or toxins in everyday household products. It requires a strong commitment to investigate products in order to distinguish between what is and what isn't organic. However, don't feel overwhelmed.

You do not have to go 100% organic right away. Start slowly, eliminating non-organic products and adding in organic products one by one. This will help you to gain confidence and a better understanding of how to live an organic lifestyle.

There is a lot of confusing terminology that may lead you to believe that certain products are organic when in fact, they are not. Terms such as natural, free-range, and hormone-free do not necessarily mean organic.

[Click here to learn more](#)

Organic Milk! What's all the hype about?

While in the grocery store buying milk you have probably noticed regular milk and then the more expensive organic milk.

If you're like most Americans you are on a budget, and you may think that the savings are what's important. However, some consumers have realized that just for the health reasons alone, organic milk is worth the extra cash.



What does organic milk mean?

[Click here to learn more](#)

Welcome LeAnne Brooks to Our Team!



LeAnne Brooks joined the Harrington team in August 2011 as social media marketing manager. She will monitor the trends in social media which will help her to manager our social media platforms such as Facebook, Twitter, Youtube and LinkedIn.

LeAnne is here to create an ongoing conversation between agency and customer by developing brand awareness and generating inbound traffic.

LeAnne can be reached at leanne@harringtoninsurance.com.



[View our Coupons Page](#)



Stay connected:



Happy Labor Day!

We'd like to wish you a Happy Labor Day. We hope you enjoy the day with friends and family.

Holiday Office Hours

We will be closing early on Friday at 4pm and then returning on Tuesday at 8:30am to assist you with all of your insurance needs!

What Organic Means to Business Owners

If you have a website for your business, chances are good that you're concerned about how your organic traffic is growing. Web traffic which comes from unpaid listing at search engines or directories is commonly known as "organic" traffic. Organic traffic can be generated or increased by including the web site in directories, search engines, guides (such as yellow pages and restaurant guides), and award sites.

QR Codes and Your Business

In September, our agency will be conducting a webinar to help local businesses learn more about how to effectively market themselves through the use of QR codes. If you own a business, you won't want to miss this. Invites coming soon!

Business Spotlight

As part of our Partners Program, we're turning the spotlight on Gabriella Cafe. Located in the heart of downtown Santa Cruz, they opened our doors in December of 1992. Their desire to serve only the freshest seasonal local organic produce underlies everything they do.

[Click here to learn more](#)

[Click here to see their video](#)

[Click here to see their Roving Rookie Review!](#)

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