



A GREENER WORLD

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NORTH CAROLINA FARMERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

--David and Sherri Whitman of David L. Whitman Farm in Kenansville, celebrate 10 years of certification with Certified Animal Welfare Approved by AGW--

KENANSVILLE, NC (APRIL 17, 2019)—David and Sherri Whitman of David L. Whitman Farm in Kenansville, NC, are celebrating 10 years of certification with Certified Animal Welfare Approved by [A Greener World](http://agreenerworld.org) (AGW), the leading animal welfare and sustainable label across North America.

Whitman is the third generation of his family to farm in Duplin County, and he began farming when he was just 14 years old. He now lives on and manages the farm where he grew up, raising Hampshire, Duroc and Yorkshire pigs outdoors on pasture and range. The Whitmans achieved Certified Animal Welfare Approved by AGW certification for their pigs in 2009. Since then, they have also achieved Certified Non-GMO by AGW certification, demonstrating not only high-welfare management of the pigs but also that they are raised without the use of genetically modified feed, supplements or ingredients. The Whitmans will receive a commemorative metal farm sign to acknowledge the decade of certification—and ongoing commitment to high-welfare, sustainable farming.

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](http://consumerreports.org) 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.

David Whitman of David L. Whitman Farm says,

“The AGW label helps create a market for higher quality pork, and that is just the kind of hog I love to raise.”

AGW Executive Director Andrew Gunther says,

“We’re so proud to celebrate 10 years with David L. Whitman Farm and we applaud their commitment to good stewardship, community values and transparency. David and Sherri 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!”

David is also a member of the North Carolina Natural Hog Growers Association, a cooperative of AGW-certified hog producers who sell to restaurants, retailers and food processors throughout the region.

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.