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YANCEYVILLE FARMERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

--V. Mac and Peggy Baldwin of Baldwin Family Farms in Yanceyville, NC, celebrate 10 years of being Certified Animal Welfare Approved by AGW for high-welfare, pasture-raised beef cattle--

YANCEYVILLE, NC (OCTOBER 4, 2018)—V. Mac and Peggy Baldwin of Baldwin Family Farms in Yanceyville, NC, are celebrating 10 years of certification with Certified Animal Welfare Approved by A Greener World (AGW), the leading animal welfare and sustainable label across North America.

The Baldwins purchased their first Charolais heifers in 1969 and have been building the herd and developing herd genetics ever since. Originally cattle breeders, the Baldwins began raising beef when they decided to market surplus stock themselves. The feedback they received was so positive they decided to start a business selling their beef.

V. Mac is a firm believer that “good grass makes good beef.” Over the years, he has developed a year-round grazing system using a mixture of diverse perennial and winter and summer annual forage plants to ensure his cattle have continual access to high-quality, nutritious and chemical-free grasses throughout all seasons. The Baldwins will receive a commemorative metal farm sign to acknowledge their decade of certification--and their ongoing commitment to high-welfare, sustainable farming.

The Certified Animal Welfare Approved by AGW certification and food label lets consumers know farm 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 has rated Certified Animal Welfare Approved by AGW as a “highly meaningful” label for farm animal welfare, outdoor access and sustainability. 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.

V.Mac Baldwin of Baldwin Family Farms says,

“In the last decade, we’ve seen a real awakening among consumers. It seems like the public has rediscovered the farmer again. You would not believe how many emails and calls we get regarding how the animals are treated. Our Certified Animal Welfare Approved by AGW logo is prominent on our packaging, front and back. I tell everybody ‘this is the gold standard for animal welfare and production.’”

AGW Executive Director Andrew Gunther says,

“We’re proud to celebrate 10 years with Baldwin Family Farms and we applaud his commitment to good stewardship, community values and transparency. V.Mac is truly a pioneer of the growing market for verified sustainable products. As this market continues to expand, A Greener World’s certified farmers are at the forefront--offering trusted and verified products to a public hungry for honestly labeled meat, dairy and eggs. We celebrate our shared successes over the last decade--and look forward to the next!”

For more information about Baldwin Family Farms, visit www.baldwinbeef.com or contact V.Mac Baldwin at **336-344-2333**.

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.

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