



**A GREENER WORLD**

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

**FOR IMMEDIATE RELEASE**

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## **DURHAM COUNTY FARMERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER**

**—Kathryn Spann and Dave Krabbe of Prodigal Farm in Rougemont, NC, celebrate 10 years of certification with Certified Animal Welfare Approved by AGW—**



**Photo Credit: Mike Suarez, Gorilla Byte Media**

**ROUGEMONT, NC (JANUARY 5, 2021)**—Kathryn Spann and Dave Krabbe of Prodigal Farm in Rougemont, NC, are celebrating 10 years of certification with Certified Animal Welfare Approved by [A Greener World](http://A Greener World) (AGW), the leading animal welfare and sustainability label across North America.

Spann has roots in Rougemont, as her mother’s family farmed tobacco in the area for generations. Before farming at Prodigal Farm, Spann practiced law in New York City, where she met Krabbe and decided to return home to North Carolina and fulfill a lifelong dream of farming. They initially purchased goats to help clear brush on the farm, and when they found themselves with extra milk, Spann learned how to make cheese. The demand for cheese created a need for more goats, and today the two have combined their experiences to provide high-welfare, sustainable goat meat and goat milk cheeses for their community. Spann and Krabbe achieved Certified Animal Welfare Approved by AGW certification for their pasture-raised goats in 2010. They will receive 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.

**Kathryn Spann of Prodigal Farm says,**

“We couldn’t be prouder of our decade of certification and what it means for our business and customers—especially this year as the pandemic brought countless challenges to farmers across the country.”

**AGW Executive Director Andrew Gunther says,**

“We’re so proud to celebrate 10 years with Prodigal Farm and we applaud their commitment to good stewardship, community values and transparency. Kathryn and Dave 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.”

To learn more about Prodigal Farm, visit [prodigalfarm.com](https://prodigalfarm.com), stay connected with the farm’s [Facebook](#) page, [Twitter](#) and [Instagram](#) feeds and contact Kathryn Spann at [info@prodigalfarm.com](mailto:info@prodigalfarm.com) and (919) 477-5653.

## **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).

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