



A GREENER WORLD
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FOR IMMEDIATE RELEASE

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CENTRAL MARKET LOCATIONS NOW SELLING VERIFIED HIGH-WELFARE, SUSTAINABLE LINE OF TEXAS IBERICO PORK FROM TRAILS END RANCH

--Certified Animal Welfare Approved by AGW pasture-raised pork charcuterie from Trails End Ranch, marketed under the Texas Iberico brand, now available at Central Market locations across Texas—



Photo Credit: Trails End Ranch

DALLAS, TX (OCTOBER 29, 2020)—Central Market is setting themselves apart in the marketplace by supporting verified high-welfare and sustainable pork. Trails End Ranch, with a line of charcuterie marketed under the Texas Iberico brand, is supplying Certified Animal Welfare Approved by [A Greener](http://A Greener World)

[World](#) (AGW) pork products to all Central Market locations in Texas.

For Central Market customers wanting an assurance about how their food is produced, Texas Iberico's Certified Animal Welfare Approved by AGW line of products including Sweet Prickly Pear Cured Lomo, Honey and Chile Piquin Cured Coppa, Spicy Pecan Cold Smoked Chorizo, provide the highest level of transparency.



Consumer Reports 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. A recent report from the influential Hartman Group, a leading food and beverage market research company, reveals Certified Animal Welfare Approved by AGW label has the **highest impact** on consumer purchasing behavior of any current food certification label.

Central Market helps their customers take this guesswork out of shopping by providing Texas Iberico's line of products at nine Central Market locations. Trails End Ranch values their certification, which verifies their high-welfare and sustainable livestock management practices for their customers.

Ashly Martin, owner of Trails End Ranch, says,

“Our 100% Iberico breed pigs spend their days roaming freely, eating acorns, grass, herbs, sweet mesquite beans, prickly pear fruit and any other goodies they can find. Their diet infuses the pork with intense flavor, and plentiful exercise means the pork is marbled with flavorful fat, much like a fine steak. I’m glad to work with Central Market, whose support enables us to make our Certified Animal Welfare Approved by AGW line of Texas Iberico products more widely available across the state.”

Andrew Gunther, Executive Director of A Greener World, says,

“It’s truly gratifying to see high welfare choices available in Central Texas—Central Market is walking the walk, not just talking the talk. At a time where shoppers are increasingly mindful of how their purchases impact the real world, we are proud to partner with Trails End Ranch and Central Market to offer these delicious, verified sustainable products. As a nonprofit certifier, we help people identify and support farmers and ranchers like Ashly Martin who bring transparent, high-welfare and sustainable products into the marketplace. Our certifications cut through the food label confusion so people can be 100% confident that the food they choose meets their expectations and matches their values. We’re thrilled to celebrate the arrival of Certified Animal Welfare Approved by AGW charcuterie with our partners and their customers in Central Texas.”

Certified Animal Welfare Approved by AGW pork from Trails End Ranch is available at [Central Market locations](#) throughout Texas (check out [AGW's vendor directory](#), and search "Texas Iberico" for more details). For more information about Trails End Ranch, email Ashly Martin at info@texasiberico.com and visit texasiberico.com.

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](#), [Certified Regenerative 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, 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.

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