



A GREENER WORLD
Our Food. Our Farms. Our Future. Let's Choose!

FOR IMMEDIATE RELEASE

CONTACT: Emily Moose
Phone: 202-618-4497
Email: mediarelations@agreenerworld.org
Website: agreenerworld.org

ARTISANAL BRITISH CHEESEMAKER CELEBRATES US LAUNCH WITH WORLD-RENOWNED ENVIRONMENTAL, ANIMAL WELFARE CERTIFICATIONS

--With longstanding commitment to sustainable dairy farming, Lye Cross Farm's newest cheese is the first in Europe to be Certified Animal Welfare Approved and Certified Grassfed by A Greener World--



SOMERSET, UK (FEBRUARY 25, 2019)—The dairies supplying Lye Cross Farm's new U.S.-bound cheeses are now Certified Animal Welfare Approved by [A Greener World](#) (AGW) and Certified Grassfed by AGW.

One of a portfolio of leading farm certifications offered by the respected international certifier, A Greener World, the Certified Animal Welfare Approved (AWA) by AGW label verifies that animals are raised outdoors on pasture or range



in accordance with world-renowned welfare standards using sustainable agriculture methods on an independent farm.

Select Lye Cross Farm suppliers have also been Certified Grassfed by AGW, an optional, additional accreditation for Animal Welfare Approved animals fed a 100 percent grassfed diet. Certified farms use rotational grazing practices and sustainable farming techniques, which results in a lower environmental impact and a high-quality product.

The Alvis family has produced handmade cheeses since 1952 at Lye Cross Farm, in the heart of the West Country in Somerset, United Kingdom. Located in an area of extraordinary natural beauty, Lye Cross Farm has been a pioneer in cheese production for over 65 years. The company sources milk from AGW-certified dairy cows that are raised on pasture, not treated with routine antibiotics or hormones, and are fed a non-GMO, organic, 100% grass and pasture diet. Lye Cross Farm's handcrafted AWA, grassfed, Organic cheeses have a rich, buttery flavor and strong yellow color, owing to the beta-carotene in the cows' 100 percent grass diet. With the growing disconnect of consumers from the source of their food and the plethora of misleading labels, Lye Cross Farm found it essential to have third-party validation demonstrating their exceptional practices to a market hungry for truthful information about their food.

Ben Hutchins of Lye Cross Farm says,

"The team at Lye Cross Farm is proud to sit at the cutting edge of a long family tradition bringing fantastic cheeses to ever-more-knowledgeable eaters. We have known for generations that treating our animals and land well is crucial to the end product. While the quality of our cheese speaks for itself, we believe that when you make a claim, it should really mean something. That ethos led us to have our practices audited and certified, demonstrating that our cheeses are genuinely grassfed, Organic and high-welfare. We are delighted to work with A Greener World to honor our customers' expectation of transparency and sustainability."

A Greener World UK Executive Director Wayne Copp says,

"We're so proud to certify [Lye Cross Farm's](#) Certified Animal Welfare Approved, Certified Grassfed by AGW cheese and applaud their commitment to transparency and verified, high-welfare, farming practices. This model has a real potential to help farmers drive new markets and ensure a more sustainable future--both environmentally and economically. These stewards of the countryside are quite literally building a greener world while producing high-quality, delicious food, and we're honored to help build bridges on both sides of the pond that help consumers choose products to match their values."

Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW cheese from Lye Cross Farm is available through Abbey Foods at select U.S. locations including the celebrated California retailer, Bristol Farms. Lye Cross Farm will also be exhibiting in Anaheim, California at the **Natural Products Expo West**,

March 7-9, Hall B, booth 1772. For more information about Lye Cross Farm, visit lyecrossfarm.co.uk or contact the farm at enquiries@lyecrossfarm.co.uk and **+44 (0) 1934 864600**. Follow the farm on [Facebook](#) and [Twitter](#).

ABOUT A GREENER WORLD UK

A Greener World (AGW) UK 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. AGW UK is part of a network of certifiers under the AGW Global umbrella. For more information, visit agreenerworld.org.uk.