

A GREENER WORLD 2015 IN REVIEW



Cover: Pasture-raised pig at Grazin'
Angus Acres, Ghent, New York

MIKE SUAREZ

This page: Certified Grassfed by AGW
bison at Prairie Monarch Bison Ranch,
Laramie, Wyoming

DAN HANDRICH

A GREENER WORLD 2015 IN REVIEW

There are no “quick fixes” to the complex food and farming challenges we face. If we are going to feed future populations sustainably in a world of climate change, human population growth and diet-related ill health, we must concentrate our efforts on encouraging the widespread uptake of independently verifiable and truly sustainable agricultural practices, and supporting independent farms.

That’s where A Greener World stands out from the crowd. We don’t just talk the talk: We provide positive solutions, right here, right now. We are the only not-for-profit operating in food and farming with boots on the ground, offering a portfolio of leading farm certifications—including Certified AWA, Certified Grassfed by AGW and the new Certified Non-GE by AGW.

As this review will showcase, 2015 was a fantastic inaugural year for A Greener World. Working with over 1,500 farmers, managing more than 3 million acres across 43 U.S. states and five Canadian provinces, we saw positive and measurable impacts on the environment, society and animals, encouraging truly sustainable farming practices at home—and abroad. We’ve also invested in staff and necessary IT infrastructure throughout the year to improve our efficiency and outreach.

Of course, none of this would be possible without the generous support of our donors or the hard work of the farmers and ranchers in our programs who are—quite literally—making our vision of a sustainable future a reality.

Together, we can make this A Greener World.



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 portfolio of trusted certifications includes Certified AWA, Certified Grassfed by AGW and Certified Non-GE 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.

Certified Grassfed by AGW Angus cattle at Rare Earth Farms, Raleigh, North Carolina

MIKE SUAREZ

A GREENER WORLD 2015 AT A GLANCE

CERTIFIED GRASSFED

In January, AGW officially launched its Certified Grassfed by AGW program to farmers and it quickly took off (see page 6), with farms and ranches in 16 states (and counting!) successfully gaining the certification. It's the only label in the U.S. and Canada to combine a 100 percent grassfed and forage diet, environmental management, farm animal welfare, and high-welfare handling, transport and slaughter of animals—including an annual review of slaughter facilities!

RAISING AWARENESS

AGW's multi-tiered communications strategies brought home real results, with coverage at national, regional and local levels throughout the year (see page 10), while our marketing work supported farmers in accessing new markets, branding and adding value to their products with our labels. Our farmers continued to receive major industry awards and recognition—including Good Food Awards, Sofi Awards and American Cheese Society Awards (see page 8).

GROWING THE MARKET

Success was further marked by news of Certified AWA Baldwin Beef making its way into Kroger stores and the first Certified AWA food truck, Rare Earth Farms, located in NC (see page 12).

NEW FACES

Building necessary infrastructure and establishing a sound financial footing for the organization was a key priority. In June, Betsey Fortlouis joined AGW as Director of Development and Partnerships, bringing a wealth of experience as we develop a comprehensive fundraising plan. In September, we officially launched the AGW website with an intuitive 'Issues' and 'Solutions' format, an introduction page for each of the programs, and an online searchable database to help customers shop their way to A Greener World.

POSITIVE PASTURE

November saw our Positive Pasture conference, a hugely successful event held in San Francisco with the Sustainable Food Trust (see page 7). The event brought together for the first time in the U.S. some of the world's top scientists, leading NGOs and funding organizations concerned with animal welfare, public health, social justice and environmental protection, and pioneering sustainable livestock farmers to explore the complexities of sustainable farming.



WOLF CREEK FARM

John Whiteside of Wolf Creek Farm, Madison, VA, was one of the first businesses to become Certified Grassfed by AGW for his Red Devon and Aberdeen Angus cattle



GREEN DIRT FARM

Sarah Hoffman of Green Dirt Farm of Weston, MO, was one of eight Certified AWA farms to win an award at the 2015 American Cheese Society Awards



CHRIS HALDRETH

Betsey Fortlouis joins AGW as Director of Development and Partnerships, bringing a wealth of knowledge and experience



Our logos are not just an assurance that the food has integrity and that our farmers are farming the way they say they are: They are also a mark of the highest food quality



A GREENER WORLD TRUSTED PROGRAMS

THE GRASSFED LABEL

In January, AGW officially launched its new Certified Grassfed by AGW program for farmers and ranchers in the U.S. By the end of the year, farms and ranches in Texas, California, New York, North Carolina, South Carolina, Vermont, Washington, Montana, Georgia, Connecticut, Wisconsin, Missouri, Virginia, Wyoming, Arkansas, Kentucky and Florida had successfully applied for the new label.

How is it different? We're the only label in the U.S. and Canada to combine a 100 percent grassfed and forage diet, environmental management, farm animal welfare AND high-welfare handling, transport, and slaughter of animals—including an annual review of slaughter facilities. While other grassfed labels exist, none can match the breadth, integrity and transparency that Certified Grassfed by AGW offers. This is the one grassfed label that farmers, retailers and consumers can really trust.

THE COMPLETE GE-FREE LABEL

In early 2015, work began on the development of AGW's latest label: Certified Non-GE by AGW, with guidance from USDA's Food Safety and Inspection Service.

Due for launch in May 2016, Certified Non-GE by AGW will guarantee that a food product is produced without the use of genetically engineered (GE) feed, supplements or ingredients, and comes from animals raised according to the highest animal welfare standards using sustainable agriculture methods.

AGW developed the new Certified Non-GE by AGW label in response to significant demand from retailers, farmers and consumers for a verified non-GE label claim for meat, dairy products and eggs they could really trust. As all food animal products approved as Certified Non-GE by AGW from must also come from livestock approved under AWA's farm standards, this is the only non-GE label to offer further assurances about animal welfare and environmental sustainability. Certified Non-GE 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, and is the gold standard for supply chain verification.

A GREENER WORLD EVENTS

POSITIVE PASTURE

AGW's Positive Pasture conference, held in early November in San Francisco with the Sustainable Food Trust, was an outright success. For the first time in the U.S., the world's top scientists in soil and carbon sequestration, livestock management and food nutrition joined leading NGOs and funding organizations concerned with animal welfare, public health, social justice, environmental protection and wildlife conservation to explore the complexities of sustainable farming—and particularly the role for grazing ruminants.

Science-focused morning sessions considered whether pastured ruminants have a place in sustainable agriculture. Although major concerns remain over excessive global meat consumption, the consensus was that ruminants have a vital role in feeding the world sustainably by utilizing vast areas of grasslands that cannot grow crops for human consumption (unlike non-ruminants that compete directly with humans for grain). Delegates learned that grazing livestock offer many environmental positives—from increasing water-holding capacity of soils and improving biodiversity to sequestering atmospheric carbon in the soil. Sustainable livestock systems also result in safer and more nutritious food. Lunchtime workshops allowed delegates to debate important issues like antibiotic abuse in farming.

AGW's key role is to offer *real* solutions: Positive Pasture not only showcased products from over 30 businesses that put our vision of sustainable farming into practice every day, but enabled delegates to meet many of the farmers and ranchers who actually produced it!

NETWORKING OPPORTUNITIES

Throughout 2015, AGW was represented at over 50 specially chosen conferences and events in 19 different states, hosting information tables, taking part in panel discussions, or sponsoring informative workshops and other activities.

From major trade events like the annual National Heirloom Expo in California (20,000 attendees) and public events like Mother Earth News Fair in Seven Springs, PA (15,000 attendees), to larger farmer-oriented events like the MOSES Organic Farming Conference in La Crosse, WI (3,000 farmer attendees)—and even intimate on-farm workshops like the one held at Double Ewe Farm in Arena, WI (60 farmer attendees)—all provided valuable opportunities to educate and inform consumers, farmers, ranchers and retailers about the AGW programs.



Delegates at one of the plenary sessions at AGW's Positive Pasture conference in November. Feedback from this science-focused event was overwhelmingly positive



AWA's Katie Yanchuk and Callie Casteel (from left) with Jonas and Judy Stoltzfus of Certified AWA JuJo Acres Farm in Loysville, PA, at the 24th PASA Farming for the Future Conference in February



Tim Holmes, AWA's Director of Compliance, and Guido Frossini of Certified AWA True Grass Farms in Valley Ford, CA, hosted a pastured pig production workshop at EcoFarm in January



A GREENER WORLD AWARD WINNING PRODUCTS

There is no better demonstration of the link between how we manage farm animals, and the taste and nutritional quality of meat, dairy and eggs produced, than our numerous award-winning farms and ranches.

GOOD FOOD AWARDS

Two Certified AWA farms won at the Good Food Awards 2015, recognizing the connection between food quality and sustainable farming. Big Picture Farm, Townshend, VT, and Tomales Farmstead Creamery, Tomales, CA, won a Good Food Award for their Raspberry Rhubarb Goat Milk Caramels and Akita goat and sheep's milk cheese, respectively.

WORLD CHEESE AWARDS

For the second year in a row, Barinaga Ranch, Marshall, CA, won Silver at the World Cheese Awards in London, UK. Marcia Barinaga and her team were competing against sheep cheeses from across the world.

THE 'FOOD OSCARS'

Certified AWA Big Picture Farm, Townshend, VT, won the prestigious 2015 sofi™ Award for Outstanding New Product of 2015 for their Raspberry Rhubarb Goat Milk Caramels and the Outstanding Confection category for their Goat's Milk Chai Caramels. Certified AWA Fat Toad Farm, Brookfield, VT, also won Outstanding Product Line for their Goat's Milk Caramel Sauces.

AMERICAN CHEESE SOCIETY AWARDS

AGW's farms and ranches won no less than **eight** awards at the 2015 American Cheese Society Awards. Certified AWA Ruggles Hill Creamery, Hardwich, MA, won the Goat's Milk Cheese category for their Ellie's Cloudy Down Goat Milk Cheese and the Soft-Ripened with Flavor Added (all milks) category for their Lea's Great Meadow Goat Milk Cheese; as well as third place in the American Made/International Style (made from goat's milk) category for their Alys's Eclipse cheese. Consider Bardwell Farm, West Pawlet, VT; Prodigal Farm, Rougemont, NC; and Green Dirt Farm, Weston, MO, also took home awards at this national competition.

CAROLINA FARMERS OF THE YEAR

Portia McKnight and Flo Hawley of Certified AWA Chapel Hill Creamery, Chapel Hill, NC, won the Carolina Farm Stewardship Association's Farmer of the Year Award for Leadership in Sustainable Agriculture—one of several farms in our programs recognized for sustainable management.



AGW worked hard throughout 2015 to raise consumer awareness about key food and farming issues—and to educate people that our food choices really do matter



AGW's social media presence continues to grow, with almost 20,000 Facebook page "likes" and over 5,000 Twitter followers, and a committed community of supporters and followers

A GREENER WORLD RAISING AWARENESS

LOCAL, REGIONAL AND NATIONAL RECOGNITION

AGW programs were featured in many national newspapers, including *New York Times*, *Wall Street Journal*, *L.A. Times*, *Forbes*, *Politico*, *The Guardian*, *International Business Times*, *Fox News*, *USA Today* and more, as well as trade media, such as *Meat & Poultry*, *AgriMarketing.com*, and *Food Safety News*—plus notable alternative media sources, including *Mother Jones*, *Grist* and *Modern Farmer*.

Our successful strategy of targeting individual press releases—written for every new farmer and rancher—to local and regional media outlets across the U.S. and Canada resulted in over 150 local news items, not only helping to promote the individual farms and ranches to local consumers, but also raising the profile of AGW and its programs.

“The gold star label among certification programs.”

Wall Street Journal/MarketWatch on Certified Grassfed by AGW

“For eggs from chickens that live in the sort of utopia conveyed by the images on most egg cartons, look for Animal Welfare Approved.”

New York Times on AWA

“One of the Top 5 fastest-growing certifications and label claims.”

SPINS, the leading information and service provider for the natural and specialty products industry on AWA

“We already have organic meat, free-range meat, hormone-free meat, and even non-GMO verified meat. Could wolf-safe meat be far behind?”

Motherboard on Predator Friendly

NO SINGLE DIET SOLUTION

The quest for sustainable food production is highly complex. There is no ‘one-size-fits-all’ farming solution, just as there is no single diet solution. Yet 2015 saw an increasing polarization in the debate about what a sustainable diet might look like. At a time when urgent progress is needed to achieve consensus, mounting calls from some food advocates to ‘end all beef/livestock production,’ for example, risks alienating farmers, ranchers and the industry, diminishing hopes for any meaningful dialogue on the widespread adoption of sustainable solutions.

As an expert voice on high-welfare, sustainable food animal production, AGW highlighted the important role pasture-based livestock systems will play in not only supplying high-quality food to global populations, but also providing key ecosystem services. Through tactful, behind-the-scenes dialogue, as well as public communications and events like Positive Pasture (see page 7), AGW sought to educate food advocates that not all meat is the same—and reassure farmers and ranchers of their key roles.

‘ANTIBIOTIC-FREE’ ISN’T THE ANSWER

During 2015, major corporations like McDonald’s and Walmart joined the likes of Tyson Foods in announcing policies to end the use of antibiotics important to human health in food producing animals. But while the number of ‘antibiotic-free’ foods continued to proliferate, AGW remained vociferously opposed to the label. Why? Read the small print and the antibiotic policies of McDonald’s and Walmart—and many others—allow the continued use of medically important antibiotics so long as they’re prescribed by a veterinarian. Very little has changed.

Contributing numerous statements to the media—including the *The Guardian*, *International Business Times* and *Huffington Post*—as well as blogs and OpEds, AGW also worked behind the scenes to educate food campaigners on the need for responsible antibiotic use (not outright prohibition) and to highlight the failure of many corporate initiatives to address widespread antibiotic abuse on farms or the underlying cause—namely, the industrial farming paradigm. Sadly, by offering some antibiotic-free products at a premium price, the industry can fool people into not only thinking they are buying a ‘better’ product, but that the industry is actually doing something good about antibiotics, negating calls for legislation such as PAMTA (see below) that would end the indiscriminate antibiotic abuse across *all* intensive operations.

PROMOTING RESPONSIBLE ANTIBIOTIC USE

In March, AGW supported Congresswoman Louise M. Slaughter (D-NY) in her efforts to reintroduce the Preservation of Antibiotics for Medical Treatment Act (PAMTA). Slaughter was joined by former NFL player turned Certified AWA farmer Will Witherspoon on Capitol Hill to highlight the public health threat posed by the continuing abuse of antibiotics in industrial food animal systems. Scientists around the world—including the U.S. Centers for Disease Control and Prevention (CDC)—now emphatically link this routine nontherapeutic use of antibiotics as a key cause of dangerous antibiotic-resistant “superbugs.”

PAMTA would prohibit the nontherapeutic use of medically important antibiotics to livestock and withdraw approval of nontherapeutic antibiotic use unless the drug manufacturer demonstrates its use will not harm human health. PAMTA would NOT restrict the use of antibiotics to treat sick animals and would only reach classes of drugs used in human medicine, leaving other drug options available to farmers.

PAMTA is supported by 450 organizations, including public health organizations, scientists, the World Health Organization, American Medical Association and National Academy of Sciences.



“If we want to prevent a nightmarish post antibiotic future, citizens of this country need to speak up and demand that their leaders enact enforceable, verifiable limits on the use of antibiotics on the farm.”
Congresswoman Louise M. Slaughter (above, with Certified AWA farmer, Will Witherspoon)



“At a time when the food industry is rife with disinformation, A Greener World represents a beacon of trust and guidance on the road to achieving a healthier, fairer and sustainable food economy.”
Dan Rosenthal, award winning restaurateur and sustainable food advocate



Our products are available online, at farmers' markets, co-ops, and restaurants, through distributors, and in regional and national retail outlets such as Publix, Lowes Foods, Kroger, Dean & DeLuca, Whole Foods Market stores, Earth Fare, and more!



Kroger supermarkets launched a new line of Certified AWA beef in convenient 1-pound packs, supplied by Baldwin Family Farms, Yanceyville, NC

A GREENER WORLD GOOD FOOD FOR ALL

Choosing the right foods is one of the most important and yet easiest everyday activities you can take to address a range of important issues—from improving your personal health to minimizing greenhouse gas emissions. Ensuring high-quality, nutritious and sustainably produced food is available to everyone at a fair price is one of AGW's key goals.

2015 saw some exciting market developments at all levels, as our marketing work supported farmers in accessing new markets, branding, and adding value to their products with our labels.

NOW AVAILABLE AT KROGER

Consumers in North Carolina can make high-welfare, high-quality sustainable beef part of their weekly shopping. In March, Kroger supermarkets launched a new line of Certified AWA beef in convenient 1-pound packs, supplied by Baldwin Family Farms, Yanceyville, NC.

AGW helped the Baldwin family design the product packaging and assisted with the mandatory USDA label approval process. Kroger was excited about having the Certified AWA logo on the product: "The customer demand for local products is growing. We are listening to our customers, and they are telling us that they want to buy local," says Susan Terry, natural foods sales manager for Kroger's Mid-Atlantic division. "It's a win-win situation. When we carry local products, it's good for the farmers, producers, the community, and, of course, Kroger."

THE FARM ... WITH A FOOD TRUCK

At the local level, countless farmers embarked on exciting initiatives to offer high-welfare, sustainable foods to customers.

September saw the launch of Rare Earth Farms' Food Truck, serving sustainably produced Certified Grassfed by AGW beef hamburgers to customers in the Raleigh-Durham area. Farmers Karl Hudson and Mann Mullen have both raised Angus and Angus-cross cattle outdoors on pasture for over 20 years on their respective farms in Wake and Franklin Counties, NC. Always looking for innovative ways to reach new customers, Hudson and Mullen noticed the growing popularity of food trucks—and the opportunity it offered to add value to their grassfed beef. The idea of becoming "The Farm with the Food Truck" was born!



Rare Earth Farms' Food Truck serves Certified Grassfed by AGW beef hamburgers to customers in NC's Raleigh-Durham area

A GREENER WORLD PARTNERSHIPS

Given the importance of building and growing support for AGW's work, strategic partnerships at all levels are vital to achieving our mission—and transforming the way we farm and feed our nation.

FARM HEALTH ONLINE

Throughout 2015, work continued on finalizing the Farm Health Online website—a ground-breaking online tool for U.S. farmers, ranchers, veterinarians and advisors who are seeking to manage livestock without reliance on conventional treatments.

Developed in partnership with Duchy College Rural Business School in the UK, and officially launched in April 2016, Farm Health Online provides free and comprehensive information on all aspects of health and welfare for farmed animals. Visit www.farmhealthonline.org.

BARNRAISER

Early 2015 saw collaboration with Barnraiser, the crowdfunding platform dedicated to supporting sustainable food and farming projects across the U.S. AGW was excited to partner with Barnraiser to support their *Pitch In Challenge*, helping Barnraiser to meet the \$250,000 target and set thousands of more projects on their way.

In March, Certified AWA farmer Carole Morison (widely recognized for her role in *Food, Inc.*) started a Barnraiser campaign to raise money to expand production at Bird's Eye Farm, Pocomoke City, MD, to meet the ever-growing demand for her pasture-raised chicken eggs. The campaign was successful: Barnraiser helped Carole raise over \$15,000 to purchase much needed egg washing and grading equipment to process her 500+ eggs per day—saving countless hours of labor and increasing capacity to put more birds on pasture. Carole's next goal is to bring other local farmers on board to supply larger outlets in her region with Certified AWA eggs!

EVENT SPONSORSHIP

AGW continued to support and sponsor key farming and educational events throughout 2015. For example, more than 75 farmers packed the room at the EcoFarm Conference in January in Pacific Grove, CA, for an AGW-sponsored workshop on pastured pig production, featuring Tim Holmes, AWA's Director of Compliance, and farmer Guido Frossini of Certified AWA True Grass Farms, Valley Ford, CA.



Farm Health Online offers practical advice to support high-welfare management of food animals in outdoor, pasture-based systems



Carole Morison successfully raised \$15,000 through a Barnraiser campaign to purchase much needed equipment to meet local demand for her pasture-raised eggs

MIKE SUAREZ

A GREENER WORLD LOOKING AHEAD

Following on from our successes in 2015, we are very excited about the year ahead. Our key goals for 2016 include:

- ▶ Expanding our portfolio of certifications with the national launch of the new Certified Non-GE by AGW label (see page 6).
- ▶ Introducing AGW standards and third-party auditing to South Africa. Members of the AGW team spent a week in South Africa (right) meeting with key stakeholders—including well-known farmers and ranchers and associations, retailers and government officials, and visiting farms and ranches that are already delivering higher welfare and sustainable production (as well as more typical operations)—to assess the viability of developing a certification program and potentially licensing AGW's labels. The launch of a pilot program will address the underlying structural inequalities in South Africa's rural economy and will be centered around certified sustainable livestock production providing job creation, poverty reduction, and improved household food security.
- ▶ Expanding the number of farmers and ranchers we work with by 20 percent over 2015. 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.
- ▶ Expanding the recently launched Farm Health Online, our free, fully referenced website for farmers, ranchers, veterinarians and advisors, offering information on over 100 common livestock diseases and practical, science-based advice on positive livestock management.
- ▶ Investigating and assessing the viability of introducing AGW standards and third-party auditing in China to protect local markets for high-welfare, sustainable production systems.
- ▶ Investigating and assessing the viability of introducing AGW standards and third-party auditing to Mexico.
- ▶ Creating a monthly video series to help increase reach with a more diverse group of consumers who are eager to learn more about sustainable food choices.

Grassfed Angus cattle at Boschendal Farm in Stellenbosch. Founded in 1685, it is one of the oldest farms in South Africa, and is managed to ensure the conservation, preservation and restoration of the special environment

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 2016—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 AWA, Certified Grassfed by AGW and Certified Non-GE 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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