



A GREENER WORLD
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MISSOURI FARM CELEBRATES 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

**--Green Dirt Farm of Weston, MO, celebrates 10 years of being Certified Animal Welfare Approved by
AGW for their high-welfare, pasture-raised sheep--**



KANSAS CITY, MO (NOVEMBER 9, 2018)--Green Dirt Farm is 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.

Sarah Hoffmann, her family and dedicated team raise Certified Animal Welfare Approved by AGW dairy sheep outdoors on pasture to create award-winning artisan cheeses at Green Dirt Farm in Weston, Missouri.

Hoffmann founded Green Dirt Farm in 2002 when she left the medical field to start a small farm business. Hoffmann's values and intense passion for artisanal cheese,



environmental sustainability and employee welfare have led Green Dirt Farm to achieve wide recognition for its responsible practices and high-quality cheeses. The farm became certified in 2008, after Hoffmann searched for a trusted farm certification that could add validation and credibility to her business, and ten years later, reports her certification is more important than ever. In recent years the farm has partnered with other local Certified Animal Welfare Approved by AGW farms committed to Green Dirt Farm's standards and practices.

A Greener World awarded Hoffmann a commemorative sign and plaque acknowledging her decade of certification and unwavering commitment to high-welfare, sustainable management at the 2018 Dairy Sheep Association of North America (DSANA) Symposium in Kansas City, MO.

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.

Sarah Hoffmann of Green Dirt Farm says,

“As our business has grown, a lot more work goes into marketing our products and therefore our AGW certification is more important than ever—it gives our customers a window into our farms and confidence in our practices. As the only label that guarantees truly pasture-based management and recognized as having the highest standards for welfare, it's been a great fit to reflect our practices. We're proud to be among the first farms to be Certified Animal Welfare Approved by AGW, and look forward to continuing to grow with AGW!”

AGW Executive Director Andrew Gunther says,

“We're so proud to celebrate 10 years with [Green Dirt Farm](#) and we applaud their commitment to good stewardship, community values and transparency. As one of our longest-certified farms, Green Dirt Farm is truly a pioneer of the growing market for verified sustainable products. As this market continues to expand, AGW farmers like Sarah 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!”

Certified Animal Welfare Approved by AGW sheep's milk cheeses and yogurts are available at restaurants and retailers across the U.S., as well as Green Dirt's Store and Creamery, located in downtown Weston, Missouri. Throughout the year, Green Dirt Farm hosts farm tours, cheese appreciation events and farm dinners.

For more information on events at the farm and where to buy products, visit greendirtfarm.com and follow Green Dirt Farm on [Facebook](#), [Twitter](#) 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, 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.