



A GREENER WORLD

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OREGON GOAT FARM ANNOUNCED AS PART OF PILOT PROGRAM FOR NEW REGENERATIVE FARMING LABEL

--Fraga Farmstead Creamery LLC selected for Certified Regenerative by A Greener World pilot cohort--



TERREBONNE, OR (JANUARY 28, 2021)—Following the recent announcement of its newest label, Certified Regenerative by [A Greener World \(AGW\)](http://A Greener World (AGW)), the nonprofit farm certifier has selected over 50 farms to join the program's pilot phase. Due to its demonstrated commitment to environmental stewardship, Fraga Farmstead Creamery in Gales Creek, Oregon has been selected to join the first cohort of farms committed to becoming Certified Regenerative by AGW.



Building on AGW's successful family of leading labels, this new certification will provide a whole-farm assurance of sustainability, measuring benefits for soil, water, air, biodiversity, infrastructure, animal welfare and social responsibility.

Key features of the program include transparent, rigorous standards; high animal welfare; a holistic, farmer-led approach; early and broad access to regenerative markets; and a pragmatic, science-based approach. The certification also streamlines auditing and certification of a wide range of practices, helping farms to make multiple meaningful claims through a single audit. With one visit farmers can demonstrate grassfed, non-GMO, humane, just, water-friendly, environmentally sustainable practices—free of added hormones, routine antibiotics and toxic chemicals.

The core feature of Certified Regenerative by AGW is a five-year Regenerative Plan developed in partnership with the farmer, whereby farmers and experts assess risk, set goals and track progress toward meaningful milestones. Experienced agricultural advisors at the UK's Farming & Wildlife Advisory Group (FWAG) will also be providing training and support in the development of Regenerative Plans. The role of A Greener World is to assess farms' compliance with their own plan. Currently most regenerative claims are not verified at all, and the few verified labels are either limited in scope or require Organic certification as a prerequisite, excluding the vast majority of farmland and hardwiring practices which are inherently not regenerative.

Pilot farms were selected based on a variety of factors including agricultural experience, regenerative principles, market or educational impact and geographical diversity. Farms span four continents and over ten species, with products ranging from grassfed lamb to herbs and vegetables. Pilot farms in Australia, Namibia, South Africa, the UK, Canada and the U.S. will partner with A Greener World over the coming year to evaluate standards, plans and auditing procedures. This allows the program to be trialed and assessed in a range of environments, climates and socioeconomic parameters to ensure meaningful outcomes are achieved, with refinements made as needed. A Greener World expects to announce its first fully Certified Regenerative by AGW farms and products in 2021.

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

“Despite—and in some cases because of—the challenges highlighted by COVID-19, people are reassessing the impact of their food—whether on their own health, the environment or the wider community. At the end of the day this is about accountability. We see the term ‘regenerative’ being thrown around like ‘sustainable’ was a decade ago—used to ‘greenwash’ products, or make them seem more environmentally sustainable than they are.

The interest in our Certified Regenerative by AGW program has been overwhelming—and the excellent applications made for a difficult selection process, but we are thrilled with the results. The innovative farms participating in this pilot are helping to deliver a certification that both farmers and consumers can trust to deliver a genuinely positive outcome: on the farm, at the table, and for the planet. We know that truly regenerative farming requires accountability to each other and to all of the communities to which we belong—whether they

be plant, animal, human, or the environment we all share. We have been humbled by the groundswell of interest from farmers and eaters alike and look forward to sharing our collective journey.”

Elisabeth Bueschen-Monahan, AGW-certified farmer and pilot participant in the U.S., says,

“We are so proud to participate in AGW’s pilot program for regenerative farm certification. Regenerative agricultural practices aim to improve soil, water, air, and biodiversity over time—rather than deplete or maintain resources—to help protect the environment. In addition, this program emphasizes social sustainability through fair labor practices and community engagement. At Fraga Farmstead we are committed to environmental stewardship and our community, and so we are glad to be a part of this pioneering program.”

Fraga Farmstead Creamery is interested in exploring techniques to turn woody debris into a valuable soil amendment and bedding for animals while sequestering carbon in the soil. This Spring, the farm will launch a farm stand where metro area customers can purchase their goat cheese products and visit with the goats. For more information about Fraga Farmstead Creamery visit fragafarm.com.

For more information about Certified Regenerative or A Greener World visit agreenerworld.org or contact regenerative@agreenerworld.org or 1-800-373-8806.

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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