



**A GREENER WORLD**

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

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

**--Karl Hudson and Mann Mullen of Rare Earth Farms in Raleigh, NC, celebrate 10 years of certification with Certified Animal Welfare Approved by AGW--**



**RALEIGH, NC (DECEMBER 6, 2018)**—Farming partners Karl Hudson and Mann Mullen of Rare Earth Farms in Raleigh, 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.

While Mullen has farmed all of his life, Hudson returned to his farming heritage after a career in retail management when the two saw an opportunity to combine their farming and marketing experience to meet growing consumer demand for high-welfare, sustainable foods across North Carolina. Hudson and Mullen achieved Certified Animal Welfare Approved by AGW certification for their herd of Angus cross beef cattle in 2008. In 2015, the herd became Certified Grassfed by AGW, and Hudson and Mullen also launched a food truck serving sustainable Certified Grassfed by AGW hamburgers in the Raleigh-Durham area. Rare Earth Farm's herd of Ossabaw Island pigs are also Certified Animal Welfare Approved by

AGW. Hudson and Mullen 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 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 the only “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 of any food label.

**Karl Hudson of Rare Earth Farms says,**

“Over the years, claims like ‘local,’ ‘humane’ and ‘natural’ have flooded the market, but they don’t give any assurance on production practices. People want to know where their food comes from and how it is produced, so with the Certified Animal Welfare Approved by AGW label, our customers know that our product comes from our independent farm, that it meets the highest welfare standards out there, and that it’s produced in ways that benefit animals, people and the environment. Being certified by AGW provides a level of consumer trust that we could not achieve through other programs, and our customers really appreciate it.”

**AGW Executive Director Andrew Gunther says,**

“We’re proud to celebrate 10 years with Rare Earth Farms and we applaud their commitment to good stewardship, community values and transparency. Karl and Mann are truly pioneers of the growing market for verified sustainable products. As this market continues to expand, AGW 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 Rare Earth Farms, visit [rareearthfarms.com](http://rareearthfarms.com), stay connected with the farm’s [Facebook page](#) and the [food truck’s schedule](#) and contact Karl Hudson at [karlHUDSON@rareearthfarms.com](mailto:karlHUDSON@rareearthfarms.com) and **919-349-6080**.

#### **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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