



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

A GREENER WORLD NAMES EMILY MOOSE AS EXECUTIVE DIRECTOR

—Moose takes the helm of the growing sustainable farming nonprofit following the passing of founding Executive Director, Andrew Gunther—



TERREBONNE, OR (MARCH 16, 2021)—Following the sudden passing of founding Executive Director Andrew Gunther, **[A Greener World](http://agreenerworld.org)** (AGW) announced that Emily Moose has been named Executive Director of the globally active nonprofit dedicated to empowering sustainable solutions in agriculture. While Gunther's passing was tragic and unexpected, his succession plan included Moose at the helm, and AGW's Board of Directors voted unanimously to have her succeed Gunther as Executive Director.

Moose's tenure at AGW spans thirteen years, during which time she helped to establish Certified Animal Welfare Approved (AWA) by AGW as the leading label for sustainable livestock production, as recognized by Consumer Reports, and oversaw the integration of the established

AWA label into the new global nonprofit A Greener World. She directed the global market launch of every certification since AWA and has a long history in guiding AGW's growth and development as a core member of the senior management team. Before holding the title of Director of Communications and Outreach for seven years, Moose was AGW's Lead Farmer and Market Outreach Coordinator, where she led the four-region Outreach Team that supported independent farmers and consumers across North America.

With over 25 years working in food, agriculture and communications, Moose has extensive experience at all points in the supply chain from farm to market and is deeply rooted with her family in an agricultural community in rural North Carolina. She is a graduate of the University of North Carolina-Asheville and the prestigious Agricultural Leadership Development Program at North Carolina State University. Moose is also a member of the inaugural cohort of the Castanea Fellowship, a highly competitive program for established leaders who work to shift structures towards the creation of a more equitable, sustainable, and healthy food system.

Moose now steps up to lead a family of distinguished certifications, including the new Certified Regenerative by AGW program, which is currently in pilot phase and will announce its first fully certified farms and products in 2021. Additional areas of programmatic focus in 2021 include supporting farms in adapting to changing markets, ensuring transparency in labeling, increasing market penetration of AGW-certified products and continued engagement of AGW's vast network of supporters.

Dr. Amy Neff, Chair of A Greener World's Board of Directors, says,

“Having been a part of A Greener World for over a decade, Emily Moose has deep relationships with our certified farmers, our funders, our grassroots donors, and our consumers. Her institutional knowledge and experience in the world of sustainable food and farming makes her well-equipped to lead AGW as we expand our certification programs in 2021 and beyond. While we are all grieving the loss of Andrew, we are grateful for his vision and the thoughtful preparation which has made this transition seamless. Despite the challenges of the pandemic and Andrew's sudden passing, we are confident that AGW has a bright future with Emily as Executive Director.”

For more information about A Greener World visit agreenerworld.org or contact mediarelations@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 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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