

A GREENER WORLD 2019 IN REVIEW



A GREENER WORLD 2019 IN REVIEW

As I write this introduction, the COVID-19 pandemic continues to rage across the world. It therefore feels inappropriate not to use this opportunity to highlight the challenges we face, both as an organization and as part of the wider sustainable agriculture movement.

COVID-19 has not only fundamentally exposed the fragilities of our centralized industrial food system, it has highlighted the essential role countless independent farmers have played in feeding their local communities—and the vital importance of A Greener World's ongoing mission.

As Executive Director of A Greener World, I cannot commend my staff highly enough for their efforts. They have stepped up to the plate at a time of turmoil and delivered beyond my wildest expectations, implementing our emergency plans to provide advice, information and marketing support to our farmers—many of whom were supplying the hospitality sector and lost entire markets almost overnight. The numerous communications I have received about the support we have offered have been heart-warming, to say the least, but ultimately reflect the commitment, dedication and care of the AGW team. I am humbled to work with them all.

We will have an opportunity to rebuild in a post-pandemic world. We must all be ready. Consumers won't forget the empty grocery store shelves or the way that independent farmers across the world did their utmost to supply food to their local communities. But this is also a hugely challenging time for sustainable agriculture as a whole.

While many independent farms are riding out the storm, the most vulnerable part of sustainable agriculture was just entering the mainstream, with many of our certified farmers contracted to supply high-welfare, sustainable pasture-raised meat, milk and eggs to major restaurant and hospitality suppliers, school meal suppliers and major retailers—in other words, at the kind of scale we so desperately need to achieve real change. I am very concerned about these markets and their ability to rebound, unless we fight for them now.

We must use this opportunity to reflect our objectives and refocus our efforts. If the sustainable agriculture movement is satisfied with having our impact 'quarantined' to farmers' markets or boutique sales, we will never achieve the levels of change that the next generation deserves—or that our struggling planet desperately requires.

In this wider context, please enjoy this review of our activities and successes in 2019. We urgently need the generous support of our donors and sponsors to continue our efforts and make our vision of a sustainable future a reality.

Together, we can make this A Greener World.



Andrew Gunther
Executive Director, A Greener World

Cover: A Certified Grassfed by AGW Angus calf at Rare Earth Farms, near Raleigh in North Carolina

MIKE SUAREZ

Opposite: Populations of the iconic monarch butterfly declined by over 80% between 1999 and 2016, largely as a result of industrial farming

MIKE SUAREZ

A GREENER WORLD

A BEACON OF POSITIVE CHANGE

We're serious about changing the way we farm and feed ourselves, and offer positive solutions

Working with over 1,500 farmers, managing more than 3 million acres across the world

A Greener World (AGW) promotes practical, sustainable farming systems by supporting farmers and informing consumers. We believe the way we farm, the nutritional quality of the meat, milk and eggs produced, and the impact of farming systems on wildlife, the environment and wider society are all connected.

Established in 2014, our evolving mission has four key components:

1. To identify and promote agricultural systems that have a positive impact on the environment, society and animals (wild and farmed).
2. To educate consumers about the environmental, social and animal outcomes of their food purchasing decisions.
3. To establish and promote trusted farm certification programs that help reconnect the consumer and food producer by encouraging—and rewarding—positive farm management changes.
4. To support independent family farmers who are committed to sustainable farming and livestock production.

Our growing family of trusted certifications includes Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW, Certified Non-GMO by AGW (with Certified Organic by AGW and Certified Regenerative by AGW in development for 2020/21). Each program is designed to have positive and measurable impacts on the environment, society and animals, and encourage truly sustainable farming practices that are realistic and achievable for farmers—key considerations if we are to successfully implement large scale agricultural reforms. Our goal is to offer a 'one-stop shop' for anyone interested in food, farming and sustainability, providing simple solutions for everyone.

We're serious about changing the way we farm and feed ourselves, and offer positive solutions. As a non-profit, we rely on the continued generosity of our supporters to make our work a reality.

Moving Certified Grassfed by AGW steer to new grazing at TK Ranch in Alberta, Canada.

CATIE DOBSON, TK RANCH

A GREENER WORLD

2019 AT A GLANCE

An online success story



77% increase in website visitors

Coverage in online media reaching 175 million people

Increased daily Facebook engagement by 66%

Increased Facebook total reach by over 190%

Increased email signups by 63%

Growing support



Grassroots donors increase by 74%

Individual donations increase by 180%

CELEBRATING 10 YEAR FARMS

2019 saw the celebration of farms and ranches from across North America that had achieved a remarkable milestone—10 years of certification with Certified Animal Welfare Approved by AGW. Farmers and ranchers received a commemorative metal farm sign and promotion from AGW's marketing team to celebrate and acknowledge their decade of certification and commitment to high-welfare, sustainable farming.

SALMON WELFARE CERTIFIED BY AGW

In the shadow of the FDA's controversial approval of genetically modified salmon for human consumption, AGW was a once again beacon of positive change. In November, Superior Fresh became the world's first company to offer Certified Non-GMO by AGW salmon, guaranteeing the salmon was not only produced without the use of genetically modified feed, supplements or ingredients, but also ensuring the highest animal welfare standards using sustainable aquaculture methods.

AGW BIODIVERSITY SURVEY

Working in partnership with students at the Biological Sciences Department, California Polytechnic State University, AGW surveyed its certified farms and ranches across North America to assess both sustainable farming practices and farm biodiversity. The results revealed quite remarkable levels of farmland biodiversity—including several endangered species—proving that AGW's certified farms and ranches are implementing farming practices that protect and enhance ecosystems.

GLOBAL EXPANSION

Building on the success and reputation of programs in North America, we launched A Greener World South Africa in 2017 and A Greener World UK in summer 2018. Throughout 2019, we further developed our certification and market development capacity, with new certified farms and products in South Africa, the UK and Ireland. We have been approached about further initiatives in other countries—watch this space!

MARKET RECOGNITION

AGW was proud to certify a number of ground-breaking products throughout 2019. As well as the world's first certified non-GMO salmon from Superior Fresh (above), highlights included ICONIC Protein, the world's first beverage company to offer a complete line of Certified Animal Welfare Approved by AGW drinks and protein powders, while Lye Cross Farm released the first cheese in Europe to be Certified Animal Welfare Approved and Certified Grassfed by AGW.

A GREENER WORLD

PROTECTING BIODIVERSITY

A Greener World's certified farms and ranches are implementing sustainable farming practices that protect and enhance ecosystems—and that's a fact

Working in partnership with a student of Dr. Jamie Bunting at the Biological Sciences Department, California Polytechnic State University, AGW surveyed its certified farms and ranches across the U.S. over a two-month period in late 2018 to assess both sustainable farming practices and farm biodiversity.

The results, published in early 2019, were astounding. Not only are AGW-certified farms committed to raising animals sustainably, but their farming practices are having a measurably positive impact on biodiversity. Every AGW farm surveyed reported using biodiversity-friendly practices. Some practices directly support wildlife, such as creating hedgerows (59%), using non-lethal predator management like guardian animals (48%), scheduling pasture use around predation (30%), and using bat, bee or bird boxes (59%). Other farming practices promoted general biodiversity, like the use of cover crops (57%), conservation tillage (62%), rotational grazing (87%), avoidance of conventional pesticides (57%), as well as permaculture practices, planting native flowering plants to support pollinators and designating restoration and wildlife sanctuary areas.

The survey revealed that AGW farms and ranches are home to an incredibly diverse range of species, including birds like finches, nuthatches, swallows, buntings, magpies, pigeons, owls, woodpeckers, orioles, waxwings, tanagers, doves, phoebes; mammals like bats, raccoons, bears, foxes, mountain lions, gophers, field mice, badgers, armadillos, prairie dogs, voles, groundhogs, rabbits, deer, elk, beavers, weasels; reptiles like snakes, toads, frogs, turtles, lizards, salamanders; along with fish, bees, wasps, spiders, butterflies, beetles, worms, flies; and a huge diversity of trees, shrubs, grasses, herbs, flowers, cacti, mosses and fungi.

Keystone predators such as the endangered gray wolf and the threatened grizzly bear were also identified. These are important because their presence is integral to maintaining the biodiversity of the ecosystem to which it belongs.

AGW farms are living proof of the synergy between productive agriculture and biodiversity conservation, and the ecosystem benefits of well-managed, pasture-based systems on the natural world. The agroecological systems supported by AGW's farm standards offer an alternative agriculture that supports the environment and outlasts the short-term promises of industrial monoculture.

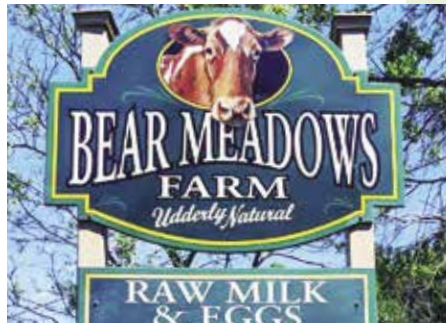
The great horned owl was one of the many owl species identified on AGW-certified farms
NOORHUSSAIN



A GREENER WORLD CELEBRATING 10 YEARS



We are privileged to work with some of the world's most innovative and resilient farms, ranches and food businesses. In 2019, we celebrated 20 farms and ranches who embarked on their 10th year of Certified Animal Welfare Approved by AGW certification. We applaud their commitment to high-welfare, sustainable management, along with their ceaseless dedication to the land, animals, customers and local communities. Hats off to these pioneering producers who celebrate their decade of AGW certification. We look forward to many more!



BEAR MEADOWS FARMS · Boalsburg, PA

Jeff and Claudia Biddle manage a herd of Certified Animal Welfare Approved by AGW dairy cows with a mixture of Holstein, Guernsey, Jersey and Ayrshire breeds, all known for producing high-quality milk from forage and grazing. "We're proud to celebrate our 10-year anniversary of certification because animal welfare is extremely important to us," says Jeff Biddle. "We want to give our animals the best care possible and our AGW certification proves to our customers that we do. It's as simple as that."



FOUCH FARMS · Mariposa, CA

Jesse and Hannah Fouch take a holistic approach to cattle ranching, working to ensure their family farm is both financially and environmentally sustainable. They raise Dexter cattle, chosen for its compact size and adaptability to different weather conditions. The Fouches achieved Certified Animal Welfare Approved by AGW certification in 2009 and became Certified Grassfed by AGW in 2015. "We've been extremely happy with AGW," explain the Fouches. "Having such a respected organization backing up our claims will only make our product stronger."



KAUA'I KUNANA DAIRY · Kilauea, HI

Bob and Louisa Wooton celebrated two milestones in 2019: ten years of certification and 20 years of farming. The Wootons raise Certified Animal Welfare Approved by AGW dairy goats, producing fresh Hawaiian farmstead goat's cheese on the island of Kaua'i. "Having the Certified Animal Welfare Approved by AGW logo is something we're really, really proud of," says Louisa. "We display the label on our products and our customers are responding to it. We encourage anyone raising livestock to become certified by A Greener World!"

L6 CATTLE RANCHES · Corona, NM

Bill and Sharie Leibold established L6 Cattle Ranches in 2006 to fulfill Bill's life-long dream of ranching, raising Angus cattle on well-managed native grasslands. "Our Certified Animal Welfare Approved by AGW and Certified Grassfed by AGW certifications mean a lot," explains Sharie. "It gives our customers confidence that the meat they're buying their families really is the highest quality grassfed beef they can get."



PAINTED GOAT FARM · Garrattsville, NY

Ilyssa Berg and Javier Flores manage Certified Animal Welfare Approved by AGW dairy goats on 100 acres and produced award-winning goat's milk cheese, yogurt and confections on site. "Back in 2009, we couldn't wait to be the first goat dairy to be Certified Animal Welfare Approved in the Northeast!" says Ilyssa. "I knew the program would be a perfect fit. Ten years later, we remain just as committed and value how the environmental standards address the immense issue of climate change."



PATIENT WAIT FARMS · Piedmont, SC

First-generation farmers Gail and Mike Cooley achieved Certified Animal Welfare Approved by AGW certification for their flock of Narragansett turkeys in 2009. Today, they offer Certified Animal Welfare Approved by AGW laying hens, laying ducks, meat chickens and dairy goats to their local community. "As first-generation farmers, we do not have the benefit of knowledge passed down," says Gail. "We rely on the good people of AGW and other mentors in the farming community to walk with us. We are so proud of our decade of AGW certification!"



TOLUMA FARMS & TOMALES FARMSTEAD CREAMERY Petaluma, CA

Tamara Jo Hicks and David Jablons raise Certified Animal Welfare Approved by AGW dairy goats and dairy sheep, producing award-winning cheeses. After purchasing the 160-acre property in 2003, Jo and David, along with their daughters, Josy and Emmy, spent the first four years focused on significant land restoration, transitioning to a goat and sheep dairy in 2007, before building their own cheese-making facilities in 2013. "We're excited to celebrate this 10-year anniversary and showcase our commitment to animal welfare and sustainability with AGW!"



A GREENER WORLD ON MAIN STREET



The way we raise farm animals, the impact of the farming system on the environment and the nutritional quality of the meat, milk and eggs produced are all intrinsically linked. There is no better demonstration than our numerous award-winning farms and ranches—and the ever-increasing number of AGW-certified products in mainstream markets!

U.S. CHEESE CHAMPIONSHIP

Two AGW-certified farms, Pure Éire Dairy and Green Dirt Farm, won coveted national dairy awards at the 2019 United States Championship Cheese Contest, the largest technical cheese, butter and yogurt competition in the U.S. Judged by a team of skilled technical judges, these top cheese awards reinforce what we already know to be true: sustainable farming produces outstanding food!



Sarah Hoffman (left) and the Green Dirt Farm team celebrate their multiple awards



Ruggles Hill Creamery took home four awards at the American Cheese Society Competition



Lye Cross Farm's Sharp Cheddar won Bronze at the World Cheese Awards 2019

GOOD FOOD AWARDS

Six Certified Animal Welfare Approved by AGW products received national recognition at the 2019 Good Food Foundation awards: Maple Milk Caramels from Big Picture Farm; 'Danziger' cheese from Chapel Hill Creamery; 'Dirt Lover' cheese from Green Dirt Farm; Lady Edison Pork Loin Pastrami and Lady Edison/San Giuseppe Salami Co. Hot Sopressata made using North Carolina Natural Hog Growers Association pork; and 'Kenne' cheese from Toluma Farms and Tوماles Farmstead Creamery.

AMERICAN CHEESE SOCIETY AWARDS

Six Certified Animal Welfare Approved by AGW farms shared a remarkable 17 awards between them at the American Cheese Society Competition 2019, including Prodigal Farm, Chapel Hill Creamery, Green Dirt Farm, Ruggles Hill Creamery, Asgaard Farm & Dairy, and Toluma Farms and Tوماles Farmstead Creamery. AGW-certified farms have won awards at this competition every year for the past seven years.

WORLD CHEESE AWARDS

Lye Cross Farm took home a Bronze medal at the 2019 World Cheese Awards. Using only Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW cow's milk, in 2019 the UK-based dairy farm and cheesemaker began distributing their renowned, flavorful cheeses to the celebrated California retailer, Bristol Farms, as well as Vons stores, Berkeley Bowl and Mollie Stones, Jewel and Market Basket in other regions of the U.S.

SUPERIOR FRESH SALMON

Superior Fresh is the first company in the world to offer Certified Non-GMO by AGW salmon. The industry-leading aquaponics facility specializes in organic leafy greens and Atlantic salmon production, practicing ecologically sound water conservation and native prairie restoration in a closed-loop, zero-discharge system.

On salmon, the Certified Non-GMO by AGW label includes A Greener World's Salmon Welfare Certified standards, incorporating the UK RSPCA's respected higher welfare salmon standards.



A world first: Superior Fresh Salmon is Certified Non-GMO by AGW

GLANBIA IRELAND

Glanbia Ireland brings Certified Animal Welfare Approved by AGW cheeses and butters marketed under the Truly Grassfed label to the North American marketplace. Certified Animal Welfare Approved by AGW cheeses and butters from the Glanbia Cooperative is now available in over 2,000 stores across the U.S. and Canada!



The Truly Grassfed brand is now available in over 2,000 stores across North America

AGN ROOTS

AGN Roots is the first nutritional supplement company to offer Certified Animal Welfare Approved by AGW whey protein powder. Partnering exclusively with independently owned Certified Animal Welfare Approved by AGW family farms, AGN Roots is proud to embody transparency and a new standard of sourcing for the nutritional supplement industry.

ICONIC PROTEIN

ICONIC Protein is the first beverage company to source Certified Animal Welfare Approved by AGW dairy products for their line of protein powders and drinks. Available in a variety of nature-inspired flavors, Certified Animal Welfare Approved by AGW ICONIC Protein powders and drinks are available at leading retail stores across the U.S.



ICONIC Protein powders and drinks are available at leading retail stores in the U.S.

PURE GREEN

Pure Green is the first juice company to source Certified Non-GMO by AGW ingredients for their growing line of cold pressed juices. The fast-growing franchise and wholesale business sells cold pressed Certified Non-GMO by AGW Pure Green juice drinks at its locations across the country, as well as online at puregreen.com.



Pure Green: the first juice company to source Certified Non-GMO by AGW ingredients

A GREENER WORLD

THINK GLOBALLY, ACT LOCALLY

By sharing standards, policies and training with dedicated people in theater with staff support, we can achieve a distributed global program with regional leadership

Labels offered



AWA: Certified Animal Welfare Approved by AGW



CGF: Certified Grassfed by AGW



CNGMO: Certified Non-GMO by AGW



CR: Certified Regenerative by AGW



SWC: Salmon Welfare Certified by AGW

SOUTH KOREA

Labels offered: CNGMO

Market presence: Focused on health and beauty sector with an emphasis on traceable, high-quality, natural products

Key developments: Exclusive partnership with established certifier Global Standard Certification Institute, initiating certification services across the country with capacity to expand regionally

ECUADOR

Labels Offered: AWA, CGF, CNGMO, CR

Market presence: Independent farms and retailers, with an emphasis on local and regional establishments

Key developments: First dairy producer group certified. Regional interest from Mexico and Guatemala

IRELAND

Labels offered: AWA, CGF, CNGMO, CR

Market presence: Certifying one of the largest farm cooperatives in the country with a global presence and significant international market penetration

Key developments: Offering AWA certification through partnerships with regional certifiers with AGW Global oversight and ongoing inspector training

UNITED KINGDOM

Labels offered: AWA, CGF, CNGMO, CR

Market presence: Significant programmatic growth and presence in a range of retailers, restaurants and local/regional stores. Multiple producer groups and brands now marketing across UK and internationally with AGW seals. Developing strategy to Brexit-proof market opportunities

Key developments: Continuing expansion of services throughout UK and Europe. Launch of world's first Certified Animal Welfare Approved by AGW deer program. First UK-made Certified Grassfed by AGW, Certified Animal Welfare Approved by AGW cheese

PORTUGAL (AZORES)

Labels offered: AWA, CGF, CNGMO, CR

Market presence: Certification commitment from the Bel Group, a multinational dairy company, with significant penetration in established retail markets across Europe

Key developments: Hosted international farmer exchange with training on pasture-based management skills. Established regional compliance program and auditor training. Conducted initial audits of major partner with commitment to pursue AWA management

ITALY

Labels offered: AWA, CGF, CNGMO, CR

Market presence: Working with suppliers of mainstream retailers to develop the supply chain and assure transparency from farm to plate

Key developments: Working with an established farmer group to bring AGW labels to the Italian market. Standards have been translated with joint pursuit of equivalence and partnership

SOUTH AFRICA

Labels offered: AWA, CGF, CNGMO, CR, SWC

Market presence: AGW-certified products now available at numerous restaurants, farmers' markets, large retailers and direct from farms

Key developments: Certification commitment from large grassfed association. Registering Certified Grassfed by AGW with relevant government bodies

CHINA

Labels offered: AWA, CGF, CNGMO, CR, SWC

Market presence: Inquiries and certification from companies from a variety of industries, with significant interest from pork and pet food sectors

Key developments: Completed training with partners in the country, engaged in negotiations to secure auditing partnership in-region

AUSTRALIA

Labels offered: AWA, CGF, CNGMO, CR, SWC

Market presence: Enduring interest from farmers, producers and retailers in growing the presence of AGW-certified products in Australia

Key developments: Established relationship with Australian auditing company. Conducting training to deliver audits and certification within the country

UNITED STATES

Labels offered: AWA, CGF, CNGMO, CR, SWC

Market presence: Increased sales of CG products over 20%, with AWA sales more than quadrupling. Products available through Natural Grocers, Kroger, Whole Foods Market stores, Amazon, CrowdCow, Bon Appetit, PCC Natural Markets

Key developments: Launched Salmon Welfare Certified by AGW, the first high-welfare label for aquaculture. Increased AGW membership and reach significantly, with AWA continuing to have the highest impact on consumer purchasing of any food label. First Certified Animal Welfare Approved by AGW protein drink and whey powder. Global launch of Certified Grassfed by AGW program

CANADA

Labels offered: AWA, CGF, CNGMO, CR, SWC

Market presence: AGW-certified products available nationally online and through leading retailers, restaurants, farmers' markets and directly from farms

Key developments: Continued growth of producer groups and increased supply of AGW-certified branded product in Canadian markets

A GREENER WORLD LOOKING AHEAD

Following our successes in 2019, we are excited about continuing our work to develop A Greener World. Our key goals for 2020—and beyond—include:

► COVID SUPPORT

Our current priority is providing much-needed support to farmers and ranchers in North America, Europe and South Africa who are affected by the pandemic. Looking ahead, however, we will need to focus significant resources on rebuilding lost markets, particularly where AGW-certified farmers were supplying into major hospitality, school meal suppliers and retailers, while ensuring our farmers are in the best position to capitalize on post-COVID opportunities.

► NON-GMO OPPORTUNITIES

After the recent revelation that the Non-GMO Project Verified program has significantly lowered its standards by allowing a high level of GMO contamination in its certified products, our leading Certified Non-GMO by AGW label is now ideally placed to meet the urgent need for a cost effective and trusted alternative. 2020 will see a focus on promoting Certified Non-GMO by AGW to food processors, retailers, animal feed suppliers and farmers in North America, Europe and South Africa.

► EXPANDING AGW GLOBAL

With the successful introduction of the AGW standards and certification model in South Africa and Europe, 2020 will see a ramping up of efforts to recruit and support farmers and raise public awareness in both regions. We are also excited about exploring opportunities to introduce a similar certification model in Mexico, China, India, Australia and more.

► GO (AGW) ORGANIC

Work is continuing to achieve final USDA approval for our new Certified Organic by AGW program, combining organic and high-welfare certifications in a single, cost-effective audit for farmers and ranchers seeking to distinguish themselves in the marketplace.

► REGENERATING AGRICULTURE

We are developing standards and certification procedures for an exciting new program – Certified Regenerative by AGW. 2020 will see the launch of a pilot program that works as a management tool at the farm level, helping farmers to develop and achieve individual regenerative goals unique to their farms. Watch this space!

► SUPPORTER DEVELOPMENT

With ever-increasing public interest in high-welfare, sustainable food and farming, 2020 will see us focusing on supporter development to grow our monthly donors, providing a more reliable source of unrestricted funding. We will also explore new initiatives to utilize our certified farmers and ranchers in helping to promote AGW and recruit new public supporters.

► INFLUENCE AND EDUCATE

We will continue our work to disseminate information on the benefits of sustainable, pasture-based livestock production and the importance of our certifications to the public and key stakeholder groups. A key objective is to publicly challenge the rising ‘anti-meat’ propaganda and disinformation campaigns and question the purported benefits of new high-tech, high-investment lab-cultured meat and ultra-processed ‘plant-based’ meat alternatives. We have much work to do.





A GREENER WORLD

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

With so much negativity around food and farming today, A Greener World serves as a beacon of positive change. We exist to promote and support real-life farming models to the public and to offer practical guidance on achieving truly sustainable livestock farming systems to farmers.

We believe the way we farm, the nutritional quality of the meat, milk and eggs produced, and the impact of farming systems on wildlife, the environment and wider society are all connected. Our goal is to offer a 'one-stop shop' for anyone interested in food, farming and sustainability, providing simple solutions based on your own personal concerns. We're proud of our reputation among consumer groups, farmers and the wider food industry as a pragmatic organization driven by practical science and common sense.

Our growing family of trusted certifications now includes Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW, Certified Non-GMO by AGW and Certified Regenerative 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. We now operate in over 10 countries.

A Greener World

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