



**A GREENER WORLD**

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

**FOR IMMEDIATE RELEASE**

**CONTACT: Stephanie Wuorenma**

**Phone: 202-446-2138**

**Office: Terrebonne, OR (Pacific Time Zone)**

**Email: [mediarelations@agreenerworld.org](mailto:mediarelations@agreenerworld.org)**

**Website: [agreenerworld.org](http://agreenerworld.org)**

## **NORTH CAROLINA FARMER CELEBRATES 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER**

**—Roger Harris of South Chestnut Farm in Pittsboro, NC, celebrates 10 years of certification with Certified Animal Welfare Approved by AGW—**

**PITTSBORO, NC (NOVEMBER 10, 2020)**—Roger Harris of South Chestnut Farm in Pittsboro, NC, is 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.

Roger Harris started South Chestnut Farm on land that had been in his family for at least four generations. Inspired by stories of successful independent farms across the country, he envisioned an opportunity to manage a cattle farm in a sustainable and environmentally-sound manner while producing farm products for local customers. Harris achieved Certified Animal Welfare Approved by AGW certification for the herd of beef cattle in 2010. The following year, Harris achieved Certified Animal Welfare Approved by AGW certification for his flock of laying hens. In 2016, Harris's 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. Harris 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.

**Roger Harris of South Chestnut Farm says,**

“We sought and achieved Certified Animal Welfare Approved by AGW followed by the Certified Grassfed by AGW certification to place guidelines on ourselves and to earn the confidence of our customers. These certifications show that we are treating our animals according to the highest welfare standards and allowing them to live and thrive in environments true to their nature. We are very proud to display the certification seals on our products and to be part of the organization.”

**AGW Executive Director Andrew Gunther says,**

“We’re excited to celebrate 10 years with South Chestnut Farm and we applaud their commitment to good stewardship, community values and transparency. Farmers like Roger Harris 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 South Chestnut Farm, visit the farm’s [Facebook page](#).

#### **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 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).

###