



**A GREENER WORLD**

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

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## **DUPLIN COUNTY FARMERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER**

**--Jeremiah and Jessica Jones of GrassRoots Pork Co. in Beulaville, North Carolina, celebrate 10 years of certification with Certified Animal Welfare Approved by AGW--**



**BEULAVILLE, NC (NOVEMBER 15, 2018)--** Jeremiah and Jessica Jones of GrassRoots Pork Co. are celebrating 10 years of certification with Certified Animal Welfare Approved by [A Greener World](http://A Greener World) (AGW), the leading animal welfare and sustainable label across North America.

The Joneses share a long history of farming, raising pigs outdoors on pasture according to the highest welfare and environmental standards at GrassRoots Pork Co. in Duplin County. Jeremiah Jones is also president of the North Carolina Natural Hog Growers Association (NCNHGA), a well-established cooperative group of farmers dedicated to high-welfare, sustainable pig production. In an effort to maintain high-quality and high-welfare husbandry standards, all members of the NCNHGA must achieve Certified Animal Welfare Approved by AGW status. Jessica Jones, an environmental specialist in Duplin County, is also a fundamental part of cooperative, handling grants, billing and invoicing.

The Jones family decided to pursue Certified Animal Welfare Approved by AGW certification for their pigs back in 2008 to offer a verified, trusted source of high-welfare, sustainable pork to customers. In 2017, GrassRoots Pork Co. achieved Certified Non-GMO by AGW status for their pasture-raised pigs.

On August 14, 2018, AGW's Director of Communications and Outreach, Emily Moose, presented Jeremiah Jones with a commemorative metal farm sign to acknowledge the decade of certification with AGW--and their ongoing commitment to high-welfare, sustainable farming (pictured).

The Certified Animal Welfare Approved by AGW 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—and the **only** animal welfare certification in which they have confidence. 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 food label.

**Jeremiah Jones of GrassRoots Pork Co. says,**

"We're proud to be certified by A Greener World and we know certifications offer a way to add value to our pork, as well as the group marketing efforts of the North Carolina Natural Hog Growers Association. We can assure potential customers that every NCNHGA pig is raised outdoors on pasture, according to the highest welfare standards in the industry. It gives our customers real proof of what they're buying."

**AGW Executive Director Andrew Gunther says,**

"We're so proud to celebrate 10 years with GrassRoots Pork Co., and we applaud their commitment to good stewardship, community values and transparency. Jeremiah and Jessica--along with the NCNHGA--are true pioneers of the growing market for verified sustainable products. As this market continues to expand, A Greener World's 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 GrassRoots Pork Co., visit [agreenerworld.org/southeast/grassroots-pork-company/](http://agreenerworld.org/southeast/grassroots-pork-company/).

#### **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](http://agreenerworld.org).

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