



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

BEREA COLLEGE FARM CELEBRATES 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER DURING SESQUICENTENNIAL YEAR

—Berea College Farm in Berea, Kentucky, celebrates 10 years of certification with Certified Animal Welfare Approved by AGW—



Photo Credit: Berea College Farm

BEREA, KY (DATE)—Berea College Farm in Berea, KY, is celebrating 10 years of certification with Certified Animal Welfare Approved by [A Greener World](http://agreenerworld.org) (AGW), the leading animal welfare and sustainability label across North America. The farm is also celebrating their sesquicentennial in 2021.

Located in the rolling hills of Kentucky, Berea College was founded in 1855. The Berea College Farm program, which included a garden, livestock and a creamery, started in 1871 as a way to produce food for students and staff. Over time, however, the school's food program shifted focus to off-farm suppliers

as less expensive alternatives became available. In recent years, with a renewed focus on local food and wide support for campus-based agriculture, the college saw an opportunity to restore the farm to its former importance as a source of food for the community.

Berea College Farm achieved Certified Animal Welfare Approved by AGW certification for the herd of beef cattle in 2011. Today, they raise Certified Animal Welfare Approved by AGW beef cattle and pigs, providing food to the dining services at Berea College as well as the local community through a campus-based store. Bob Harned, Berea College Farm Manager, and his team 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.

Bob Harned, Farm Manager of Berea College Farm says,

“Our Certified Animal Welfare Approved by AGW certification is something we’re very proud of. We wanted to become Certified Animal Welfare Approved by AGW to encourage people to contact us to find out what the label means about how our livestock is managed. As a college farm, we use our AGW certification as a way to teach students about high-welfare, pasture-based husbandry and to build those important skills in future farmers.”

AGW Executive Director Emily Moose says,

“We’re so proud to celebrate 10 years with Berea College Farm and we applaud their commitment to good stewardship, community values and transparency. Bob Harned, along with students and staff that make up the Berea College Farm team, have consistently been leaders in sustainable, high-welfare livestock management and have been at the forefront of the growing market for verified sustainable products. We celebrate our shared successes over the last decade—and look forward to the next.”

For more information about Berea College Farm, visit www.berea.edu/anr/berea-college-farm and bereacollegefarmstore.com, stay connected with the farm’s [Facebook page](#) and contact Farm Manager, Bob Harned at bob_harned@bera.edu and (859) 358-0780.

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 public 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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