



A GREENER WORLD

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NC RESTAURATEUR REOPENS FOR ONLINE ORDERS AND PICKUP, SUPPORTING SUSTAINABLE FARMERS DURING PANDEMIC

--Sam Suchoff, owner of The Pig and Lady Edison, is reopening with cooked meals and Certified Animal Welfare Approved by AGW pork for local pickup



CHAPEL HILL, NC (MAY 6, 2020)—Following a brief closure to establish social distancing protocols and adapting the business to the realities of COVID-19, [The Pig](#) and [Lady Edison](#) are now reopening for business. Owner Sam Suchoff is reviving his popular establishments with strict safety guidelines in place, providing an opportunity to serve customers as well as the independent farmers and processors that make up the backbone of his business. Suchoff is focused on supporting the North Carolina Natural Hog Growers Association, an established group of Certified Animal Welfare Approved by [A Greener World](#) (AGW) farmers dedicated to high-welfare, sustainable pig production. This certification and food label ensures 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.

AGW-certified barbecue from The Pig, located at 630 Weaver Dairy Road in Chapel Hill, is available with online ordering and curbside pickup. Customers can order ready-to-eat food to-go, take home meals to heat at home and also make bulk orders. Lady Edison, Suchoff's nationally distributed charcuterie line, will soon offer AGW-certified cuts as well as BBQ hogs for pickup.

Owner of The Pig and Lady Edison Sam Suchoff says,

“We are excited to reopen after a hard five weeks of closure due to the pandemic. Now, more than ever, is the time to support area farmers, restaurants and local businesses. The farmers that I work with in the North Carolina Natural Hog Growers Association are the backbone of my businesses, providing me with sustainably raised pork from farming families in North Carolina. It's the very best pork out there, but my relationship with them is more than just business. Reopening is one way that I can continue to support their work, families and livelihood--while making sure our community has access to high-quality, nutritious food from local farms.”

AGW Executive Director Andrew Gunther says,

“Over the last two months, we've watched supply chains alter or almost dissolve underfoot--impacting farmers, processing plants, restaurants, retail outlets and all the people involved in each step of those chains. It is crucial to support independent farmers and the restaurants that source from them because they often make up shorter and more nimble supply chains that keep food in communities across the country. Our team is thrilled to see Sam reopen and ready to support him and the farmers and plants he works with on a daily basis.”

For more information about The Pig, visit thepigrestaurant.com, follow on [Facebook](https://www.facebook.com/ThePigRestaurant) (@ThePigRestaurant) or call **(919) 942-1133**. To stay updated on product ordering and availability from Lady Edison, follow Lady Edison on [Instagram](https://www.instagram.com/ladyedisonpork) (@ladyedisonpork).

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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 donations, 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.