

FOR IMMEDIATE RELEASE

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## NEW YORK FARMER CELEBRATES 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER

-Shereen Alinaghian of Ardith Mae Farmstead in Stuyvesant, NY, celebrates 10 years of certification with Certified Animal Welfare Approved by AGW-



Photo Credit: Ardith Mae Farmstead in Stuyvesant, NY

**STUYVESANT, NY (JULY 22, 2021)**—Shereen Alinaghian of Ardith Mae Farmstead in Stuyvesant, NY, is celebrating 10 years of certification with Certified Animal Welfare Approved by <u>A Greener World</u> (AGW), the leading animal welfare and sustainability label across North America.

Shereen Alinaghian raises her herd of Saanen and LaMancha dairy goats with year-round access to pasture and uses a rotational grazing system which provides the goats with their needed forage and exercise while also improving their soil and vegetation. The goats enjoy diverse, seasonal forage, which brings unique flavors to the cheese.

Ardith Mae Farmstead achieved Certified Animal Welfare Approved by AGW certification for the herd of dairy goats in 2011. Shereen Alinaghian has received 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.

## Shereen Alinaghian of Ardith Mae Farmstead says,

"I'm thrilled to finally hit 10 years of Animal Welfare Approved certification—t is a very proud moment for us, indeed! This milestone marks a decade of certification, and of offering the very best goat dairy products to my customers."

## AGW Executive Director Emily Moose says,

"We're so proud to celebrate 10 years with Ardith Mae Farmstead and we applaud their commitment to good stewardship, community values and transparency. Shereen Alinaghian has 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."

Ardith Mae Farmstead Certified Animal Welfare Approved by AGW goat cheese is available at the Union Square Farmers Market in New York and the Hudson Farmers Market (every Saturday, year-round) as well as the 77th/Columbus and 115th/Broadway Farmers Markets in NYC (every Sunday, year-round). For more information about Ardith Mae Farmstead Goat Cheese, please visit <u>their website</u> or visit their <u>Facebook page</u> and contact Shereen Alinaghian at <u>ardithmaefarm@gmail.com</u> and (917) 744-4314.

## 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 <u>Certified Animal Welfare Approved by AGW</u>, <u>Salmon Welfare Certified by AGW</u>, <u>Certified Grassfed by</u> <u>AGW</u>, <u>Certified Regenerative by AGW</u> and <u>Certified Non-GMO by AGW</u>. 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 <u>Online Directory</u> of certified farms and products and <u>Food Labels Exposed</u>—a definitive guide to food label claims (available in print and online). For more information visit <u>agreenerworld.org</u>.

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