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CONTACT: Stephanie Wuorenma
Phone: 202-446-2138
Office: Terrebonne, OR (Pacific Time Zone)
Email: mediarelations@agreenerworld.org
Website: agreenerworld.org

ORANGE COUNTY, NC FARMERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

--Kimberly and Brian Harry of Minka Farm in Efland, NC, celebrate 10 years of certification with Certified Animal Welfare Approved by AGW--



Photo Credit: Minka Farm

EFLAND, NC (NOVEMBER 18, 2020)—Kimberly and Brian Harry of Minka Farm in Efland, NC, are celebrating 10 years of certification with Certified Animal Welfare Approved by A Greener World (AGW), the leading animal welfare and sustainability label across North America.

Before the Harrys acquired the land for Minka Farm in 2007, the farm had been a dairy farm as well as a multipurpose, diversified farm. Much of the infrastructure as already in place, but the land had been

intensively grazed for decades. Kimberly and Brian, both highly committed to running a sustainable, high-welfare operation, began to restore fertility to the depleted soil through careful land management along with rotational grazing strategies and consistent soil testing. The Harrys achieved Certified Animal Welfare Approved by AGW certification for the herd of beef cattle along with their flock of laying hens and laying ducks in 2010. In 2015, the Harrys herd of beef cattle became Certified Grassfed by AGW, the first and only food label in the U.S. and Canada that guarantees food products come from animals fed a 100% grass and forage diet, and raised entirely outdoors on pasture or range. The Harrys received a commemorative metal farm sign to acknowledge the decade of certification—and ongoing commitment to high-welfare, sustainable farming.

The Certified Animal Welfare Approved by AGW label lets consumers know farm 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. Consumer Reports has 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 food label.

Kimberly Harry of Minka Farm says,

“As a family, we decided that a strong connection to the land and a good work ethic are important for us. We are constantly learning about how best to keep our soil healthy and our animals happy while we produce food for ourselves and our customers. Our decade of AGW certification reflects the management practices and farm principles that have guided our work since we started farming.”

AGW Executive Director Andrew Gunther says,

“We’re so proud to celebrate 10 years with Minka Farm and we applaud their commitment to good stewardship, community values and transparency. The Harrys have consistently been at the forefront of the growing market for verified sustainable products. As this market continues to expand, AGW farmers are leading--offering trusted and verified products to a public hungry for honestly labeled meat, dairy and eggs. We celebrate our shared successes over the last decade--and look forward to the next.”

For more information about Minka Farm, visit minkafarm.com, stay connected with the farm’s [Facebook](#), [Instagram](#) and [Twitter](#) and contact Kimberly Harry at farmer@minkafarm.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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