



A GREENER WORLD

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

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ATLANTA RESTAURANT GROUP FEATURES VERIFIED HIGH-WELFARE, SUSTAINABLE PORK

--Certified Animal Welfare Approved by AGW pasture-raised pork from Anderson Farms in Comer, GA,
available at Farm Burger locations in Atlanta--



Photo Credit: Michaella Jelin

ATLANTA, GA (AUGUST 1, 2018)--Meeting the growing demand for high-welfare, sustainable dining, Farm Burger partners with Anderson Farms in Comer, GA, to offer Certified Animal Welfare Approved by A Greener World (AGW) pork at its Atlanta locations. The regional restaurant group is the only group in Georgia to offer verified, high-welfare, sustainable pork burgers from pigs raised outdoors on pasture according to the highest welfare standards and environmental standards in the U.S. and Canada.



Consumer demand for verified sustainable and welfare-certified products has steadily increased--especially among millennials--with a recent study by The Hartman Group finding that “avoiding inhumane treatment of animals” outranks nearly *every other attribute* important to purchasing decisions, second only to quality. The Nielsen Company reported that about three in four Millennials (73 percent) and Generation Z consumers (72 percent) are willing to pay more for sustainable products and services, and noted that consumer brands demonstrating a commitment to sustainability outperform those that don’t. Sustainability can also impact loyalty: a 2017 Cone Communications CSR Study found that 89 percent of consumers are willing to switch brands to one associated with a good cause, given similar price and quality.

While this consumer demand is well-documented, few certifications actually deliver high animal welfare and sustainability on the farm, with Consumer Reports recognizing Certified AWA by AGW as the only label that is “highly meaningful” for farm animal welfare, outdoor access and sustainability. By offering Certified Animal Welfare Approved by AGW pasture-raised pork at their four Atlanta locations, Farm Burger is demonstrating its values as a company while establishing itself as a standout example of verified, high-welfare sourcing that delivers on customer expectations. Farm Burger’s menus regularly feature Certified Animal Welfare Approved by AGW pork from Anderson Farms in the ground pork burger that is part of their “Blackboard Burger” lineup, with toppings that change seasonally. A recent example of the Certified Animal Welfare Approved by AGW pork burger included braised cabbage, grilled apples, candied jalapenos and white BBQ sauce (pictured above).

Benji Anderson, owner of Anderson Farms, says,

“We raise our hogs outdoors on pasture, where they’re free to roam and root and wallow and just do what hogs naturally do. The Certified Animal Welfare Approved by AGW logo verifies that I’m raising my hogs right. That’s important to me and I know it’s important to Farm Burger.”

Darla Millstein, Director of Catering and Events of Farm Burger, says,

“Farm Burger is defined by its mission, its farms, its teams and its family. We depend on our farming partners like Benji Anderson because they’re the backbone of what we do, and our

customers appreciate knowing their purchase has a positive impact. We're thrilled to stand out as a business offering Certified Animal Welfare Approved by AGW pork that's better for people, animals and the environment--and makes a really delicious burger, too!"

Certified Animal Welfare Approved by AGW pork from Anderson Farms is available at Farm Burger's [Buckhead](#), [Decatur](#), [Dunwoody](#) and [Grant Park](#) locations throughout Atlanta. Check out [AGW's vendor directory](#) for more details. For more information about Anderson Farms, email Benji Anderson at andersonfarmsgeorgia@gmail.com and visit andersonfarmsgeorgia.com.

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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 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.