

# A GREENER WORLD 2017 IN REVIEW



Cover: A Greener World farmers and ranchers manage livestock to high-welfare standards while maintaining healthy soil, water and wildlife habitats

MIKE SUAREZ

This page: Katadhin ewe at Clover Creek Farm, Jonesborough in Tennessee

MIKE SUAREZ



# A GREENER WORLD 2017 IN REVIEW

Following our transition at the end of 2016 to an autonomous not-for-profit organization, 2017 represented a coming of age for A Greener World.

AGW built upon our success, with exciting developments across all areas of our work. The year ended with a report from a leading international food and beverage market research company that the Certified Animal Welfare Approved by AGW label has the highest impact on consumer purchasing behavior of *any* food certification label.

2017 also saw us expand our activities overseas. Following our work last year to establish AGW South Africa to help local independent farmers meet consumer demand for high-welfare, sustainable meat, eggs and dairy, we launched AGW Europe in December to offer our trusted third-party certifications in the UK and Ireland—and beyond.

Yet despite climate change looming large, the discourse on the future of food and farming continues to be fraught with division and polarized views. Worryingly, some of the loudest voices in the food movement are arguably driven by questionable—and even extreme—personal and emotional beliefs, particularly when it comes to the role of food animals.

We need practical and achievable solutions to the global challenge of feeding ourselves in the future, not knee-jerk reactions or unrealistic ‘silver bullet’ solutions. Unless the food movement alters its detached and top-down approach, we risk further alienating the general public and our farmers and ranchers—the very people capable of delivering changes on the kind of scale we need.

AGW is the only not-for-profit farm certification working directly with thousands of independent farmers, ranchers and food businesses across the U.S. and Canada—and now beyond. With the generous support of our donors and sponsors we can continue to expand our work to build a better food economy.

Together, we can make this A Greener World.

**Andrew Gunther**  
Executive Director, A Greener World

# A GREENER WORLD A BEACON OF POSITIVE CHANGE

We're serious about changing the way we farm and feed ourselves, and offer positive solutions

Working with over 1,500 farmers in 43 states and five Canadian provinces, managing more than 3 million acres across North America

A Greener World (AGW) promotes practical, sustainable farming systems by supporting farmers and informing consumers. We believe the way we farm, the nutritional quality of the meat, milk and eggs produced, and the impact of farming systems on wildlife, the environment and wider society are all connected.

Established in 2014, our evolving mission has four key components:

1. To identify and promote agricultural systems that have a positive impact on the environment, society and animals (wild and farmed).
2. To educate consumers about the environmental, social and animal outcomes of their food purchasing decisions.
3. To establish and promote trusted farm certification programs that help reconnect the consumer and food producer by encouraging—and rewarding—positive farm management changes.
4. To support independent family farmers who are committed to sustainable farming and livestock production.

Our growing family of trusted certifications includes Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW and Certified Non-GMO by AGW—with Certified Organic by AGW in 2018/9. Each program is designed to have positive and measurable impacts on the environment, society and animals, and encourage truly sustainable farming practices that are realistic and achievable for farmers—key considerations if we are to successfully implement large scale agricultural reforms. Our goal is to offer a 'one-stop shop' for anyone interested in food, farming and sustainability, providing simple solutions for everyone.

We're serious about changing the way we farm and feed ourselves, and offer positive solutions. As a not-for-profit, we rely on the continued generosity of our supporters to make our work a reality.

Certified Grassfed by AGW Angus beef cattle at Rare Earth Farms in Raleigh, North Carolina

MIKE SUAREZ

# A GREENER WORLD 2017 AT A GLANCE

## A GLOBAL OUTLOOK

Following our ground-breaking work in 2016 to introduce farm standards and third-party farm certification in South Africa, in December 2017, we launched AGW Europe, appointing Wayne Copp (right) as AGW Europe's new Executive Director. Based in Devon in southwest England, Wayne's key tasks include setting up the necessary systems and partnerships to certify farms, initially in the UK and Ireland, as well as connecting with local funders, investors and government officials. (See pages 8-9.)

## COMMUNICATING OUR BENEFITS

Good news about the program came thick and fast in 2017. But among the best news was a sustainability report from the Hartman Group, a leading international food and beverage market research company, which revealed that the Certified Animal Welfare Approved by AGW label has the highest impact on consumer purchasing behavior of *any* food certification label. (See page 6.)

## WORKING WITH PARTNERS

Sound science informs everything we do at AGW. In May, we convened a two-day private meeting of a select group of multidisciplinary scientists from across the world to discuss issues surrounding the role of pasture-based livestock production and sustainable diets, and to help guide our future activities and work to educate the public. (See page 7.)

## IMPROVING TRACEABILITY

In September, AGW launched a new initiative to give consumers a virtual farm visit to farms in its programs—and further enhance product traceability. Using smartphone technology, AGW's new QR code program allows consumers to scan a QR code on product packaging and read the farm's online profile. (See page 13.)

## BROADENING OUR SUPPORT

In July, AGW launched a new public membership program, allowing individuals and organizations to join up and receive regular information about the program and provide regular support towards AGW's work to encourage sustainable farming and educate consumers about the impact of their food choices. (See page 10.)



Wayne Copp, Executive Director for AGW Europe, brings many years' experience in farm certification, as well as beef farming



Our new QR code program allows consumers to scan a product and learn more about the farm that actually produced the food



AGW's new public membership program will help grow public support and provide regular financial contributions to our work

# A GREENER WORLD MAKING A SPLASH

2017 saw a number of key developments for A Greener World and its growing family of leading farm certifications



The Hartman Group's Sustainability 2017 report analyzed consumer responses to labels and certifications found on food packaging

## THE 'HIGHEST IMPACT' FOOD LABEL

The Certified Animal Welfare Approved by AGW label has the highest impact on consumer purchasing behavior of any food certification label, according to leading international food and beverage market research company.

The Hartman Group's Sustainability 2017 report analyzed consumer responses to 23 of the most common claims, certifications and seals found on food and beverage packaging. The nationally representative survey, carried out in summer 2017, revealed that 36 percent of consumers are familiar with the Certified Animal Welfare Approved by AGW logo, while a significant majority (77 percent) say they are "much/somewhat more likely to purchase" after seeing it on a product, making it the food label with the highest impact on consumer purchasing.

"Third-party certifications are key for engaged sustainability consumers, who look primarily for seals showing organic, fair-trade and non-GMO, and indicating animal welfare," according to the new report.

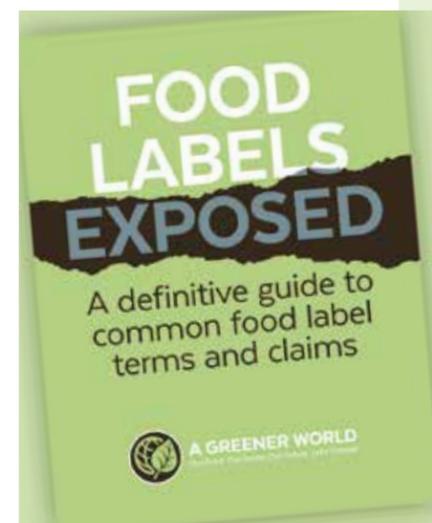
"We're thrilled with the results. It shows that when consumers see the Certified Animal Welfare Approved by AGW label, they buy it," says Emily Moose, AGW's Director of Communication and Outreach.

## LEADING WITH SCIENCE

In early May, AGW brought together a leading group of multidisciplinary scientists from 10 countries, working in areas such as soil science, climate change, ecosystems ecology and food nutrition, for a two-day private meeting in Bristol, UK. The Climate Change Retreat sought to reach an agreed consensus around published science on issues such as carbon sequestration and pasture-based livestock production, and sustainable diets, and identify gaps in knowledge or areas that urgently require further clarification. As an organization intimately involved in the debate about sustainable food production—and frequently called upon to comment in the media and advise advocate groups about the positive role of livestock—it is essential our activities are guided by the best available science.

## RAISING AWARENESS

In August, AGW fully revised and updated its popular and influential *Food Labels Exposed* guide, incorporating new user friendly content, as well as over 20 new entries that have joined the marketplace. Recommended by the Organic Consumers Association as "a comprehensive labeling guide," the 28-page guide now contains well over 100 common food terms and claims, providing consumers with clear, unbiased definitions explaining exactly what they mean.



Updated annually, AGW's *Food Labels Exposed* is widely recognized as an essential guide to modern food claims and terms

## MARKET ANALYSIS

In June, AGW began working with SPINS—the leading provider of retail consumer insights, analytics and consulting for the natural, Organic and specialty products industries—to analyze sales of Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW and Certified Non-GMO by AGW products across the U.S. and Canada. Using Universal Product Code (UPC) data from existing certified products and high-level market analysis, this exciting initiative with SPINS allows us to identify growth trends and opportunities in the market to benefit our certified farmers and ranchers.

## HOG GROWERS GO NON-GMO

In 2017, the North Carolina Natural Hog Growers Association (NCNHGA) became the first farming cooperative in the U.S. to be Certified Non-GMO by A Greener World (AGW). The move by the NCNHGA—the Southeast's largest high-welfare, pasture-raised pork cooperative—came in response to surging consumer and retailer demand for certified non-GMO meat, eggs and dairy products that also meet high welfare and sustainability expectations.

Launched in 2016, Certified Non-GMO by AGW is the only certification in the U.S. and Canada that guarantees food is produced without the use of genetically modified feed, supplements or ingredients, and comes from animals raised outdoors on pasture according to the highest welfare and environmental standards. Certified Non-GMO by AGW is one of only two certifications in the U.S. that actually tests for the presence of GMOs.

NCNHGA farmers currently manage hogs on approximately 4,000 acres of pasture and range in North Carolina. In 2009, the NCNHGA made animal welfare a centerpiece of their operation, requiring all members to have AWA certification, to help communicate their high-welfare and environmental management practices. "With the ever-growing demand for non-GMO products, pursuing the Certified Non-GMO by AGW status for our pork products was the next logical step," says Jeremiah Jones, farmer and President of the NCNHGA. "This move will keep us at the forefront of the market."

## HONING OUR SKILLS

In early November, AGW held its annual auditor training session. Part of our ongoing efforts to ensure our auditors are the best in the business, the two-day event involved classroom sessions and a hands-on visit to Prodigal Farm in Rougemont, NC. The practical training exercises included feeding, housing, transport and sampling procedures for the Certified Non-GMO by AGW program.



Working with SPINS will help to identify consumer trends—and new opportunities for AGW farmers and food producers



Leading the market by example: Jeremiah Jones, farmer and President of the North Carolina Natural Hog Growers Association



AGW's auditors receive regular training to ensure they apply the standards consistently across every farm, every time

# A GREENER WORLD

## EUROPE

By early 2016, work was well underway to introduce Certified Animal Welfare Approved by AGW and Certified Grassfed by AGW standards and third-party farm auditing across Europe, initially focusing on farms in the UK and Ireland.

Following successful trials in 2016 for Certified Animal Welfare Approved by AGW standards and certification with two pilot farms in southern England, in December 2017, Wayne Copp was appointed as Executive Director of AGW Europe.

Based in Devon, UK, Wayne is an established and respected beef cattle farmer with extensive experience of sustainable methods, both in practice and in certification of animal welfare and environment programs over the last 25 years. Working closely with the AGW Global Executive Team, Wayne will design and execute a comprehensive development strategy for AGW, initially focused on the UK and Ireland, developing a structure to enable AGW to be a fully functional charity. A key task will be to identify suitable individuals for Board Director positions and other potential partnership organizations, to oversee fundraising efforts to grow the program, and to promote the relevance of the certification program to both consumers and the agricultural community.

The dissemination of easily accessible, practical information and advice to local farmers will be crucial in supporting their transition to high-welfare, sustainable livestock farming management. On this basis, we continued our partnership with the UK's Duchy College Rural Business School, working throughout 2017 on our ground-breaking Farm Health Online website to develop a fully functioning 'mirror site' for farmers and veterinarians in the UK and Ireland, with relevant diseases and all related content. (Similar work is also underway to translate Farm Health Online for farmers and veterinarians in South Africa.)

With the successful pilot farms now completed, program developments are already at an advanced stage, so stay tuned for some exciting announcements for Europe in 2018—and beyond!

Cows grazing lush pastures in Ireland. AGW is working to help farmers meet growing consumer demand for high-welfare, sustainable meat, eggs and dairy in Ireland and the UK—and beyond

GLANBIA PLC



# A GREENER WORLD RAISING AWARENESS

Throughout 2017, AGW sought to raise public awareness about food and farming—and to educate people that our food choices really do matter



Former President Bill Clinton and former Secretary of State and presidential candidate Hillary Clinton visited the Certified Animal Welfare Approved by AGW Grazin' Diner in Hudson, NY, attracting much media attention

## LOCAL, REGIONAL AND NATIONAL COVERAGE

When it comes to media coverage, AGW punches well above its weight, achieving significant recognition and column inches in national and local media. 2017 was yet another hugely successful year, with AGW programs featuring in many major national newspaper and media outlets (in print and online), including *The New York Times*, *Yahoo*, *Metro News* and *Fox News*, as well as major alternative media sources, such as *Mother Jones*, *Huffington Post* and *Grist*.

AGW programs also featured extensively in 'trade' media, including *Sustainable Food News*, *Feedstuffs*, *Global Food Animal*, *Modern Farmer*, *Progressive Farmer*, *Specialty Food Association*, *Progressive Dairyman*, *Canadian Cattlemen* and many more. In total, AGW and its programs were featured or referenced in over 100 individual press items throughout the year.

Our ongoing strategy of targeting local/regional media outlets with a dedicated press release written specifically for every new farmer and rancher joining the program continued to reap rewards. With almost 400 individual stories in local and regional media sources across North America in 2017 alone, these placements help promote the individual farm and ranch businesses and products to potential local customers as well as raising the profile of AGW and its programs at the grassroots level.

## MAKING THE HEADLINES

In a review of leading animal welfare food labels, *The New York Times* quoted Jean Halloran, the director of food policy initiatives at Consumers Union (the publisher of *Consumer Reports*), as saying:

"The only one [welfare label] we have any confidence in and think gives you value for your money is Animal Welfare Approved. The rest of them have, to greater and lesser degrees, shortcomings ..."

'What to Make of Those Animal-Welfare Labels on Meat and Eggs', *The New York Times*, January 31, 2017

## NEW AGW MEMBER PROGRAM

In July, AGW launched a new public membership program to allow individuals and organizations to provide regular support towards AGW's work to create a more sustainable, transparent food system—and offer a source of unrestricted funding.

AGW Members receive priority email notifications and regular updates on programmatic activities and successes, as well as special thank you gifts, depending on the level of support donated. Work is underway to implement a comprehensive membership strategy for 2018—and beyond.

## GETTING SOCIAL

Social media is central to AGW's communications strategy with both consumers and the agricultural community. Alongside Facebook and Twitter, AGW launched a new Instagram channel to broaden our reach. The number of 'likes,' followers and engagements continues to grow across all AGW accounts, with almost 22,000 Facebook and over 6,300 Twitter followers, a steady increase on last year's statistics.

In June, we held a successful #TwitterTakeover, a popular activity where Twitter users hand over their account to other likeminded organizations. The Rodale Institute in Kutztown, PA, and Consider Bardwell Farm in West Pawlet, VT, each temporarily took over AGW's Twitter account for a day to share images of their farms and talk about what they do—and why. Similar initiatives are planned for later in 2018.

## NETWORKING OPPORTUNITIES

Throughout 2017, AGW's marketing and outreach team engaged with over 350,000 people through in-person events on a budget revised for maximum efficiency. AGW represented at 54 selected conferences and events across 23 states, hosting information tables, taking part in panel discussions or sponsoring informative workshops and other activities.

AGW staff attended several national public events where they gave presentations on food labeling to raise public awareness of the AGW programs and the benefits of pasture-based livestock systems. Key events included Natural Products Expo West in California (77,000 attendees); Natural Products Expo East in Maryland (28,000 attendees); and two regional Mother Earth News Fairs in Texas and North Carolina (each with over 10,000 attendees).

Major trade events are vital for increasing recognition of AGW's expertise and services among farmers, ranchers and the wider industry. Notable events included the American Association of Meat Processors Convention in Nebraska; the National Association of County Agricultural Agents Conference; the Practical Farmers of Iowa Annual Conference; and the Northwest Meat Processors Association Convention in Washington.

But it isn't always about big crowds: local, intimate events provide fertile ground for recruiting farmers and ranchers, including the Nevada Small Farm Conference (200 attendees) and the Southwest Grassfed Livestock Alliance in New Mexico with just 20-30 farmer attendees. In November, AGW's Director of Compliance Tim Holmes took part in a webinar for the Niche Meat Processors Assistance Network to highlight the relevance and value of the program to slaughter plants, alongside Sep Harvin of Williamsburg Packing Plant, which slaughters livestock for certified farms.



Raising awareness: AGW's Callie Casteel and Charlie Hester at the American Association of Meat Processors Convention in Nebraska



Face to face: AGW's Emily Moose (right) at the grand opening of Chatham County Agriculture and Conference Center in Pittsboro, NC



AGW's Andrew Gunther speaking at the Poultry on Pasture workshop at the New Mexico Organic Farming Conference in Albuquerque, NM

# A GREENER WORLD

## GOOD FOOD FOR ALL

Top national food awards prove that sustainable farming equals great-tasting, award-winning food



Seven AGW farms took home 15 awards at the 2017 American Cheese Society Awards



Colleen Biggs (right) receives the 2017 Alberta Wilderness Association's Wilderness Defenders Awards on behalf of TK Ranch

We believe the way we raise farm animals, the impact of the farming system on the environment and the nutritional quality of the meat, milk and eggs produced are all intrinsically linked. And there is no better demonstration than our numerous award-winning farms and ranches.

### AMERICAN CHEESE SOCIETY AWARDS

Seven Certified Animal Welfare Approved by AGW farms took home 15 American Cheese Society Awards at the annual competition in Denver, CO. 'Claire's Mandell Hill' and 'Greta's Fair Haven' cheeses from Ruggles Hill Creamery, MA; 'Woolly Rind' from Green Dirt Farm, MO; and 'Ricotta Salata Vecchio' from Caputo Brothers Creamery, PA, all won first place awards. Additional winners included 'Black Goat' from Prairie Fruits and Farm Creamery, IL; 'Slyboro' from Consider Bardwell Farm, VT; 'Atika' from Toluma Farms and Tomales Farmstead Creamery, CA; and 'Bearded Lady' from Prodigal Farm, NC.

### GOOD FOOD AWARDS

Two Certified Animal Welfare Approved by AGW products won national awards at the 2017 Good Food Awards ceremony in San Francisco. Lady Edison's Extra Fancy Country Ham, made with certified pork from farmers in the North Carolina Natural Hog Growers' Association, and Farmstead Chocolate Covered Goat's Milk Caramels from Big Picture Farm in Townshend, VT, both came home with national awards.

### U.S. CHAMPIONSHIP CHEESE CONTEST

Pure Éire Dairy in Othello, WA, won three awards—including Best in Class—for their Certified Grassfed by AGW cow's milk yogurts at the recent U.S. Championship Cheese Contest in Wisconsin. The event is the largest technical cheese, butter and yogurt competition in North America. Winners are selected by a team of technical judges from over 2,300 entries across 33 states.

### SPECIAL RECOGNITION

In January, Wes Jarrell and Leslie Cooperband of Prairie Fruits Farm and Creamery in Champaign, IL, were awarded the R.J. Vollmer Award for Sustainable Agriculture by the Illinois Department of Agriculture for their outstanding efforts in implementing and promoting sustainable agriculture. In December, Colleen and Dylan Biggs of TK Ranch in Alberta received the 2017 Alberta Wilderness Association's Wilderness Defenders Award, in recognition of their untiring stewardship of the prairie landscape.

### PURE ÉIRE DAIRY

With 12 stores, PCC Community Markets is Seattle's locally grown, community-owned grocery store providing fresh, local, organic, seasonal and sustainable products. Last year, PCC partnered with Pure Éire Dairy of Othello, WA—the first cow dairy in North America's to be Certified Grassfed by AGW—to produce a private-label line of flavored yogurts made with certified grassfed cow's milk.

"PCC shoppers want dairy from cows raised humanely on 100-percent grass for health and environmental reasons," says PCC merchandiser, Scott Owen. "Pure Éire delivers everything shoppers demand and much more. It truly sets the bar for sustainable dairy."



PCC's Grass-Fed Yogurt range is produced with milk from Pure Éire Dairy in Othello, WA

### LADY EDISON PORK

In 2017, Southern Foods—a major food distributor to restaurants and catering facilities across Georgia, Virginia and the Carolinas—added Lady Edison ham and pork products to their catalogue, including the Good Food Award-winning 18-month-aged Extra Fancy Country Ham, Hot Sopressata and Spanish Style Chorizo. Lady Edison pork products are made using pasture-raised, Certified Animal Welfare Approved by AGW pork from farmers in the North Carolina Natural Hog Growers' Association (see page 6).



Southern Foods now stocks award-winning Lady Edison pasture-raised pork products

### QR CODES AID TRACEABILITY

In September, AGW launched a new program for its certified farms and products, giving consumers a virtual farm visit to farms in its programs—and unrivaled traceability from farm to table.

Using smartphone technology, AGW's new QR code program allows consumers to scan a QR code on product packaging 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.

Building on the success of AGW's online directory, which helps consumers find high-welfare, pasture-raised meat, dairy and eggs from independent farms across the U.S. and Canada, AGW developed the new QR code program as a service to farmers and consumers who seek further transparency in the food system. It not only gives consumers reliable information about where their food comes from and how it was produced, but connects the farmer and consumer.

# A GREENER WORLD LOOKING AHEAD

After such a dynamic and successful 2017, we are extremely excited about the future. Looking at 2018—and beyond—we will:

► **Launch Certified Organic by AGW.** The USDA's withdrawal of the final rule of the Organic Livestock and Poultry Practices in May 2018 was seen by many the final nail in the coffin for the National Organic Program to incorporate meaningful animal welfare standards. The Certified Organic by AGW will combine organic and high-welfare certifications in a single, cost-effective 'one-stop shop' audit for higher-welfare organic farmers and ranchers seeking to distinguish themselves in the marketplace.

► **Expand in South Africa and Europe.** With work to introduce AGW standards and certification in both South Africa and Europe now well underway, 2018 will see the expansion of our activities to recruit and support farmers and raise public awareness of the logo in both regions, as well as develop relationships with relevant NGOs, producer associations, funders and government officials.

► **Provide technical support.** We will continue to develop Farm Health Online, our free, fully referenced website for farmers, ranchers, veterinarians and advisors, with region-specific content and guidance for South Africa and Europe, and translate our existing marketing and technical support material for different audiences.

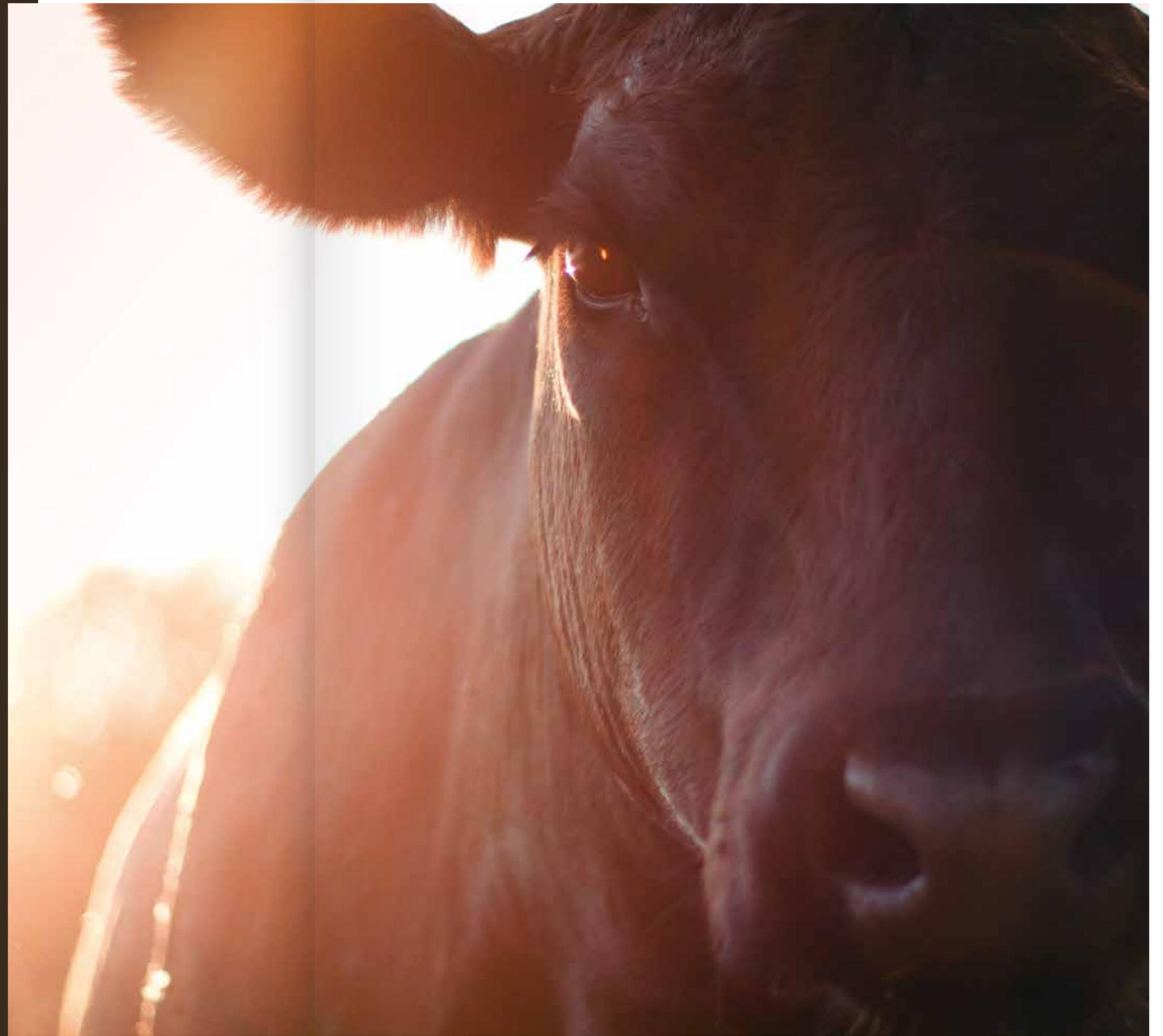
► **Grow AGW membership.** With the launch of AGW Membership in 2017, our goal over the coming years is to build membership numbers and develop new initiatives to raise awareness of the benefits of AGW Membership, such as enabling farmers and ranchers to promote membership to customers.

► **Influence and educate.** We will continue our work with leading scientific experts across the world to disseminate information on the benefits of sustainable pasture-based livestock production to key stakeholder groups and raise consumer awareness about the wide-ranging benefits of AGW's certification programs for food quality and nutrition, human health, farm biodiversity, soil protection and enhancement, carbon sequestration, social justice and more.

► **Recruit farmers and ranchers.** AGW's Farmer and Market Outreach Coordinator team is increasing outreach efforts to recruit farmers, ranchers and food businesses in North America (with a goal of expanding the number of farmers and ranchers we work with by 20 percent over 2017), as well as improving product accessibility for consumers through identifying larger producer groups/farms for certification and developing new educational and marketing opportunities with retailers at all levels.

Black Angus mama cow at Grazin' Angus Acres in Ghent, NY

MIKE SUAREZ





# A GREENER WORLD

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

With so much negativity around food and farming today, A Greener World serves as a beacon of positive change. We exist to promote and support real-life farming models to the public and to offer practical guidance on achieving truly sustainable livestock farming systems to farmers.

We believe the way we farm, the nutritional quality of the meat, milk and eggs produced, and the impact of farming systems on wildlife, the environment and wider society are all connected. Our goal is to offer a 'one-stop shop' for anyone interested in food, farming and sustainability, providing simple solutions based on your own personal concerns. We're proud of our reputation among consumer groups, farmers and the wider food industry as a pragmatic organization driven by practical science and common sense.

Our 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 Greener World**

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