



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

AWARD-WINNING COMPANY OFFERS FIRST CERTIFIED ANIMAL WELFARE APPROVED BY AGW GHEE

—In a move to “upgrade” their supply chain, Ahara Ghee will now source Certified Animal Welfare Approved by AGW dairy for its clarified cultured butter—



Photo Credit: Ahara Ghee

PORTLAND, OR (DECEMBER 9, 2020)—In a first for the natural foods industry, Ahara Ghee will offer Certified Animal Welfare Approved by A Greener World (AGW) cultured ghee. Increasingly popular for its health and culinary benefits, ghee is a traditional clarified butter made according to Ayurvedic practices.

When a previous Organic supplier was no longer able to supply the



company with the high quality of butter needed for its slow-cooked, artisanal cultured ghee, Ahara Ghee took the opportunity to “upgrade” its supply to Certified Animal Welfare Approved by AGW butter from Glanbia, a cooperative of dairy farmers marketing together under the Truly Grassfed brand. Ahara Ghee is in the process of rebranding and restocking, with plans to completely transition its supply by 2021.

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.

Andrea Shuman, Founder and Co-Owner of Ahara Ghee, says,

“We were founded on a principle of transparency and constant improvement, which is why we were thrilled at the opportunity to upgrade our supply, raise our standards and offer our customers an even better cultured butter. The independent farms now providing our butter have the highest animal welfare standards, graze their cattle on green pastures and meet ours and our customers’ expectations of sustainability. We know that the first step in creating artisanal food that really heals is starting with high-integrity, healthful ingredients. This is a cultured ghee we are proud to offer, and one you can be proud to feed your family.”

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

“It’s truly gratifying to see high welfare choices available in delicious, verified sustainable products like these. As a nonprofit certifier, we audit and certify farms to 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. Those shopping for health and wellness are especially aware of the impact of their choices. We’re thrilled to celebrate the arrival of Certified Animal Welfare Approved by AGW ghee with our partners at Ahara Ghee.”

In addition to its Traditional Ghee, Ahara Ghee offers a range of flavors made with Organic herbs and spices, including: Traditional Niter Kibbeth, Fancy Niter Kibbeh, Chai Spice, Brown Butter, Lemon Garlic and Vanilla Dream. Certified Animal Welfare Approved by AGW ghee from Ahara Ghee is available at iloveghee.com and select local establishments. For more information about Ahara Ghee visit iloveghee.com, email hello@iloveghee.com or follow them on [Facebook](#), [Pinterest](#), [Instagram](#).

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.

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