



A GREENER WORLD

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

FOR IMMEDIATE RELEASE

CONTACT: Stephanie Wuorenma

Phone: 202-446-2138

Office: Terrebonne, OR (Pacific Time Zone)

Email: mediarelations@agreenerworld.org

Website: agreenerworld.org

LOCAL FARM LAUNCHES FUNDRAISER TO HELP FEED FAMILIES IN NEED AT DECORAH FOOD PANTRY

**--Honoring Earth Day's 50th Anniversary, Driftless Hill Farm donates food to help families impacted by
COVID-19--**

DECORAH, IOWA (April 21, 2020)—In an effort to match excess supply on farms with unmet demand from food banks, nonprofit farm certifier A Greener World (AGW) has launched a nationwide, community-based fundraiser, 'Help Farmers Feed Hungry Families,' that features Driftless Hills Farm of Calmar, IA to help feed locals at the Decorah Community Food Pantry.

With a surge in unemployment, school nutrition program closures and the massive strain on traditional support networks, demand for food assistance has skyrocketed. At the same time, many farms are increasingly challenged to afford production when there is no customer. Some farms whose products are normally processed further (e.g., milk) have even had to dispose of products due to supply chain disruptions and predatory practices by processors.

Recognizing the complementary needs of food banks and farms, A Greener World initiated this peer-to-peer fundraiser whereby its certified farms, ranches and producers can coordinate donations to support food delivery to area nonprofits serving community food needs. Driftless Hills Farm will be able to provide 70 pounds of pork to help feed those who come to the Decorah Community Food Pantry, a faith-based, non-profit charity serving thousands and thousands of clients who need food and other basic essentials during this difficult time. The pantry has committed to staying open through the coronavirus pandemic to provide curbside grocery pick-up for people in need. They work with over a hundred volunteers and represent more than 20 local faith-based organizations.

AGW Executive Director Andrew Gunther says,

“We’ve all seen the heartbreaking images of farmers having to dump milk or leave produce to rot in the field. This is hard for farmers, made even more distressing when so many are facing real food insecurity. While our traditional supply chains are very efficient, they can also be unwieldy—and when they stop, they stop hard, putting a lot of volume on hold. Many of the supply chains we’re working with are shorter and more nimble, allowing them to be more responsive to changing needs. A laying hen is not a part of the supply chain you can put on pause—you have to keep feeding her.

We realized we have the relationships, experience and administrative resources to help get food to people who need it while helping to keep farms in business. This Earth Day we have the opportunity to support sustainable farming and food security. We call on anyone with a few extra dollars right now—especially those who may not need their stimulus check—to give what they can to help farms and families get through this. We want farms to weather this crisis along with people, and to ensure the long-term health of our sustainable regional food systems.”

To support this effort visit [Driftless Hills Farm’s giving page.](#)

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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](#).