



A GREENER WORLD

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

FOR IMMEDIATE RELEASE

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LEADING SUSTAINABILITY CERTIFIER LAUNCHES NEW MEMBERSHIP PROGRAM

-- A Greener World offers a new way to support positive food and farming solutions--



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TERREBONNE, OR (SEPTEMBER 26, 2017)--The nonprofit, [A Greener World](http://www.agreenerworld.org) (AGW)--North America's most trusted and transparent farm certifier--is launching a new membership program to give people the power to change food and farming for the better. Through a trusted family of leading certifications--Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW, and Certified Non-GMO by AGW--AGW has positive and measurable impacts on the environment, society and animals, encouraging truly sustainable farming practices.

The rise in misleading label claims, the continued weakness of certified organic livestock and poultry standards, and an anticipated continuing trend of deregulation and further industrialization in agriculture is raising big questions about the future of sustainable agriculture.

AGW is uniquely placed to play a leading role in presenting a real alternative to industrial farming. Recognized by Consumers Union as the only "highly meaningful" food label for farm animal welfare and sustainability, AGW operates on an independent, nonprofit basis and relies entirely on supporter donations. Because AGW is not dependent on certification fees, the nonprofit can remain completely impartial in its auditing, resulting in the unrivaled integrity and trust among today's conscientious consumers.

With the launch of the new AGW Membership program, supporters can now join other likeminded people and be part of the solution.

AGW Director of Outreach Emily Moose says,

"Consumers-and farmers-are tired of waiting for policy and corporate solutions to the lack of transparency in agriculture. Now more than ever, it's important for each of us to take action to build the world we want. A Greener World's trusted, third-party certifications cut through the greenwashing to achieve true sustainability; identifying--and rewarding--positive farm management.

"Buying sustainable products is a great start, but directly supporting our work will ensure sustainability becomes part of the fabric of our food system. We're thrilled to be able to give people an easy, concrete way to join us as AGW Members and be a part of the solution."

Monthly member donations will help A Greener World to:

- Give consumers independent food labels they can trust-and a reliable way to choose meat, dairy and eggs from environmentally responsible, climate-friendly farms
- Make healthy, sustainably raised meat, eggs and dairy available to all at a fair price
- Improve the lives of millions of farm animals, with access to pasture and freedom to roam--no cages, crates or feedlots
- Ensure every farmer gets the technical and marketing support they need to transition to sustainable production--and thrive as an independent business
- Annually send a trained auditor to every farm we certify to ensure compliance with our rigorous animal welfare and environmental standards
- Reach out to consumers, institutions, media and farmers about the importance of our certifications for transparent and sustainable food production

As well as being part of sustainable solutions for food and farming, A Greener World members will receive priority notifications, regular updates, plus additional thank-you gifts according to membership level--including AGW bandanas, subscriptions to AGW's respected *Sustainable Farming Magazine*, baseball caps and engraved stainless steel Hydroflasks®.

For more information about A Greener World's work supporting farmers and informing consumers, visit agreenerworld.org. To become a member of A Greener World, visit agreenerworld.org/donate.

You may be able to deduct membership fees or dues you pay to a qualified organization. Please consult your tax advisor to determine if any of your membership dues are deductible.

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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 and transparent and achievable.

A nonprofit funded by public donations, 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 .