



A GREENER WORLD
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FOR IMMEDIATE RELEASE

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HAWAII'S KUNOA CATTLE CO. AWARDED TOP ENVIRONMENTAL AND ANIMAL WELFARE CERTIFICATION

-- Kunoa's ranching and harvest facility operations are Certified Animal Welfare Approved by AGW, and the company is leading a certification movement for dozens of partner ranches in the state --



HONOLULU, HAWAII (June 26, 2019) – Kunoa, a Hawaii cattle company and livestock processor, is [Certified Animal Welfare Approved](#) by [A Greener World](#) (AGW) for both its ranching and harvest facility operations.

This certification and food label lets consumers know that Kunoa's cattle 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 ranch. Kunoa's harvest facility must also



meet stringent criteria for animal health and welfare best practices. 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.

“This is significant for Hawaii consumers so they have added confidence that our beef is raised and harvested to the highest standards for the health of our land, animals and communities,” said Bobby Farias, president of Kunoa. “Importantly, Kunoa is working closely with our nearly 50 partner ranchers in Hawaii to help them become Certified Animal Welfare Approved. The widespread adoption of this internationally recognized third-party certification is a meaningful step toward achieving industry-leading ranching practices throughout Hawaii.”

Kunoa is working to have all partner ranchers certified under the program by the end of 2020. Cattle sold under the Kunoa label already meet the company’s core qualifications, including: 100 percent Hawaii-grown, from birth to finishing; no added hormones; no routine antibiotics and pasture-raised. Kunoa was also recently recognized by the American Society for the Prevention of Cruelty to Animals (ASPCA) for its AGW certification and ongoing commitment to animal welfare.

“Managing animals outdoors on pasture or range has known benefits for animals, consumers and the environment,” AGW Executive Director Andrew Gunther said. “We are proud to certify farms like Kunoa **[Insert link to Farm Profile]** that have demonstrated their commitment to transparency and verified, high-welfare, farming practices. These stewards of the countryside are quite literally building a greener world while producing delicious food, and we’re honored to help consumers find them – and in doing so choose products that match their values.”

Farias set out with an ambitious goal when he co-founded Kunoa in 2014 to help improve the way Hawaii cattle were raised and processed. Today Kunoa supplies high-quality, pasture-raised fresh beef and packaged beef bars throughout the state, working closely with partner ranchers to strengthen local food production. Kunoa offers livestock processing through Oahu’s only USDA-inspected livestock harvest facility and raises more than 3,000 cattle on over 4,000 acres of Kauai pastureland.

AGW has the most [rigorous standards](#) for farm animal welfare and environmental sustainability across the globe. The organization’s Certified Animal Welfare Approved (AWA) by AGW standards have been developed in collaboration with scientists, veterinarians, researchers and farmers to maximize practicable, high-welfare farm management with the environment in mind. Each AGW participating ranch must complete an online application, records and on-site ranch audit and certification review process. All ranches will continue to be audited to ensure that they meet AGW standards.

Certified Animal Welfare Approved by AGW beef from Kunoa Cattle Co. will be increasingly at retailers and restaurants across Hawaii—shoppers can look for the AWA logo. To learn more about Kunoa, visit kunoacattle.com or follow @KunoaCattle on [Facebook](#), [Instagram](#) and [Twitter](#).

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.

ABOUT KUNOA

Founded in 2014, [Kunoa](#) manages more than 3,000 cattle across over 4,000 acres of land on Kauai and offers high-quality livestock processing through Oahu's only USDA-inspected livestock harvest facility. Kunoa is Certified Animal Welfare Approved by [A Greener World](#) (AGW) for its ranching and harvest facility operations, and is a Savory Hub candidate with the [Savory Institute](#). Kunoa (meaning 'stand free') promotes a food-secure future through a focus on healthy land, animals and communities. Visit KunoaCattle.com for more.

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