



A GREENER WORLD

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WORLD'S FIRST CERTIFIED NON-GMO BY AGW KRAUTS, TONICS AND SALTS

--Firefly Kitchens verifies products by sourcing Certified Non-GMO by AGW ingredients for organic, wild-fermented foods--



SEATTLE, WA (FEBRUARY 9, 2021)--[Firefly Kitchens](http://FireflyKitchens.com) is the world's first brand to source Certified Non-GMO by [A Greener World](http://AGW.org) (AGW) ingredients for their krauts, tonics and salts. Certified Non-GMO by AGW is a respected third-party certification and food label that guarantees production without the use of genetically modified ingredients.

Firefly Kitchens is a Seattle-based artisan food manufacturer that produces Firefly Kitchen's Certified Non-GMO by A Greener World (AGW) krauts, tonics and salts. These organic,

**CERTIFIED
NON-GMO**

BY **AGW**

wild-fermented products are made with fresh ingredients sourced from West coast farms. The probiotics in these fermented food products may help digestion, immune function, nutrient absorption, along with other health benefits.

As a pioneering company, Firefly Kitchens is the first-ever brand to offer Certified Non-GMO by AGW krauts, tonics and salts. Kraut flavors include Classic, Firefly Kimchi, Emerald City, Ruby Red, Yin Yang Carrots, Caraway, Cortido and Salsa Viva. Firefly Kitchens salts are freeze-dried ferment-infused mineral-rich salts with organic spices. The line of tonics is made with Firefly Kitchen's flavorful sauerkraut brines, and they are recommended to add to morning smoothies, salad dressings and more.

As public concern for the labeling of GMOs (genetically modified organisms, also known as GE, or genetically engineered) continues to grow, the market for non-GMO products is surging 17% annually and expected to reach 1.1 billion USD by 2023, according to industry analyst, Technavio. Consumers seek out non-GMO products for a variety of reasons, including environmental sustainability, health, corporate consolidation and transparency. A lack of clear labeling around GMOs means that consumers must actively seek out Certified Non-GMO products to avoid them.

While other non-GMO labels exist, Certified Non-GMO by AGW stands alone in meeting consumer's expectations for meaningful prohibitions on GMO contamination (see comparison chart [here](#) for more details), and ensures that at no point in the growing, processing or manufacturing of the product will GMOs enter the system.

Firefly Kitchens COO/CFO, Rachel Hynes, says,

"Sustainability is a core piece of Firefly Kitchen's identity. This ethos permeates everything we do, from how we run our kitchen, to how we sample and sell our product, to how we train our staff. Our customers are also pretty discerning around what they put in their bodies and want foods that are healthy. They typically source organically and from local farms as much and often as they can and avoid supporting big ag. Our customers want to be transparent with their values and are proud of what they are buying and putting into their bodies. Achieving Certified Non-GMO by AGW status for our products assures our customers that we also value transparency and sourcing high-quality ingredients to create products that are truly good for your health."

A Greener World Director of Communications and Outreach, Emily Moose, says,

"Firefly Kitchens is leading the way in giving their customers true transparency with meaningful food labels. Firefly Kitchens decision to source Certified Non-GMO by AGW ingredients demonstrates their commitment to quality ingredients that have a concrete, positive effect on the planet. People want to know how their food is produced and we're proud to be partners with Firefly Kitchens in giving their customers the information they need to find products that align with their values."

Certified Non-GMO by AGW krauts, tonics and salts from Firefly Kitchens can be found at a number of retailers throughout Seattle, as well as online through their website fireflykitchens.com. For more information follow the company on [Facebook](#) and [Instagram](#), or email info@fireflykitchens.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 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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