



**A GREENER WORLD**  
Our Food. Our Farms. Our Future. Let's Choose!

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CONTACT: Stephanie Wuorenma  
Phone: 202-446-2138  
Office: Terrebonne, OR (Pacific Time Zone)  
Email: [mediarelations@agreenerworld.org](mailto:mediarelations@agreenerworld.org)  
Website: [agreenerworld.org](http://agreenerworld.org)

## U.S. COMPANY LAUNCHES FIRST ANIMAL WELFARE APPROVED WHEY POWDER

--AGN Roots now offers Certified Animal Welfare Approved by AGW whey powder from independent, pasture-based farms--



HOUSTON, TX (December 20, 2019)--[AGN Roots](http://AGNRoots.com) is the first nutritional supplement company to offer Certified Animal Welfare Approved by [A Greener World](http://AGW.com) (AGW) whey protein powder.

This certification and food label lets consumers know animals are raised outdoors on pasture in accordance with the highest animal welfare standards, using sustainable agriculture methods on an independent farm. Consumer Reports has rated Certified Animal Welfare Approved by AGW as the only "highly meaningful" label for farm animal welfare, outdoor access and sustainability--and the only animal welfare certification in which they have confidence.



As a pioneering force in the nutritional supplements industry, AGN Roots was looking to meet the growing demand for pasture-raised whey protein products and searched extensively for companies that matched their commitment to high standards of ingredients. The search led them to A Greener World's leading certifications and Truly Grassfed, a Certified Animal Welfare Approved by AGW cooperative of dairy producers farming Ireland's fertile countryside. Product trials proved successful and a partnership was born, distinguishing AGN Roots as the first-ever nutritional supplement company to offer a Certified Animal Welfare Approved by AGW whey protein powder.

**AGN Roots Co-Founder, Bryan Stone, says,**

"At AGN Roots we are committed to operating at the highest level of transparency backed by our third-party certifications and full disclosure in sourcing. We feel it is our responsibility to source exclusively from farms with the highest standards in animal care and sustainable farming practices. A Greener World is setting the responsible standard and we are honored that AGN Roots Grass-fed Whey Protein is the first to receive AGW Certification."

**A Greener World Director of Communications and Outreach, Emily Moose, says,**

"People seek out nutritional supplements to support their own health and wellness, but we're seeing this care extend to how food is produced. Many shoppers are starting to look beyond the label for meaningful assurances about how farming impacts the wider world. AGN Roots is leading the way for the nutritional supplements industry to certify their products with meaningful food labels to demonstrate true transparency.

Sourcing ingredients from AGW-certified farmers has a concrete, positive effect on rural communities, animals and the planet. We are thrilled to be partners in building sustainable supply chains. We're proud to share the perspective that healthy farms equals healthy food—and healthy people."

Certified Animal Welfare Approved by AGW AGN Roots whey protein powder can be purchased online through their website [agnroots.com](https://agnroots.com), as well as through Amazon Prime. Follow the company on [Facebook \(@agnroots\)](https://www.facebook.com/agnroots) and [Instagram \(@agnroots\)](https://www.instagram.com/agnroots).

**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](#), [Salmon Welfare Certified 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 and online). For more information visit [agreenerworld.org](https://agreenerworld.org).

**ABOUT AGN ROOTS**

The AGN Roots brand embodies transparency and a new standard of sourcing, backed by third-party verification. The “roots” or origins of our sourcing and attention to detail results in the highest quality grass-fed whey.

Our vision is to define the new standard for Grass-Fed sourcing. Our cows thrive on sustainable, rich grass-fed farms year-round. A focus on happiness & health of the animals result in the highest quality of Grass-Fed Whey – 100% as nature intended. In addition to our highest standards for sourcing, AGN Roots is dedicated to fueling your fitness and nutrition goals. We are the only Informed Sport & Informed Choice Certified Grass Fed Whey Protein. Partnering exclusively with independently owned family farms, AGN Roots is proud to be the first whey protein certified by A Greener World.

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