

FOR IMMEDIATE RELEASE

CONTACT: Stephanie Wuorenma Phone: 202-446-2138 Office: Terrebonne, OR (Pacific Time Zone) Email: <u>mediarelations@agreenerworld.org</u> Website: <u>agreenerworld.org</u>

KAUAI COUNTY FARMERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

--Bob and Louisa Wooton of Kaua'i Kunana Dairy in Kilauea, Hawaii, celebrate 10 years of certification with Certified Animal Welfare Approved by AGW--



KILAUEA, HAWAII (JULY 10, 2019)--Bob and Louisa Wooton and their son, Ryan, and his wife, Sarah, of Kaua'i Kunana Dairy in Kilauea, Hawaii, are celebrating 10 years of certification with Certified Animal Welfare Approved by <u>A Greener World</u> (AGW), the leading animal welfare and sustainability label across

North America. The farm is also celebrating another major milestone this year – their dairy is celebrating their 20-year anniversary, having first opened their doors in 1999.

The Wooton family of Kaua'i Kunana Dairy raise dairy goats outdoors on pasture and use the milk to produce fresh Hawaiian farmstead goat cheese on the island of Kaua'i. The Wootons have been raising goats in Hawaii since 1979 and making goat cheese for 20 years. With a milking herd of approximately 30 goats and total herd of 80, they are pleased with the reception their goat cheese has received on the island.

The Wooton family achieved Certified Animal Welfare Approved by AGW certification for their herd of dairy goats in 2009 and added their flock of laying hens in 2018. They 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 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.

Louisa Wooton of Kaua'i Kunana Dairy says,

"Having the Certified Animal Welfare Approved by AGW logo is something we're really, really proud of. We display the label on our products and our customers are responding well to it. We encourage anyone raising livestock to become certified by A Greener World!"

AGW Executive Director Andrew Gunther says,

"We're so proud to celebrate 10 years with Kaua'i Kunana Dairy and we applaud their commitment to good stewardship, community values and transparency. Bob and Louisa Wooton have consistently been at the forefront of the growing market for verified sustainable products. As this market continues to expand, AGW farmers are leading--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!"

Certified Animal Welfare Approved by AGW goat dairy products and pasture-raised chicken eggs from Kaua'i Kunana Dairy are available at various farmers' markets, retail stores, restaurants and on their online store. For more information about Kaua'i Kunana Dairy, visit <u>kauaikunanadairy.com</u>. For the latest news from the farm, follow them on <u>Facebook</u> and <u>Instagram</u>.

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 <u>Certified Animal Welfare Approved by AGW</u>, <u>Certified Grassfed by AGW</u> and <u>Certified Non-GMO by AGW</u>. 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 <u>membership</u>, AGW offers a range of resources to help people make informed food choices, including an <u>Online Directory</u> of certified farms and products and <u>Food Labels Exposed</u>--a definitive guide to food label claims (available in print, online, and as a smartphone app). For more information visit <u>agreenerworld.org</u>.

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