



**A GREENER WORLD**

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

FOR IMMEDIATE RELEASE

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## **CERTIFIED ANIMAL WELFARE APPROVED BY AGW FARMS CELEBRATE A DECADE OF HIGH-WELFARE, SUSTAINABLE FARMING**

--A Greener World (AGW) salutes farms embarking on their 10th year of certification, demonstrating solutions in agriculture—



**TERREBONNE, OR (JUNE 21, 2018)**--From humble beginnings in 2008, Certified Animal Welfare Approved by AGW is now the leading animal welfare and sustainable label across North America. A 2017 report from the influential Hartman Group, a leading food and beverage market research company, reveals the Certified Animal Welfare Approved by AGW label has the highest impact on consumer purchasing behavior of *any* current food certification label.



This dramatic market shift could not have happened without the farmers and ranchers who now embark on their 10th year of certification, after first applying back in 2008. These pioneers of sustainable agriculture have demonstrated enduring commitment and dedication to high-welfare, sustainable management, and have played a vital role in communicating its benefits to consumers and farmers alike. Their continued success demonstrates the growing maturity of the market for sustainable food animal products--and the opportunities for the future.

Whether fourth-generation or first, these ground-breaking farmers are proud to certify their animals and verify their farming practices with AGW certifications, making verified sustainability a core part of their stories and businesses:

- [Albert D. Jones Farm](#), Chinquapin, NC
- [Baldwin Family Farms](#), Yanceyville, NC
- [Clover Creek Farm](#), Jonesborough, TN
- [Dogwood Nursery Farms](#), Maple Hill, NC
- [Fred Dobson Farm](#), Magnolia, NC
- [Grassroots Pork Co.](#), Beulaville, NC
- [Green Dirt Farm](#), Weston, MO
- [High Meadows Farm](#), Delhi, NY
- [Stuart Family Farm](#), Bridgewater, CT
- [Rare Earth Farms](#), Raleigh, NC

**Bill Stuart of Stuart Family Farm, says,**

“I think consumer demand for food that meets high animal welfare standards has overtaken all other criteria. At the beginning it was ‘local,’ then it was ‘local and grassfed.’ Now our customers ask about our animal welfare certification and it is at the forefront of our business.”

**Nelson James of Dogwood Nursery Farms, says,**

“The market for us has really changed for the better over the last 10 years. Before we got involved with Certified Animal Welfare Approved by AGW and the North Carolina Natural Hog Growers Association, we were selling on the open market. Things have improved tremendously since then. Our AGW certification has helped get more customers, without a doubt. They ask more questions about what’s in their food and how it was produced. Our certification is the one thing that stands out!”

**Chris Wilson of Clover Creek Farm, says,**

“With the Certified Animal Welfare Approved by AGW label, people know how the product was produced, and that sets you apart. I’m proud of how I farm, and I want my customers to recognize that I’ve gone that extra mile. Over the years, AGW’s outreach team has been really supportive. Their work to encourage people to buy certified products is great. A lot of people find me on the AGW website and then contact me about my products.”

For more information about the 10<sup>th</sup> anniversary farms and where to find their products, visit AGW’s online [vendor directory](#) and see their article in AGW’s latest [Sustainable Farming magazine](#).

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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](#).