



A GREENER WORLD

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

FOR IMMEDIATE RELEASE

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CO-OP MEMBERS MEET CERTIFIED FARMERS AT SEMIANNUAL FAIR

--Weaver Street Market's co-op fair gives owners a chance to meet their Certified Animal Welfare Approved by AGW farmer suppliers in person--



HILLSBOROUGH, NC (SEPTEMBER 4, 2018)--Weaver Street Market's semiannual co-op fair is a celebration of the well-known cooperative's dedication to sourcing truly sustainable, cream of the crop products from high-welfare farmers across North Carolina.

This year's fair on September 9 from 2-5 p.m. in Hillsborough, North Carolina, marks Weaver Street Market's 30th year and highlights the Certified Animal Welfare Approved by A Greener World (AGW) farmers who supply product to Weaver Street Market's three locations in the Triangle, while giving member-owners a chance to meet the farmers behind their favorite AGW-certified products.

Weaver Street Market uses a cooperative model, owned by members and employees, to meet individual and community needs. Their 20,000 consumer household owners and 200 employee owners not only support the store with their membership, but also the area's growing number of sustainable farmers, helping build more sustainable food systems and local economies.

The Certified Animal Welfare Approved by AGW certification and food label lets consumers know that certified farmers raise animals 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.

This year's Weaver Street Market fair features the following products:

- Certified Animal Welfare Approved by AGW cheese and beef from [Chapel Hill Creamery](#) in Chapel Hill, NC
- Certified Animal Welfare Approved by AGW goat and goat cheese from [Prodigal Farm](#) in Rougemont, NC
- Certified Animal Welfare Approved by AGW yogurt, kefir and smoothies from [Carolina Farmhouse Dairy](#) in Bahama, NC
- Certified Animal Welfare Approved by AGW and Certified Non-GMO by AGW pork products from North Carolina Natural Hog Growers Association and Certified Animal Welfare Approved by AGW lamb from [Firsthand Foods](#) in Durham, NC
- Certified Animal Welfare Approved by AGW and Certified Non-GMO by AGW pork products from the North Carolina Natural Hog Growers Association from [The Pig](#) and [Lady Edison](#) in Chapel Hill, NC

Carolyn Twesten, Produce and Meat Merchandiser of Weaver Street Market says,

"We all run up against confusing claims when purchasing food. Claims like 'natural' or 'humanely raised' and even 'organic' can fall short of consumer expectations. By sourcing AGW-certified products, Weaver Street Market is supporting North Carolina's independent, sustainable farmers and rural economies while giving our customers a high-welfare, sustainable meat, dairy and egg label they can really trust. We're proud to offer products that reflect the co-op's core values and impact the world in a positive way!"

Andrew Gunther, Executive Director of A Greener World says,

"As values-based organizations, A Greener World and Weaver Street Market share similar missions of building food systems that respect people, animals and the environment. Weaver Street Market is a vital part of the food system because their retail outlets provide the space

and opportunity to connect sustainable farmers with people who want to do something good with their food dollars. It's an honor to work with retail partners like Weaver Street Market."

For more information about Weaver Street Market, and to learn the benefits of becoming a member-owner, visit weaverstreetmarket.coop/get-involved/join-us/.

Certified Animal Welfare Approved by AGW products are available at Weaver Street Market's [Carrboro](#), [Chapel Hill](#), [Hillsborough](#) and soon to open [Raleigh](#) locations. Visit [AGW's vendor directory](#) for more details.

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.

ABOUT WEAVER STREET MARKET

Weaver Street Market is a co-op market where we sustain healthy communities together - through the goods that we sell and the good that we do. We carefully select high-quality products from sources we trust, and provide spaces where people come together. A market created for the community, by the community. Weaver Street Market, founded in 1988, is owned by 20,000 consumer owners and 200 worker owners. It operates thriving downtown stores in Carrboro, Chapel Hill's Southern Village, and Hillsborough. We also operate a Food House in Hillsborough that provides fresh deli, bakery, and meat products to its stores twice each day. Learn more at www.weaverstreetmarket.coop.

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