

A GREENER WORLD 2016 IN REVIEW



Cover: AWA bison grazing at Wild Echo
Bison Ranch, Townsend, MT

MIKE SUAREZ

This page: AWA dairy goats at Prodigal Farm,
Rougemont, NC

MIKE SUAREZ



A GREENER WORLD 2016 IN REVIEW

2016 was a landmark year for A Greener World. After operating as a program of the Animal Welfare Institute for almost eight years, we finally transitioned to an autonomous not-for-profit organization towards the end of 2016 with the support of the Trust for Conservation Innovation.

Our core focus remains the same: We believe the way we raise food animals, the impact of the farming system on the environment and society, and the nutritional quality of the meat, milk and eggs produced are all intrinsically linked. Sound science remains the foundation for all we do in communicating the societal benefits of pasture-based livestock systems, while our growing range of leading farm certifications seeks to reconnect food eaters with truly sustainable food producers under a bond of trust and transparency.

Yet as we embark on our mission with renewed vigor, we face new and ‘unprecedented’ challenges. Despite early campaign promises to support family farms, the policies of the new administration present a grave threat to our nation’s emerging sustainable food and farming industry—precisely at a time when decisive action is needed to overhaul the failed industrial farming model and support the transition to sustainable alternatives.

Of course, it is not all doom and gloom. Across North America, public interest in food and how it is produced is at an all-time high, while our work overseas enables us to share the assets and knowledge base we have developed over the years with likeminded organizations to establish similar projects outside of the U.S. that mirror our own aspirations.

AGW is uniquely placed to address these challenges. We are the only not-for-profit operating in food and farming that works directly with thousands of pioneering, independent farmers and ranchers and food businesses across the U.S. and Canada. With your support we will continue to develop and expand our work to build a better food economy and show our government that independent, sustainable farmers and ranchers are vital for all our futures.

With the generous support of our donors and sponsors we can continue our efforts to make our vision of a sustainable future a reality.

Together, we can make this A Greener World.

A handwritten signature in black ink that reads "Andrew Gunther".

Andrew Gunther
Executive Director, A Greener World

A GREENER WORLD A BEACON OF POSITIVE CHANGE

We're serious about changing the way we farm and feed ourselves, and offer positive solutions

Working with over 1,500 farmers in 43 states and five Canadian provinces, managing more than 3 million acres across North America

A Greener World (AGW) promotes practical, sustainable farming systems by supporting farmers and informing consumers. We believe the way we farm, the nutritional quality of the meat, milk and eggs produced, and the impact of farming systems on wildlife, the environment and wider society are all connected.

Established in 2014, our evolving mission has four key components:

1. To identify and promote agricultural systems that have a positive impact on the environment, society and animals (wild and farmed).
2. To educate consumers about the environmental, social and animal outcomes of their food purchasing decisions.
3. To establish and promote trusted farm certification programs that help reconnect the consumer and food producer by encouraging—and rewarding—positive farm management changes.
4. To support independent family farmers who are committed to sustainable farming and livestock production.

Our growing family of trusted certifications includes Animal Welfare Approved, Certified Grassfed by AGW and Certified Non-GMO by AGW. Each program is designed to have positive and measurable impacts on the environment, society and animals, and encourage truly sustainable farming practices that are realistic and achievable for farmers—key considerations if we are to successfully implement large scale agricultural reforms. Our goal is to offer a 'one-stop shop' for anyone interested in food, farming and sustainability, providing simple solutions for everyone.

We're serious about changing the way we farm and feed ourselves, and offer positive solutions. As a not-for-profit, we rely on the continued generosity of our supporters to make our work a reality.

Jersey cattle at AWA Grazin' Angus Acres, Ghent, NY

MIKE SUAREZ

A GREENER WORLD 2016 AT A GLANCE

A GREENER WORLD AFRICA

2016 saw the launch of a ground-breaking project in South Africa to introduce Animal Welfare Approved standards and third-party farm auditing, and to support and empower local communities and NGOs in meeting the growing demand for high-welfare, sustainable food in South Africa—and beyond. Based in Cape Town, Tozie Zokufa is AGW Africa's new Executive Director, and his key tasks are to establish various pilot projects and connect with local funders, investors, farmers and government officials (see pages 8-9).

COMMUNICATING OUR BENEFITS

AGW embarked on a strategic campaign to develop a new logo for the Animal Welfare Approved program to better communicate the proven benefits of pasture-based livestock production systems—including food quality and nutrition, human health, farm biodiversity, soil protection and enhancement, carbon sequestration and more (see page 6).

WORKING WITH PARTNERS

Strategic partnerships are vital to achieving our mission. Working with the world renowned Bristol University team, AGW sought to address welfare at slaughter, an often neglected aspect of food animal production, hosting two high-quality training courses in August for slaughterplant owners and operators across the U.S. (see page 7).

PROVIDING TECHNICAL SUPPORT

In April, AGW launched Farm Health Online (in partnership with the UK's Duchy College Rural Business School), a free and publicly available interactive website and database to support high-welfare management of farm animals in outdoor systems. The UK launch event featured a live weblink with AGW's Andrew Gunther, with representatives from leading farming associations, UK organic certifiers and NGOs, as well as notable sustainable farmers and veterinarians (see page 7).

WINNING AWARDS

In November, Animal Welfare Approved was awarded Institution of the Year at the Carolina Farm Stewardship Association (CFSA) 31st Annual Sustainable Agriculture Conference in Durham. Presented in front of almost 1,200 farmers, agriculture advocates and educators, the annual award recognizes an outstanding institution that supports and advances the work of sustainable agriculture leaders in the Carolinas (see page 12).



Based in Cape Town, Tozie Zokufa is working to introduce Animal Welfare Approved standards and third-party farm auditing in South Africa



The new AWA logo will help farmers and ranchers better communicate the wider benefits of their production systems—including farmland biodiversity



Amanda Hull (AWA), Roland McReynolds (CFSA), Emily Moose and Callie Casteel (AWA), and Kathryn Spann of Animal Welfare Approved Prodigal Farm, NC

MIKE SUAREZ

CSFA

A GREENER WORLD MAKING A SPLASH

2016 saw a number of key developments for A Greener World and its growing family of leading farm certifications



The new logo is designed to help farmers and ranchers better communicate the wider societal benefits of their production systems



Jill and Richard Smith of Pure Éire Dairy, WA, the first dairy cattle farm in North America to be Certified Grassfed by AGW

NEW ANIMAL WELFARE APPROVED LOGO

A Greener World's flagship certification, the Animal Welfare Approved program has grown rapidly since it was first established in 2006.

The only completely pasture-based program in North America with high-welfare handling and management from birth through slaughter, Animal Welfare Approved standards also result in wider positive societal outcomes. Indeed, the program has always operated on the simple understanding that the way we raise our animals, the impact of the farming system on the environment and the nutritional quality of meat, milk and eggs produced are all intrinsically linked.

In late 2016, A Greener World embarked on a strategic campaign to develop a new logo that celebrates transparency, accountability and the connection between people, animals and land. The new Animal Welfare Approved logo (left) is the culmination of months of constituent feedback, market research and design work to help farmers and ranchers in the program better communicate the wider benefits of their production systems—including food quality and nutrition, human health, farm biodiversity, soil protection and enhancement, carbon sequestration and more.

NORTH AMERICA'S FIRST GRASSFED DAIRY STANDARDS

Launched in August, Certified Grassfed by AGW for dairy cattle is the *only* certification and logo in the U.S. and Canada that guarantees milk and dairy products come from cattle fed a 100 percent grass and forage diet, raised outdoors on pasture for their entire lives and managed on an independent family farm according to the highest welfare and environmental standards.

AGW carried out a comprehensive two-year analysis and pilot of best practices and the latest science on grassfed dairy cattle feeding and management to ensure the welfare and productivity of dairy cattle managed according to the standards.

Richard and Jill Smith of 300-acre Pure Éire Dairy (pronounced "air-uh"), WA, became the first dairy cattle farm in North America to be Certified Grassfed by AGW. "We wanted a food label that would reflect our commitment to the health of our animals and set us apart in the grassfed market," says Richard. "The Certified Grassfed by AGW logo for dairy cattle tells our customers we're doing exactly what we say we're doing, according to the highest standards out there."

WELFARE AT SLAUGHTER

Working in partnership with the world renowned Bristol University team, AGW hosted two welfare training courses in August for slaughterplant owners and operators from across the U.S. Thanks to funder donations, AGW was able to offer heavily subsidized rates to delegates who were looking to further demonstrate their commitment to animal welfare and their understanding of the science behind the slaughter process—and improve the quality of their final product.

FARM HEALTH ONLINE

In April, AGW launched Farm Health Online, a free and publicly available interactive website and database to support high-welfare management of farm animals in outdoor systems. Working in partnership with the UK's Duchy College Rural Business School—and designed for farmers, ranchers, veterinarians and advisors—the fully referenced website features information on over 100 common livestock diseases and provides immediate access to practical, science-based advice on positive livestock management and sustainable farming practices.

While online advice can never replace support from a qualified vet, Farm Health Online provides the necessary tools and resources to help farmers in regions where veterinary support is limited. Farm Health Online also gives farmers and vets essential advice on raising animals without relying on subtherapeutic antibiotics, preserving these important medicines for humanity. Visit farmhealthonline.com

SUSTAINABLE FARMING MAGAZINE

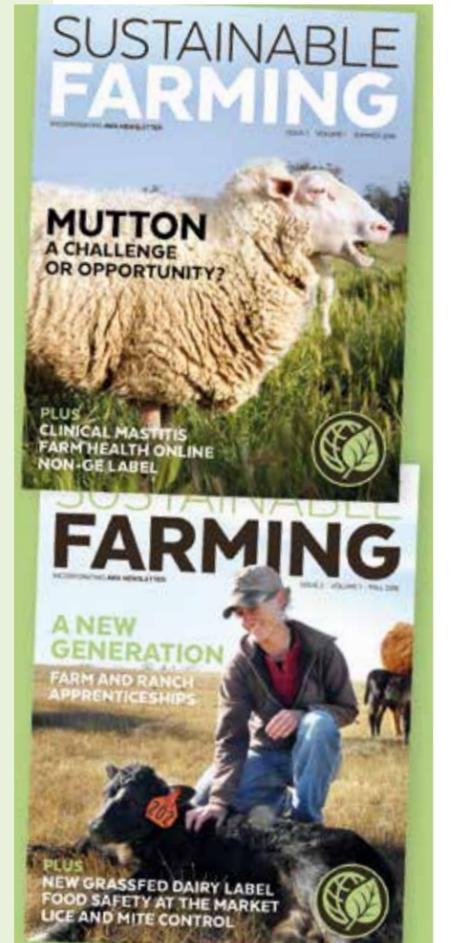
In June, AGW launched the quarterly *Sustainable Farming* magazine, replacing the former *AWA Newsletter* that went out to all farmers and ranchers in the programs. While remaining focused on practical livestock production, the redesign allows the publication to move beyond its former focus on animal welfare to encompass interesting, informative and thought-provoking articles on broader sustainability issues.

NON-GMO LABEL LAUNCH

In May, AGW launched Certified Non-GMO by AGW—the only label to guarantee that a food product is produced without the use of genetically modified or engineered (GE) feed, supplements or ingredients and comes from animals raised according to the highest animal welfare standards using sustainable agriculture methods. Certified Non-GMO by AGW is also the only certification of its kind in North America audited in conjunction with ISO 17065 International Accreditation, demonstrating excellence in auditing and certifying.



Delegates at the welfare training course for slaughterplant owners and operators, held with experts from the UK



The new quarterly *Sustainable Farming* is read by over 30,000 farmers, ranchers, food businesses and supporters

A GREENER WORLD

SOUTH AFRICA

In 2016, AGW initiated a project to introduce Animal Welfare Approved standards and third-party farm auditing in South Africa.

AGW's portfolio of leading farm certifications provides the highest level of scrutiny and oversight. So we are exceptionally positioned to advise and consult on developing highly meaningful standards that will enable local farmers everywhere to meet the growing demand for high-welfare, sustainable meat, eggs and dairy, and support and empower local communities and NGOs.

In May 2016, Tozie Zokufa was employed as Executive Director AGW South Africa. Based in Cape Town, Tozie set about registering the new organization with the appropriate authorities, as well as identifying suitable individuals for Board Director positions and other potential partnership organizations.

Under Tozie's guidance, pilot projects will soon be underway with a dairy farm in the Gauteng Province (Pretoria) and an established organic laying chicken farm to set model farms in South Africa to assist in the application and development of dedicated Animal Welfare Approved standards, as well as to promote the relevance of the certification program to both consumers and the agricultural community.

The dissemination of easily accessible practical information and advice to local farmers will be crucial in supporting the transition to high-welfare, sustainable livestock farming management. Over the next year, our ground-breaking Farm Health Online website (see page 7) will be professionally translated to enable easy use by local farmers and veterinarians; the South African Poultry Association has indicated an interest in future collaboration on this project.

AGW South Africa staff presented at the 5th South African Veterinary Public Health Association's Congress in Mpumalanga in November, partly sponsoring the event. Staff also attended an Africa Agricultural Council meeting in Cape Town in November, networking with local economists, funders, investors, farmers and government officials.

AGW is working to help South African farmers and ranchers meet growing demand for high-welfare, sustainable meat, eggs and dairy

ANDREW GUNTHER



A GREENER WORLD

RAISING AWARENESS

Throughout 2016, AGW sought to raise public awareness about food and farming—and to educate people that our food choices really do matter



AGW's *Food Labels Exposed* offers succinct, clear and factual definitions for more than 100 common food terms and claims found on today's food packaging

PUNCHING ABOVE OUR WEIGHT

Throughout 2016, AGW programs were featured in many major national newspaper and media outlets (in print and online), including *The Wall Street Journal*, *The New York Times*, *Bloomberg*, *Yahoo*, *Metro News*, *Chicago Tribune*, *National Geographic* and more. AGW programs also featured extensively in trade media, including *Sustainable Food News*, *International Supermarket News*, *AgriView*, *Modern Farmer* and regional/local papers like *Alberta Farmer Express*, as well as notable alternative media sources, such as *Mother Jones*, *Huffington Post* and *Grist*.

Our strategy of targeting individual press releases—written specifically for every new farmer and rancher joining the programs—to local and regional media outlets across the U.S. and Canada continued to reap rewards. With almost 700 individual stories in local and regional media sources throughout 2016, these placements help to promote the individual farm and ranch businesses and products to potential local customers and raise the profile of AGW and its programs in local communities.

The Wall Street Journal: Animal Welfare Approved is described as one of the “top labels” with the “highest standards across animal species.”

Bloomberg: AGW's *Food Labels Exposed* app is described as “the bottom-line resource to clear up any confusion” about food labels.

National Geographic: In a review of food claims, Animal Welfare Approved is described as having “stringent standards for livestock” and audits producers “to make sure they're adhering to their rules.”

Modern Farmer: Positive coverage of AGW's new non-GMO certification program, with the global market for non-GMO foods and beverages predicted “to nearly double by 2019.”

BEING MORE SOCIAL

Social media continues to play an increasingly important role in AGW's communications strategy with both consumers and the agricultural community, with Facebook and Twitter the focal platforms. The number of 'likes,' followers and engagements continues to grow across all AGW accounts, with over 20,000 Facebook and almost 6,000 Twitter followers. 2017 will see the implementation of a new communications strategy to double and quadruple the number of Facebook and Twitter followers, respectively, as well as to drive more traffic to the program websites, as well as the individual website and social media accounts of farmers and ranchers to promote their businesses and products.

NETWORKING OPPORTUNITIES

Throughout 2016, AGW was represented at almost 50 selected conferences and events in 21 different states, hosting information tables, taking part in panel discussions or sponsoring informative workshops and other activities.

AGW staff attended several national public events, like the three regional Mother Earth News Fairs in Albany, OR, Seven Springs, PA, and West Bend, WI (each with well over 10,000 delegates), where they gave presentations on food labeling—frequently tabling with Animal Welfare Approved farmers and ranchers—to raise public awareness of the AGW programs and the benefits of pasture-based livestock systems. Other major public facing events included the Good Food Festival and Conference in Chicago, IL (with 5,000 attendees) and Paleo f(x) in Austin, Texas (with over 1,500 delegates)—the largest paleo conference in the U.S.

Trade events with farmer/rancher audiences are vitally important for increasing recognition of AGW's expertise and services among farmers, ranchers and the wider industry, such as EcoFarm Conference in Pacific Grove, CA (the state's largest conference for sustainable agriculture with almost 2,000 participants); the Country Living Expo in Stanwood, WA (the largest farmer-focused event in the northwest with over 800 farmer/ranchers); the Southern Sustainable Agriculture Working Group in Lexington, KY (resulting in almost 50 'sign ups' from interested farmers and ranchers); and the MOSES Organic Farming Conference in La Crosse, WI, (resulting in over 20 sign ups). Smaller, local events are also important recruitment events, such as the Grazing School at Consider Bardwell Farm in West Pawlet, VT, organized by the University of Vermont Extension, and the NC Small Scale Livestock Conference in Greenville, NC, with just 20 and 40 farmer delegates, respectively.

In October, AGW was invited to take part in a panel discussion about animal welfare certification at the American Meat Institute's Animal Care and Handling Conference in Kansas City, MO. AGW welcomed the Institute's decision to have farmer representatives on the panel to discuss the issues, and we were delighted that John Whiteside of Wolf Creek Farm, VA (Animal Welfare Approved, Certified Grassfed by AGW beef cattle) agreed to represent AGW on the panel, sitting alongside representatives from American Humane Certified and Certified Humane.



AWA's Amanda Hull and Callie Casteel with Jennifer and Ben Rosecrans of Crossings Farm, NC, at the Carolina Farm Stewardship Association Conference in Durham



AWA staff attended several major events including the Mother Earth News Fair, Seven Springs, PA, with well over 15,000 delegates



AGW's Andrew Gunther speaking at the Poultry on Pasture workshop at the New Mexico Organic Farming Conference in Albuquerque in February

A GREENER WORLD

GOOD FOOD FOR ALL

“It’s no coincidence: High-welfare, sustainable farming equals great-tasting, award-winning food.”

Andrew Gunther,
Executive Director, AGW



AWA Prodigal Farm, NC, won a Good Food Award 2016 for its Field of Creams, a unique goats milk cheese with an herbed rind made of juniper berries, rosemary, pepper and other spices



Donnie and Alease Williams were named the 2016 North Carolina Small Farmers of the Year, raising AWA pigs on pasture at D&A Farm in Autryville

We believe the way we raise farm animals, the impact of the farming system on the environment and the nutritional quality of the meat, milk and eggs produced are all intrinsically linked. And there is no better demonstration than our numerous award-winning farms and ranches.

AMERICAN CHEESE SOCIETY AWARDS

Five Animal Welfare Approved (AWA) farms won a total of 17 awards—including four first places—at the 2016 American Cheese Society Competition in Des Moines, IA. ‘Fresh Garlic Peppercorn’ AWA sheep milk cheese from Green Dirt Farm, MO; ‘Baserri’ AWA sheep milk cheese from Barinaga Ranch, CA; and ‘Claire’s Mandell Hill’ and ‘Hanna’s Awashed’ AWA goat milk cheeses from Ruggles Hill Creamery, MA, all won first place. Green Dirt Farm won a further nine awards, while Ruggles Hill Creamery took home another second and third place. Consider Bardwell Farm, VT, and Asgaard Farm & Dairy, NY, also won at this national competition.

NORTH CAROLINA SMALL FARMERS OF THE YEAR

Alease and Donnie Williams of D&A Farm, NC, were named the 2016 North Carolina Small Farmers of the Year by the North Carolina Cooperative Extension Program at a ceremony at the North Carolina Agricultural and Technical State University in March.

GOOD FOOD AWARDS

Four AWA farms won at the 2016 Good Food Awards ceremony in San Francisco. Selected from over 1,930 entries, AWA Maggie’s Round cow’s milk cheese from Cricket Creek Farm, MA; AWA Belford aged cow’s milk cheese from James Ranch Artisan Cheese, CO; AWA Field of Creams goat cheese from Prodigal Farm, NC; and AWA Teleeka sheep, goat’s and cow’s milk soft cheese from Toluma Farms and Tomales Farmstead Creamery, CA, came home with a national award.

WELFARE AWARD OF DISTINCTION

Dylan and Colleen Biggs of TK Ranch, Alberta, received the Award of Distinction at the 2016 Alberta Farm Animal Care’s Livestock Care Conference in Olds College, Alberta. TK Ranch was the first business in Canada to be Certified Grassfed by AGW for beef cattle and sheep.

ORGANIC EGG SCORECARD

TreeBird Organics (formerly Sunnybrook Farm), WA, and Kingbird Farm, NY, were awarded “exemplary” first and second place on The Cornucopia Institute’s national 2016 Organic Egg Scorecard, which seeks to showcase ethical, pasture-based family farms and their brands.

Healthy food is a right, not a privilege. 2016 saw exciting market developments at local, regional and national levels, as our marketing team helped farmers and ranchers access new markets, develop branding and add value to their products with our free professional label design service.

COORDINATING SUPPLY FOR AWA LAMB

Jacqueline Smith and ReGina Cruse launched Central Grazing Company as an aggregation and distribution center for other Animal Welfare Approved lamb producers, coordinating the supply of high-welfare, pasture-raised lamb to select Natural Grocers locations in Kansas, Texas, New Mexico, Nebraska, Colorado, Missouri, Arkansas, and Oklahoma. A women-owned business, Central Grazing Company works closely with producer partners to ensure that only the best tasting lamb carries the Central Grazing Company label. “The Animal Welfare Approved label allows our customers to trust in the way we promise to raise our flocks,” Jacqueline explains, “according to the highest welfare standards, outdoors on pasture at family farms.”

NORTH AMERICA’S LARGEST RESTAURANT

El Pinto Restaurant Farm, NM, hit the headlines in late 2016 as the only restaurant in the nation to have a AWA laying hen program on restaurant property—and the largest restaurant in North America to serve AWA eggs! Owned and operated by twin brothers, John and Jim Thomas, El Pinto Restaurant in Albuquerque manages 200 AWA laying hens outdoors on range, supplying the restaurant kitchen with fresh, nutritious eggs. From humble beginnings, the restaurant is one of the largest in the nation with over 1,000 seats. “There is real lack of understanding in egg production standards,” says Jim Thomas, El Pinto’s co-owner. “Terms like “cage-free,” “farm-raised” and even “free-range” do nothing to ensure the welfare of the hens or the nutritional value of the eggs. Our passion is to provide clean and nutritious food for all of our guests. We chose to become Animal Welfare Approved to show customers that we really do care.”

SUPPORTING NEW LOCAL MARKETS

But it’s not all about the big stories. One of the benefits to farmers and ranchers in our programs is access to our free technical and marketing support services—including a free professional labeling design that would normally cost thousands of dollars. We know our free services are making a real difference for our farmers and ranchers in the marketplace (see label example, right).



Central Grazing was established as an aggregation and distribution center for other AWA farms, coordinating supply of lamb to Natural Grocers in several states



Jim Thomas of El Pinto Restaurant with one of the 200 pasture-raised laying hens that supply the kitchen restaurant with fresh AWA eggs



“The new label we worked on with the AWA team did the trick. I sold 400 pounds of ground beef without blinking an eye to our local Green Market Natural Food store. We are absolutely thrilled. It’s working, it’s doing its job. A whole new market has opened to us.”
Suzanne Broussard, Dovetail Farm and Vineyard, Texas

A GREENER WORLD LOOKING AHEAD

Following on from our successes in 2016, we are excited about the year ahead. Our key goals for 2017—and beyond—include:

- ▶ Engaging with credible scientific experts across the world to provide a public platform to disseminate key information on the benefits of sustainable pasture-based livestock production to key stakeholder groups—including farmers and ranchers, the public and policy makers.
- ▶ Increasing educational activities among consumers about the wide ranging benefits of AGW's certification programs above and beyond high-welfare management—including food quality and nutrition, human health, farm biodiversity, soil protection and enhancement, carbon sequestration, social justice and more.
- ▶ Expanding the number of farmers and ranchers we work with by 20 percent over 2016. AGW's Farmer and Market Outreach Coordinator team is set to increase outreach efforts to farmers, ranchers and food businesses, and continue to promote product accessibility to consumers.
- ▶ Supporting—and growing—the number of farmer and rancher cooperatives and producer groups working to scale up the supply of Animal Welfare Approved meat, eggs and dairy to larger market outlets, and helping others to identify the positives of short-stem, integrated supply chains and, where appropriate, replicate successful models.
- ▶ Expanding operations in South Africa to develop certified sustainable livestock production systems. Following the evaluation of the initial pilot projects, we will introduce new pilots for additional species. Work will begin on producing technical support materials for local farmers and ranchers, while outreach work will seek to develop relationships with relevant NGOs, producer associations, funders and government officials.
- ▶ Developing Farm Health Online (our free, fully referenced website for farmers, ranchers, veterinarians and advisors) to include new livestock species, such as goats, as well as more practical, science-based advice and information on managing livestock outdoors on pasture without reliance on routine drug and chemical use. We will also ensure the website reflects the specific disease and parasite risks in different areas of the world (such as South Africa).
- ▶ Continuing our work to explore and assess the viability of introducing AGW standards and third-party auditing in China, Mexico and Europe to help protect local markets for high-welfare, sustainable production systems.

Craig and Pam Knowles raise AWA bison at 480-acre Wild Echo Bison Ranch, MT. The 50-head herd is made up of the herd bull, Woolly Bully, about 20 cows, most of them named as well, and their calves and yearlings. Visit wildechobison.com

MIKE SUAREZ



A Greener World is grateful for the continued generous support for our mission and our program expansion. We look forward to reporting significant progress on our goals in 2017—and beyond



A GREENER WORLD

Our Food. Our Farms. Our Future. Let's Choose!

With so much negativity around food and farming today, A Greener World serves as a beacon of positive change. We exist to promote and support real-life farming models to the public and to offer practical guidance on achieving truly sustainable livestock farming systems to farmers.

We believe the way we farm, the nutritional quality of the meat, milk and eggs produced, and the impact of farming systems on wildlife, the environment and wider society are all connected. Our goal is to offer a 'one-stop shop' for anyone interested in food, farming and sustainability, providing simple solutions based on your own personal concerns. We're proud of our reputation among consumer groups, farmers and the wider food industry as a pragmatic organization driven by practical science and common sense.

Our growing family of trusted certifications includes Animal Welfare Approved, Certified Grassfed by AGW and Certified Non-GMO by AGW. Each program is designed to have positive and measurable impacts on the environment, society and animals, and to encourage truly sustainable farming practices. AGW's standards and procedures are robust, transparent and achievable.

A Greener World

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