



**A GREENER WORLD**

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

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## **DUPLIN COUNTY FARMER CELEBRATES 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER**

**--Theodore Williams of Theodore Williams Farm in Magnolia, NC, celebrates 10 years of certification  
with Certified Animal Welfare Approved by AGW--**

**MAGNOLIA, NC (JULY 2, 2019)**—Theodore Williams of Theodore Williams Farm in Magnolia, NC is celebrating 10 years of certification with Certified Animal Welfare Approved by [A Greener World](http://A Greener World) (AGW), the leading animal welfare and sustainable label across North America.

Williams was born and raised in North Carolina and has been raising hogs since he was a young boy. He achieved Certified Animal Welfare Approved by AGW certification for his pastured pigs in 2009 and recently achieved Certified Non-GMO by AGW certification. Williams utilizes pasture and range-based farm management, where pigs are free to roam through forest and open pastures on his farm. This type of management is a fundamental component of AGW certification, and research shows that it results in better animal health, environmental health and human health--as well as producing delicious pork! Williams 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://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.

**AGW Executive Director Andrew Gunther says,**

“We’re so proud to celebrate 10 years with Theodore Williams Farm and we applaud their commitment to good stewardship, community values and transparency. Theodore Williams is truly a pioneer 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!”

Williams was an original member of the steering committee of the North Carolina Natural Hog Grower’s Association (NCNHGA), a cooperative of AGW-certified hog producers who sell to restaurants, retailers and food processors throughout the region, and continues to be an instrumental figure in the development of the NCNHGA today.

#### **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](http://agreenerworld.org).

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