

# HELP US

# HELP YOU



**MAKE THE MOST OF YOUR CERTIFICATION**



**"The only [animal welfare label] we have any confidence in and think gives you value for your money is Animal Welfare Approved"**

Consumer Union in *New York Times*



**Almost 8 out of 10 Americans now say sustainability and animal welfare are key priorities when purchasing food**

Cone Communications Food Issues  
Trend Tracker

## **MAKE THE MOST OF YOUR CERTIFICATION**

Congratulations! As an Animal Welfare Approved business, you've earned the right to display the AWA logo—ranked as one of the top five fastest growing certifications in the U.S., and acknowledged by Consumer Reports as the only 'highly meaningful' food label for farm animal welfare, outdoor access and sustainability.

What's more, you've joined an ever-growing community of farmers and ranchers who are industry leaders in farm animal welfare, environmental management and sustainability.

This guide explains how we can work together to maximize your certification—and by doing so, convey your hard work and sustainable farm management practices to your customers!

A Greener World is the non-profit home of North America's leading food labels. Alongside Animal Welfare Approved, we offer two other trusted farm certifications to help you stand out from the crowd—Certified Grassfed by AGW and Certified Non-GMO by AGW.



## CONSUMERS WANT YOUR PRODUCTS

The food market is changing rapidly. Most American shoppers now consider health and nutrition (93 percent), sustainability (77 percent) and animal welfare (69 percent) as key priorities when purchasing food. Demand for grassfed beef has increased by **25-30 percent every year** over the last decade, while the non-GMO market is expected to almost double between 2014 and 2019!

As an Animal Welfare Approved farm, you're now ideally placed to meet the growing demand for high-welfare, sustainable, locally produced food—and you've got the best food label to help sell your products!

## TELL YOUR CUSTOMERS THE GOOD NEWS

Research shows that consumers are hungry for positive news—and they want to feel good about the food they purchase. The great news is your new certification checks all the right boxes!

Your Animal Welfare Approved, Certified Grassfed by AGW or Certified Non-GMO by AGW logos offer clear, third-party verified assurances consumers appreciate:

- ✓ Responsible use of antibiotics
- ✓ Outdoor, pasture-based management
- ✓ High animal welfare
- ✓ No added hormones or animal byproducts
- ✓ Environmental stewardship

Make sure you're getting the most mileage out of your label. The easiest way to do this is by including it on every certified product. Our expert staff has helped countless certified farms create memorable labels, and can support obtaining state and federal approval if needed. Get in touch with your regional Farmer and Market Outreach Coordinator today to get started!

# GET THE MOST OUT OF CERTIFICATION

Here are some tips on making the most of our services—and selling more products!

## USE THE LOGO

Let our label design team create a high impact, professional food label for your Animal Welfare Approved, Certified Grassfed by AGW or Certified Non-GMO by AGW meat and dairy products, and guide you through the label approval process—all at no charge.

## USE OUR MARKETING MATERIALS

Choose from our range of low-cost marketing materials—from product labels and consumer brochures, to high-quality farmers' market displays and signs, and even AWA-branded egg cartons.

## MAKE AWA PART OF YOUR STORY

Make sure you mention your certification at every media and marketing opportunity. This helps set you apart from the crowd and reinforces your credibility.

## GOT SOME NEWS? SHARE IT!

We write a dedicated press release for every farm and ranch that joins the program to promote your business. But if you're launching a new product or hosting a farm event, let us know and we'll help spread the word.

## SIGN UP FOR MONTHLY E-NEWS

Our monthly 'Focus on Farming' email keeps you up to date with relevant news and information, as well upcoming events and opportunities.

## GET SOCIAL

Make sure you include your hard-earned certification logos on your social media and website; tag us on posts; and link to our website so your customers can see how truly exceptional your farm and products are. New to social media? Ask your regional coordinator for our free guide to getting started.



## GET IN TOUCH

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AWA is a program of A Greener World

## MORE CERTIFICATION OPTIONS THAT OFFER ADDED VALUE

