



A GREENER WORLD

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

FOR IMMEDIATE RELEASE

CONTACT: Stephanie Wuorenma

Phone: 202-446-2138

Office: Terrebonne, OR (Pacific Time Zone)

Email: mediarelations@agreenerworld.org

Website: www.agreenerworld.org

FIRST FARM IN IOWA ADDS TOP NON-GMO LABEL TO LEADING ANIMAL WELFARE AND GRASSFED CERTIFICATIONS

-- The laying hens, sheep and pigs at Jóaia Food Farm in Charles City, Iowa, are now Certified Non-GMO by A Greener World, demonstrating transparency and sustainability --



CHARLES CITY, IOWA (OCTOBER 4, 2018)--Jóia Food Farm is the first farming business in Iowa to be Certified Non-GMO by A Greener World (AGW). This is the only certification and logo in the U.S. and Canada that guarantees a food product is produced without the use of genetically modified feed, supplements or ingredients, and comes from animals managed according to the Certified Animal Welfare Approved by AGW leading welfare and environmental standards on an independent farm. While other Non-GMO labels exist, none has fully met consumer expectations when it comes to environmental management and farm animal welfare--until now.

Wendy Johnson and her husband, John, have added the Certified Non-GMO by AGW certification to their already Certified Animal Welfare Approved by AGW laying hens, pigs and Certified Grassfed by AGW sheep. Their sheep now hold all three certifications currently offered by AGW. The farmers had already been feeding non-GMO and organic feed to their animals, but wanted trusted, independent verification of their management practices for their discerning customers--and to add value to their products.

Wendy Johnson of Jóia Food Farm says,

“A Greener World does a really good job of letting people know which labels they can trust and we felt the standards aligned with our practices. The world of food label claims is really confusing, but we trust the transparency and integrity offered by A Greener World.”

As public concern for the labeling of GMOs (genetically modified organisms, also known as GE, genetically engineered) food products continues to grow, the market for non-GMO products is surging. High-profile companies like Campbell Soup Company and PepsiCo announced non-GMO labeling initiatives, while *Packaged Facts*--a leading publisher of market research in the food and beverage sector--forecasts the total global market for non-GMO foods and beverages will nearly double between 2014 and 2019. With guidance from USDA's Food Safety and Inspection Service, AGW developed the **Certified Non-GMO by AGW** label in response to significant demand from retailers, farmers and consumers looking for a verified non-GMO label claim for meat, dairy products and eggs they could trust. AGW's new Certified Non-GMO label is the **only** Non-GMO program in North America to guarantee:

- Animals raised outdoors on pasture for their entire lives, without the use of genetically modified feed, supplements or ingredients
- Animals raised according to the highest animal welfare and environmental standards in the U.S. and Canada
- High-welfare handling, transport, and slaughter of animals--including an annual review of slaughter facilities

Certified Non-GMO by AGW is an optional, addition accreditation for farmers meeting Certified Animal Welfare Approved by AGW standards of production. Certified Animal Welfare Approved by AGW has been lauded by Consumer Reports as the only “highly meaningful” label for farm animal welfare, outdoor access and sustainability.

AGW Director of Communications and Outreach Emily Moose says,

"Our primary function is to bring transparency to the food system. In a marketplace crowded with misinformation and greenwashing, sustainable producers and informed consumers are hungry for ways to connect. Trusted third-party certifications like **Certified Non-GMO by AGW**

make that connection possible. Making verifiable, sustainable food choices--especially for meat, dairy and eggs--is one of the easiest, most positive actions you can take to make a greener world!"

Certified Animal Welfare Approved by AGW, Certified Non-GMO by AGW pork, chicken eggs and Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW and Certified Non-GMO by AGW lamb from [Jóia Food Farm](#) is available directly from the farm, through their buying clubs, on their website and at select local retailers and restaurants. For more information, visit joiafoodfarm.com or contact Wendy Johnson at info@joiafoodfarm.com and **641-228-1583**. Follow the farm on [Facebook](#), [Twitter](#) and [Instagram](#).

For more information about **Certified Non-GMO by AGW**, visit agreenerworld.org/certifications/certified-nongmo-agw/.

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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.