



A GREENER WORLD

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LEADING INTERNATIONAL CERTIFIER ANNOUNCES NEW PARTNER PROJECT IN INDIA

--A Greener World, home of world-leading sustainability certifications, establishes launch team and executive leadership to serve a growing Indian market for ethical foods and beverages--

NEW DELHI (August 6, 2020)— In response to local interest and demand for verified sustainability labels, the nonprofit farm certifier A Greener World (AGW) is establishing programming in India.

Based in the U.S. in Terrebonne, Oregon and currently operating in North America, the UK/Europe and South Africa, A Greener World offers a suite of high-integrity certifications including: [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.

The organization's globally recognized flagship program, Certified Animal Welfare Approved by AGW, ensures animals are raised outdoors on pastures or range in accordance with the highest animal welfare standards in the U.S. and Canada, using sustainable agriculture methods on an independent farm. Research is showing that consumers are seeking more information about their food, with an increased demand for transparency. Animal welfare and confusion over labelling are becoming even higher on the agenda, along with a growing demand for local food. With an easily recognisable label, research in the US has shown that Certified Animal Welfare Approved by AGW received the highest impact on purchasing rating for any food label. It has also been ranked one of the Top 5 fastest-growing certifications and label claims.

In Spring of 2020, natural foods industry veteran Richard Louis approached A Greener World to explore the possibility of introducing its labels to serve a rapidly growing segment of shoppers who care about sustainability and farmers who want to differentiate themselves in that market. Reviewing Richard's extensive experience, qualifications and experience, AGW named him to lead the exploratory committee on AGW's India launch. Richard has lived in India for the past four and a half years working

with Nature's Basket, the largest natural and gourmet food retailer in the country, leading their Operational Excellence team. Prior to moving to India Richard worked for Whole Foods Market and Wild Oats Market in major metropolitan U.S. markets. With over twenty years of experience working in the natural foods industry he has devoted his professional life to a passion to support sustainable agriculture, animal welfare, independent farmers and green initiatives.

AGW India Lead Richard Louis says,

“There is a growing demand for meaningful certification programs in India and I am confident it can really help make a positive difference for eaters, farmers, animals and the environment. Having evaluated the wide range of certification options available, I found A Greener World was the program with the highest standards and the most integrity. With a background in retail in both the United States and India, as well as a family rooted in this country, I understand the need and am excited to use my skills to support the growing opportunities for farmers and consumers seeking transparent, sustainable food and farming.”

AGW Executive Director Andrew Gunther says,

“We’re incredibly excited that the program is being seen globally as part of a broader solution to intensive, destructive agriculture. We are thrilled to be working with someone with deep retail experience and a drive to bring sustainability to those who need it. Consumers healthy food, supporting immunity by eating well and supporting farms in the process, all of which will have long-term benefits for society and the environment. We are honoured to partner in driving this change.”

For information about potential partnerships with A Greener World India please contact india@agreenerworld.org or **91-8433572795**.

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.