



**A GREENER WORLD**

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

**FOR IMMEDIATE RELEASE**

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## **LEADING CERTIFIER OFFERING DISCOUNT ON NON-GMO AUDITS**

**--Promotional pricing available for Certified Non-GMO by AGW which guarantees the absence of genetically modified ingredients through testing--**

**TERREBONNE, OR (JULY 29, 2020)--**[A Greener World](http://A Greener World) (AGW), the independent, non-profit certifier and home of North American's most trusted farm certifications--Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW, Certified Non-GMO by AGW and Salmon Welfare Certified by AGW--is now offering promotional pricing on Certified Non-GMO by AGW.



[Certified Non-GMO by AGW](#) stands alone in meeting expectations for meaningful prohibitions on GMO contamination (see the non-GMO label comparison chart [here](#) for more details), and ensures that GMOs are not present in the growing, processing or manufacturing of the product. Available as an 'add-on' certification to AGW-certified farmers and ranchers meeting the Certified Animal Welfare Approved by AGW requirements, Certified Non-GMO by AGW is the only non-GMO label that includes meaningful animal welfare standards for meat, eggs, dairy and fish. Certified Non-GMO by AGW is also available to feed producers and businesses producing packaged goods and other products at risk of contamination by GMO ingredients.

The case for the importance of third-party certifications that prove the absence of GMOs was strengthened with the recent notice in the [Federal Register](#). The USDA released guidance for regulated entities to comply with the National Bioengineered Food Disclosure Standard, also known as the "BE Standard," including procedures for evaluating whether a food or ingredient requires a bioengineered food disclosure. These procedures, however, rely solely on the manufacturer's records and testing is not required.

As public concern for the labeling of GMOs (genetically modified organisms, also known as GE, or genetically engineered) continues to grow, the market for non-GMO products is surging 17% annually and expected to reach 1.1 billion USD by 2023, according to industry analyst, Technavio. Consumers seek out non-GMO products for a variety of reasons, including environmental sustainability, health,

transparency and avoidance of corporate consolidation. For the many consumers seeking out non-GMO products for these reasons, the new USDA guidelines will not meet their expectations—increasing the relevance of credible third-party non-GMO certification.

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

“Labels and claims on grocery store shelves should be clear, consistent and reflect audited and tested assurances. We finally have legislation in the U.S. requiring some very minimal steps in that direction, but this new guidance significantly weakens it. If the information is hidden, it’s not informing anyone and does not serve consumers.

Testing provides consumers with factual assurance of the absence of GMOS. This is why our Certified Non-GMO by AGW program requires it, along with meaningful animal welfare standards. It’s also why people trust our label, and why farmers seek it out. We believe labeling should help shoppers be fully informed—whether they choose a product with or without GMOS. Labeling only works if it’s trusted and transparent, and our certifications deliver on that promise.”

For a limited time, A Greener World is offering promotional pricing on auditing for the [Certified Non-GMO by AGW](#) program. See details in the online [fee schedule and get in touch](#) at [info@agreenerworld.org](mailto:info@agreenerworld.org) with any questions. A Greener World is also seeking recommendations for farms, businesses or products that would be a good fit for AGW’s Non-GMO certification. To submit a suggestion, [contact the AGW team](#).

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

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