



**A GREENER WORLD**  
Our Food. Our Farms. Our Future. Let's Choose!

## **TREND FORECAST: VERIFIED TRACEABILITY AND SUSTAINABILITY FROM FARM TO FASHION**

-- Central Grazing Company in Lawrence, KS, launches Kickstarter campaign for the market's first Certified Animal Welfare Approved by AGW sheep leather handbag line --



*"The Meg," Certified Animal Welfare Approved by AGW sheep leather handbag by Central Grazing Company. Photo Credit: Central Grazing Company*

**LAWRENCE, KS (April 19, 2018)** -- As consumer interest in verified sustainability grows, the focus is expanding beyond food to fashion. Responding to consumer demand for high-welfare fashion, Central Grazing Company and its network of certified farmers is launching a new fashion line of designer-inspired, sustainable handbags made from 100 percent traceable Certified Animal Welfare Approved by A Greener World (AGW) sheep leather.



Acknowledged by Consumer Reports as the only "highly meaningful" food label for farm animal welfare, outdoor access and sustainability, Certified Animal Welfare Approved by AGW lets consumers know that products match their values of environmental sustainability and animal welfare. The certification is highly regarded when shopping for meat, dairy and eggs: The Hartman Group, a leading international food and beverage market research company, recently reported this label has the *single highest impact on consumer purchasing of any food label*, and the second highest of any label surveyed--and now certified sustainable choices may become a readily available option in the fashion sector.

Jacqueline Smith founded [Central Grazing Company](#) in May 2015. The company markets lamb to Natural Grocers stores and many other national and regional retail locations. Since 2015, the Central Grazing Company network has raised 2,900 lambs on high-welfare farms, turned 3,200 acres into climate-benefiting, regenerative agricultural systems and created economically viable, revenue-sharing models of production with their certified producer partners--helping to create successful farming businesses and revitalizing rural communities.

Smith could have rested on her laurels with the success of Central Grazing Company's lamb business, but when she realized her lamb and sheep hides were ending up in the landfill--cheaper, globally sourced hides have made domestic hides valueless--she knew there had to be a better way. Three years later, Smith is debuting a line of environmentally responsible and fully traceable leather goods. Central Grazing Company is launching a [Kickstarter campaign](#) on April 23, 2018 to raise funds for their new handbag line using 100 percent Certified Animal Welfare Approved by AGW vegetable-tanned sheep hide leather, manufactured in small batches in the U.S.

**Jacqueline Smith, co-founder of Central Grazing Company, says,**

“After a bit of research, I realized feedlot hides were being sold to China or India for tanning, sold again for manufacturing, then returning here as imported consumer goods--changing hands many times through the global fashion industry with little oversight for worker rights or environmentally responsible production practices. My goal has always been to honor the animal, and I knew there had to be a way to bring transparency and accountability back to the process. And that’s how I become a handbag designer.”

**AGW Executive Director and Supply Chain Development Specialist Andrew Gunther says,**

“Many consumers are discovering that, just like food, our fashion choices have significant impact on our planet. That impact can be negative, but it can also be positive--for farmers, animals, or the planet we share. By weaving verified sustainability into the fabric of this brand with traceable, Certified Animal Welfare Approved by AGW leather, Central Grazing Company demonstrates that fashion can be a beautiful part of the solution.”

For more information about Central Grazing Company visit [centralgrazingcompany.com](http://centralgrazingcompany.com) and follow the farm on [Facebook](#), [Instagram](#) and [Twitter](#). Learn more about Central Grazing Company's Certified Animal Welfare Approved by AGW leather handbags at [cgchandbags.com](http://cgchandbags.com).

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## **ABOUT A GREENER WORLD**

A Greener World (AGW) identifies, audits, certifies and promotes practical, sustainable farming systems by supporting farmers and ranchers and informing consumers. AGW's growing family of trusted certifications includes [Certified Animal Welfare Approved by AGW](#), [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 nonprofit funded by public donations and [membership](#), AGW offers a range of resources to help people make informed food choices, including an [Online Directory](#) of certified farms and products and [Food Labels Exposed](#)--a definitive guide to food label claims (available in print, online, and as a smartphone app). For more information visit [agreenerworld.org](http://agreenerworld.org).

## **ABOUT CENTRAL GRAZING COMPANY**

Founded in 2015, Central Grazing Company is a regenerative food and fiber company with lamb meat and leather as its main products. The company is committed to regenerative farming methods that help balance our planet's carbon cycle and provide peaceful, calm and natural lives to its flocks. Central Grazing Company supports regional supply chains, a living wage for workers, and pays a fair price to shepherds. The company is dedicated to creating zero-waste products and keeping every step of production, from farming to manufacturing, transparent. Central Grazing Company ensures that the food and fiber products it creates have a positive impact on the soil, and our social and economic health.