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ARCHWAY FARM LAUNCHES ARTISANAL SALAMI LINE WITH TOP ANIMAL WELFARE CERTIFICATION

--New Hampshire farm supplying pasture-raised pork salami with Certified Animal Welfare Approved by AGW certification to local retail outlets and restaurants --



KEENE, NH (JULY 17, 2018)--Archway Farm is launching a new line of artisanal salamis made with Certified Animal Welfare Approved by [A Greener World](#) (AGW) pork. The skillfully crafted, traditional Italian salamis are produced using only high-welfare pork from Archway Farm's herd of pasture-raised pigs and exemplify true supply chain sustainability and ultimate farm-to-fork traceability.

Archway Farm owner, Mark Florenz, is passionate about the benefits of raising pigs outdoors on pasture, where they can perform natural behaviors like wallowing, grazing and



rooting with their snouts. The pigs at Archway Farm are a mix of traditional breeds, including Tamworth, Gloucestershire Old Spots, Berkshire and Chester White--all known for their ability to thrive in a pasture-based operation, as well as their excellent meat quality and flavor.



The three dry salami varieties include Cacciatorini, a rustic salami which originated from the Northern Hills of Italy; Finocchiona, a Tuscan-style salami named for its main flavor component, fennel; and Sweet Soppressata, an Italian dry cured salami with a rich, traditional flavor. All three varieties are shelf stable products, a logistical benefit that Florenz hopes will encourage more retailers and restaurants to carry the product.

Florenz also values his Certified Animal Welfare Approved by AGW certification, which verifies his high-welfare and sustainable livestock management practices to customers. This food label lets consumers know animals are raised outdoors on pasture or range in accordance with the highest animal welfare standards in the U.S. and Canada, using sustainable agriculture methods on an independent farm.

[Consumer Reports](#) rated Certified Animal Welfare Approved by AGW as a “highly meaningful” label for farm animal welfare, outdoor access and sustainability--and the **only** animal welfare certification they “have any confidence in.” A recent report from the influential Hartman Group, a leading food and beverage market research company, reveals Certified Animal Welfare Approved by AGW label has the **highest impact** on consumer purchasing behavior of any current food certification label.

Archway Farm owner Mark Florenz says,

“A lot of the other salamis in the marketplace are more processor-driven than farmer-driven. In other words, the focus isn’t on where the pork comes from, but who is making the salami. Our Archway Farm salamis are farm identified and stand out, not only for the high-quality taste and traditional flavors, but because you know exactly where the pork comes from and how the pigs were raised.”

AGW Executive Director Andrew Gunther says,

“Archway Farm’s Italian salamis stand out in the marketplace for their complete traceability. These farmer-produced, Certified Animal Welfare Approved by AGW products take all the guesswork out of shopping. In a marketplace crowded with confusing labels and misleading terms, products like Archways Farm’s salamis cut through the food label confusion and greenwashing and make it easy for shoppers to identify and purchase high-quality, delicious products that match their values.”

Archway Farm’s Certified Animal Welfare Approved by AGW pork salami products are available at the Monadnock Food Co-op in Keene, as well as directly from the farm.

For wholesale inquiries, contact Mark Florenz at archwayfarm@gmail.com and 603-352-3198. To learn more about Archway Farm visit archway.farm. Also, find Archway Farm on [Facebook](#) and [Instagram](#).

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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.