



**A GREENER WORLD**  
Our Food. Our Farms. Our Future. Let's Choose!

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**CONTACT: Stephanie Wuorenma**  
**Phone: 202-446-2138**  
**Office: Terrebonne, OR (Pacific Time Zone)**  
**Email: [mediarelations@agreenerworld.org](mailto:mediarelations@agreenerworld.org)**  
**Website: [agreenerworld.org](http://agreenerworld.org)**

## **NORTH CAROLINA FARMERS CELEBRATE 10 YEARS WITH LEADING FARM SUSTAINABILITY CERTIFIER**

**—Adam and Brandy Grady of Dark Branch Farms in Kenansville, NC, celebrate 10 years of certification  
with Certified Animal Welfare Approved by AGW—**



**KENANSVILLE, NC (SEPTEMBER 16, 2021)**—Adam and Brandy Grady of Dark Branch Farms in Kenansville, NC, are 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 Gradys have been farming for more 15 years, raising tobacco, cotton, corn, soybeans, and small grains, among other crops. They achieved Certified Animal Welfare Approved by AGW certification for their pasture-raised pigs in 2011. Since that time, they have focused on farming using management practices such as no-till, multi-species cover crops and rotationally grazing the pigs across the farm's acreage. The couple 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.

**Adam Grady of Dark Branch Farms says,**

“I chose to pursue the Certified Animal Welfare Approved by AGW certification because it gives me access to better markets for our high-welfare, pasture-raised pork. We are proud of our decade of certification and what that means for our farm and business.”

**AGW Executive Director Emily Moose says,**

“We’re so proud to celebrate 10 years with Dark Branch Farms and we applaud their commitment to good stewardship, community values and transparency. Adam and Brandy have 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.”

For more information about Dark Branch Farms, contact Adam and Brandy Grady at [darkbranchfarms@gmail.com](mailto:darkbranchfarms@gmail.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](http://agreenerworld.org).

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