



A GREENER WORLD

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

FOR IMMEDIATE RELEASE

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CERTIFIED ANIMAL WELFARE APPROVED BY A GREENER WORLD JOINS AMAZON'S CLIMATE PLEDGE FRIENDLY

—Newly included certification makes it easier for Amazon customers to discover and shop for sustainable products—



Photo Credit: Ahara Ghee, LLC in Portland, OR

TERREBONNE, OR (JULY 13, 2021)—A Greener World today announced that it is participating in Amazon's Climate Pledge Friendly, a program to make it easy for customers to discover and shop for more sustainable products. An independent nonprofit farm certifier, A Greener World (AGW) is home to respected sustainability labels, including Certified Animal Welfare Approved by AGW. Customers can find A Greener

World's 'Animal Welfare Approved' logo when searching on some of the 75,000+ Climate Pledge Friendly products.

Consumers are increasingly seeking independent validation of sustainability claims, and companies are responding. A Greener World was invited to participate as one of the third-party entities certifying select Climate Pledge Friendly products, to make it easier for Amazon customers to find products that match their values. Third-party certifications offered by A Greener World include meaningful standards validated by on-farm audits, ensuring products have demonstrated environmental and sustainability benefits. A Greener World's commitment to a rigorous, science-based and transparent approach to certification provides meaningful assurances about the farms and practices behind its certified products.

Emily Moose, A Greener World's Executive Director says,

"When companies like Amazon approach us, it means consumers are demanding real change in environmental and animal welfare practices. The expansion of Amazon Climate Pledge Friendly to include products that are Certified Animal Welfare Approved by A Greener World provides Amazon customers who care about animal welfare and the environment with the tools they need to shop accordingly. Choosing products from the farms and businesses we certify has a real and positive impact, and we're excited for more people to have that opportunity."

Animal Welfare Approved brands in the Climate Pledge Friendly program include Ahara Ghee, Central Grazing Company, Big Picture Farm, and Scratch and Peck Feeds, among others.

Adam Werbach, Lead of Sustainable Shopping, Amazon, says,

"Customers want a way to make more sustainable and informed shopping choices, and expanding our growing number of third-party certifiers helps customers know their purchases meet sustainability standards and are helping to preserve the natural world," said Adam Werbach, global lead for Sustainable Shopping at Amazon. "We are excited to add Animal Welfare Approved by A Greener World to the Climate Pledge Friendly program's trusted third-party certifications, which allow customers to discover and shop even more Climate Pledge Friendly brands and products."

For detailed information on the program qualification criteria and to [start shopping for these products](#) visit and look for the Animal Welfare Approved logo on select Climate Pledge Friendly products.

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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