



## Jack O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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**Trevelino/Keller Communications Group, Atlanta,** has launched an organic and sustainable foods and practices specialty within its GreenWorks practice. Said Dean Trevelino, Principal, noted the growing movement of local farmers producing food in its "original spirit" like grass-fed cows and wild-caught fish. "We understand it's unrealistic to expect business to change overnight but the disruptors of an antiquated industry will influence the marketplace," he said.