



A GREENER WORLD

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

FOR IMMEDIATE RELEASE

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ON NATIONAL HAMBURGER DAY, THIS BURGER SUPPORTS A GREENER WORLD

--Grazin' Diner in Hudson, NY, hosts National Hamburger Day fundraiser to support nonprofit sustainability certifier, A Greener World--



HUDSON, NY (May 23, 2019)—On Tuesday, May 28, 2019, Grazin' Diner will host a National Hamburger Day fundraiser supporting the work of [A Greener World](http://www.agreenerworld.org) (AGW), an independent, nonprofit certifier and home of North America's most trusted labels S—Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW and Certified Non-GMO by AGW.

For every burger sold on May 28, Grazin' Diner will donate one dollar to A Greener World. Funds raised will help the nonprofit audit, certify and promote independent, trustworthy food labels; make healthy, sustainable meat, eggs and dairy more accessible; celebrate farms raising animals to the highest welfare standards; ensure every farmer has the technical and marketing support they need to thrive in sustainable production; and share information and resources with the public.

While beef has recently come under fire, many farms raise cows in ways that benefit the environment and help to address climate change. Most of the emissions associated with beef are from changes in land use—like turning rainforest into grazing land—meaning that farms raising cows on established pastures have a much lower footprint. Additionally, cattle can thrive on land that can't produce human food, giving beef an important role in efficient land use and food security.

Along with his family, AGW-certified farmer Dan Gibson, owns and operates Grazin' Diner, which opened in late 2011 as a modern take on the classic 1950s diner. The restaurant was the first Certified Animal Welfare Approved by AGW restaurant in the U.S—offering entirely AGW-certified meat, eggs and dairy products from the Gibson's farm, Grazin' Angus Acres in Ghent, NY, and from other AGW-certified farms in the area.

AGW-certified farmer and owner of Grazin' Diner Dan Gibson says,

“Great food starts with great ingredients and AGW's Animal Welfare Approved certification helps ensure a sustainable, healthy and conscientiously delicious burger! This fundraiser is a no-brainer and Grazin' is thrilled to support A Greener World.”

AGW Northeast Farmer and Market Outreach Coordinator Katie Amos says,

“When you eat a burger from an AGW-certified farmer like Dan, you're not only supporting independent farms and businesses, but also high-welfare animal management, environmentally sustainable farming practices—and all the services AGW offers to support farmers who are bringing certified, transparent product into the marketplace. It really is the best burger that money can buy.”

For more information about A Greener World's nonprofit work, including educational resources, membership and volunteer opportunities, a directory of certified products and information on farm certification, visit agreenerworld.org. To support A Greener World's work visit agreenerworld.org/donate. For more information about Grazin' Diner and Grazin' Angus Acres, visit grazinburger.com.

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.

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