



**A GREENER WORLD**

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

**FOR IMMEDIATE RELEASE**

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## **LEADING FARM CERTIFIER PROVIDES FARM-TO-CART QR CODE TRACEABILITY, CONNECTING FARMERS AND CONSUMERS**

**--Grocery shoppers can now scan A Greener World's QR codes for a virtual visit to the farm--**

**TERREBONNE, OR (November 17, 2017)**--[A Greener World](#) (AGW), the nonprofit home of North America's leading food labels, is launching a new traceability program for its certified farms and products.

Using smartphone technology, A Greener World's QR code program will allow consumers to scan a QR code on a product package and read the farm's online profile, featuring pictures, farm and product information, as well as details on how to connect with the farm on social media.

A Greener World's QR code program will roll out in select markets in Fall of 2017, beginning with [Central Grazing Co.](#) (Lawrence, KS), [Hawaii Lowline Cattle](#) (Honokaa, Hawaii), [Home Farm Foods](#) (Culver, OR), [Pure Eire Dairy](#) (Othello, WA), [Schwoerer Acres](#) (Black Earth, WI) and [Serendipity Farms](#) (Wolverine, MI).



*AGW's QR codes provide  
information about certified  
farms and products*

Building on the success of A Greener World's [online directory](#), which helps consumers find suppliers of high-welfare, pasture-raised meat, dairy and eggs from independent farms across the U.S. and Canada, A Greener World developed the QR program as a service to farmers and consumers who seek further transparency in the food system.

As interest in sustainability grows, so too has a proliferation of food labels making green promises. Research reveals that label claims like "natural," "chemical free" or "free range" continue to mislead millions of consumers. In most cases these terms mean very little, with minimal legal definition or enforcement; and even where a label claim is legally defined, most do not require on-farm auditing. Third-party certification, as offered by A Greener World, is widely regarded as the best guarantee that the practices on the farm match the claims on the label.

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

"Thanks to the inspiring level of engagement among today's consumers, many are discovering that most of the food labels we use to make shopping decisions don't match their expectations. This is where we stand apart: In a marketplace crowded with misinformation and greenwashing, A Greener World's trusted third-party certifications deliver real transparency for farmers and



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consumers. This QR technology democratizes traceability and helps give consumers reliable information about where their food comes from and how it was produced.”

A Greener World is a nonprofit dedicated to supporting farmers and informing consumers. AGW’s growing family of trusted and transparent certifications includes Certified Animal Welfare Approved by AGW and its optional additional accreditations, Certified Grassfed by AGW and Certified Non-GMO by AGW. In addition to free farm certification and services for certified farmers, A Greener World offers a number of resources to consumers wishing to learn more about their food. A Greener World’s recently updated guide, [Food Labels Exposed](#) (available for free download), defines and clarifies over 100 of the most common label claims.

Farmers and producers interested in certification through A Greener World—and obtaining QR codes for their certified products—can contact their Regional Farmer and Market Outreach Coordinator [here](#).

### 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](#), A Greener World 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).



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