

A GREENER WORLD 2022 IN REVIEW





A GREENER WORLD 2022 IN REVIEW

It has been a hard year for so many. The COVID-19 pandemic, once the focus of media headlines, is now the backdrop to new and equally significant challenges, such as inflation, increased input costs, supply chain disruptions, labor shortages and, perhaps the most elemental, extreme weather. Drought-fueled wildfires, tornadoes, hurricanes and flooding have impacted communities across the world. Experts say we can expect these extreme weather events to continue, as climate change shapes our new reality.

While farming has been tremendously affected by the significant challenges outlined above, it also offers some of the most viable solutions to the new global challenges we all face. Farmers are at the front lines of the climate crisis; and while farming collectively often gets a bad rap for negative impacts on the environment, it is now widely accepted that well-managed, pasture-based and grassfed farming systems can help mitigate climate change by sequestering atmospheric carbon in the soil. Farmers, ranchers and other land stewards around the globe make this possible, and we know that their daily management, expertise and traditional knowledge in the ways they care for their land and livestock are critical to the very future of the planet we all share.

In the midst of a hard year, we still have big reasons to celebrate. This year brought the much-anticipated launch of Certified Regenerative by AGW, offering third-party assessment in measuring real change to benefit soil, water, air, biodiversity, infrastructure, animal welfare and social responsibility. In addition to AGW's other world-renowned and trusted certification programs, Certified Regenerative by AGW represents verified, measurable and meaningful sustainability on the farm, at the table, and for the future of the planet.

As we prepare to make 2023 the year that moves the needle toward verified sustainability at scale, we are aware that our work is not possible without the farmers, ranchers and land stewards who sit at the very heart of all we do, nor without the generous help of our funders, stakeholders and consumers supporting AGW-certified farms and products.

With deepest thanks,



Emily Moose
Executive Director, A Greener World

A new dawn at Shepherd's Cross Inc., Claremore, OK

MIKE SUAREZ/GORILLA BYTE MEDIA

Cover: Jeremiah and Jessica Jones raise Certified Animal Welfare Approved by AGW and Certified Non-GMO by AGW pigs at GrassRoots Pork Company near Beulaville, NC

MIKE SUAREZ/GORILLA BYTE MEDIA

A GREENER WORLD SUSTAINABLE SOLUTIONS



We're serious about changing the way we farm and feed ourselves, and offer positive solutions. Working with over 6,000 farmers, managing more than 3 million acres, we offer certifications in 10 countries across the world

With the help of supporters across the globe, A Greener World (AGW) promotes practical, sustainable farming systems by supporting farmers and informing consumers.

Established in 2014, our evolving mission has four key components:

1. To identify and promote agricultural systems that have a positive impact on the environment, society and animals (wild and farmed).
2. To educate consumers about the environmental, social and animal outcomes of their food purchasing decisions.
3. To establish and promote trusted farm certification programs that help reconnect the consumer and food producer by encouraging—and rewarding—positive farm management changes.
4. To support independent family farmers who are committed to sustainable farming and livestock production.

Our growing family of trusted certifications includes Certified Animal Welfare Approved by AGW, Certified Grassfed by AGW, Certified Non-GMO by AGW, and Certified Regenerative by AGW (with Certified Organic by AGW in development). Each program is designed to have positive and measurable impacts on the environment, society and animals, and encourage truly sustainable farming practices that are realistic and achievable for farmers—key considerations if we are to successfully implement large scale agricultural reforms. Our goal is to offer a 'one-stop shop' for anyone interested in food, farming and sustainability, providing simple solutions for everyone.

As a nonprofit, we rely on our supporters to help us deliver the positive solutions our planet so desperately needs.

A GREENER WORLD THANK YOU

Thanks to the generous support of our donors, we continue to broaden our work to build a more just, sustainable food economy throughout North America—and beyond. Despite another challenging year, we are proud of our successes in 2022, which include:

► Engaging an ever-growing and global list of new farms in our certifications, including our newest Certified Regenerative by AGW program. Challacombe Farm in the Dartmoor National Park, UK, was the first farm to be Certified Regenerative by AGW. In Ireland, we are working in partnership with a major dairy cooperative to certify their 5,000 farms to AGW standards; elsewhere in Europe, we are supporting another dairy producer group in transitioning to AGW-certified practices.

- Adding thousands of listings to our online directory, including hundreds of retailers selling the world's first tortilla chip made with Certified Regenerative by AGW corn.
- Providing support to farmers and ranchers in North America with the launch of our new AGW Relief Fund for Farmers, which offers emergency assistance directly to farmers who are victims of natural disasters resulting in large part from climate change. It also provides economic support by offering assistance with AGW audit and certification fees to producers hit by the cumulative effects of the many challenges these past couple of years.
- Providing labeling assistance to AGW-certified producers, businesses and further processors of certified products so that they can incorporate their AGW certification logo(s) on pack. This involves design assistance along with facilitating the application and approval process through the United States Department of Agriculture's Food Safety Inspection Service and/or state agencies (as applicable).

Pasture-raised laying hens at
Grazin' Angus Acres, Ghent, NY
MIKE SUAREZ/GORILLA BYTE MEDIA





A GREENER WORLD 2022 AT A GLANCE

FARMERS ON THE FRONT LINES

Sustainable farming is one of the most important—and viable—solutions to the climate crisis, and we must support farmers in their transition to adopting more sustainable practices. The daily management, expertise and traditional knowledge in the ways AGW farmers and ranchers care for their land and livestock are critical to the future of our planet and provide working models for other farmers across the world.

IN THE MEDIA

In 2022, we increased our reach through major media outlets, including earned media coverage in The Wall Street Journal, People Magazine, and Martha Stewart. Our programs and farms also featured in trade media, such as Consumer Reports, Meat + Poultry, Progressive Grocer, New Hope Network, and nearly 400 regional/local publications. In September, AGW's Emily Moose was interviewed on NBC's Telemundo Investiga about antibiotic abuse in the meat industry, with filming taking place in North Carolina at AGW-certified Chapel Hill Creamery, and Weaver Street Market, a retail outlet that sources AGW-certified products.

GLOBAL UPDATE

Consumers are embracing sustainability and are demanding ever greater transparency, accountability, and social and environmental responsibility across the supply chain. With certification and outreach activities in the UK, the Republic of Ireland, France, Portugal, Greece, southern Africa, Chile, Ecuador and Mexico, we're delivering meaningful improvements in farm management practices, animal welfare and traceability across the world.

GETTING BACK IN THE FIELD

With an audience of 55,000 natural food industry professionals, AGW staff attended Expo West in California in March and Expo East in Philadelphia in September to provide event support to AGW-certified producers including Zeal Creamery and Hart Dairy, and promoting the benefits of high-welfare, pasture-based management and our rigorous standards. We also helped to provide Animal Welfare Officer/Poultry Welfare Officer training this summer with Bristol University and Penn State University, delivering world-renowned welfare training to staff working in slaughter plants.

A GREENER WORLD REGENERATIVE UPDATE

Since the global launch in August 2022, AGW's latest certification, Certified Regenerative by AGW, has attracted significant attention across the world. That's hardly surprising, given that 'regenerative' is THE buzzword in food and farming right now.

But unlike other labels, Certified Regenerative by AGW isn't something we've hastily pulled off the shelf to jump on the 'regenerative bandwagon.' It is the culmination of more than four years of work involving pilot farms across four continents to develop robust, effective, appropriate and workable standards for all manner of farming and growing operations.

We have already received overwhelming interest for the Certified Regenerative by AGW program from farmers and ranchers in the USA and Canada, but also Mexico, Chile, the United Kingdom, the Republic of Ireland, South Africa and Australia, covering hundreds of thousands of acres.

As well as the 'traditional' livestock farms and ranches with cattle, pigs, sheep, goats, bison and poultry that one might expect, these applications include coffee plantations and rice farms; sunflowers for oil production; top fruits such as plums, apples and pears and exotics like avocado, tamarillos, papaya and guava; soft fruits including raspberries and blueberries; maple syrup;

olives; timber such as southern red oak, black walnut and yellow poplars; spices like cayenne pepper, and medicinal herbs such as milk thistle and echinacea; root crops like potatoes and carrots; row crops like soybeans, corn and barley; pulses like kidney beans and edamame; wild harvested products; natural skin products; leather, wool products and much more.

We are welcoming an incredible diversity of new farms into the AGW family and broadening the impact of our flagship certification, Certified Animal Welfare Approved by AGW—a key part of AGW's regenerative certification.

Our goal has always been to offer a trusted certification that fosters continual improvement, while being accessible, affordable and open to all farmers and growers; a way for producers to distinguish their stewardship practices and validate important metrics such as biodiversity and GHG emissions reductions; and a food label that farmers, consumers and the food industry can trust to deliver genuinely positive outcomes on the farm, at the table and for the planet. Certified Regenerative by AGW achieves all this—and more.

A GREENER WORLD FARMING TO SAVE THE PLANET

No one gets into farming because it's easy. But today's farmers, growers and ranchers are living and working on the front lines of some of the biggest societal challenges we have ever faced.

Global food insecurity, environmental injustice, and the animal welfare, equity and health challenges embedded in our food system now exist against the background of an ongoing global COVID-19 pandemic, growing economic and political instability, and increasingly extreme weather patterns caused by climate change.

While these systemic challenges touch all of us, the day-to-day work and livelihoods of our farmers and ranchers is deeply affected by the issues above. During 2022, farmers, ranchers and land stewards in many nations experienced the impacts of climate change through record-breaking drought, flooding, wildfires and extreme weather events.

While it is fair to say that industrial farming is a key contributor to global greenhouse gas emissions, farming also has a critical role to play in our efforts to combat the climate crisis. It is widely accepted that well-managed, pasture-based farming systems can help mitigate climate change by sequestering atmospheric carbon in the soil.

Sustainable farming is one of the most viable solutions to the climate crisis and we urgently need to support pioneering farmers in their work and as role models for others. Their daily management, expertise and traditional knowledge in the ways they care for their land and livestock are critical to the future of our planet.

AGW'S ROLE IN EXPANDING THE EFFORTS OF SUSTAINABLE FARMERS GLOBALLY

- ▶ Verifying sustainability at scale through supply chain audits and certification for further processors and distributors.
- ▶ Offering emergency support for producers who are impacted by natural disasters and financial losses due to the cumulative effects of the pandemic, inflationary economy and supply chain disruptions.
- ▶ Assisting consumers in finding AGW-certified products so they can choose to support independently verified and sustainable producers, without wasting money on products that carry meaningless claims and continue to harm the planet, people and animals.
- ▶ Educating the public on how to fight the climate crisis through greener food choices and support of sustainable farming practices.
- ▶ Ensuring certified, sustainable producers have the technical and marketing support they need to maximize market presence while stewarding their land and animals according to best practices for welfare and sustainability.

1. On-farm events raise public awareness about sustainable livestock

A GREENER WORLD

2. AGW's Emily Moose and Zeal Creamery at Natural Products Expo West

A GREENER WORLD

3. Fernhill Fibre is developing new markets for wool in the UK

FERNHILL FARM

4. Consumer education about food choices is a core mission

ISTOCK



A GREENER WORLD ON THE SHELF

Our numerous award-winning farms, ranches and businesses continue to demonstrate the intrinsic link between sustainable farming and high-quality, nutritious products. A Greener World is proud to work with these businesses and celebrates the ever-increasing number of AGW-certified products in mainstream markets—and on the shelf!

GAME-CHANGING CHIP

Zack’s Mighty [image 1] is producing the world’s first tortilla chip made with Certified Regenerative by AGW corn, leading the way in giving their customers true transparency with meaningful food labels. We’re proud to certify Zack’s Mighty corn supply partner farms for their regenerative stewardship.

FURTHER PROCESSORS

Distributors and further processors of AGW-certified products can now obtain certification to verify transparency in their supply chain, while adding value and beneficial services to their businesses. “A Greener World is setting the responsible standard and we’re honored that AGN Roots Grass-fed Whey Protein [image 2] is the first to receive AGW certification,” says Bryan Stone, AGN Roots Co-Founder.

AGW PORK TAKES OFF

According to The Washington Post, everyone’s favorite airport restaurant lives in Chicago’s O’Hare airport. Award-winning Chef Rick Bayless’s restaurant, Tortas Frontera, has built a reputation as a must-visit airport dining option serving dishes using high-welfare, sustainable pork from Certified Animal Welfare Approved by AGW pigs raised outdoors on pasture by Greg Gunthorp and family [image 3] at Gunthorp Farms in Lagrange, IN. What a treat to have delicious AGW-certified sustainable food while traveling!

QUEST FOR TEXAS BEST

Texas Iberico was recognized as a top 10 finalist in the 9th Annual H-E-B Quest for Texas Best competition. Texas Iberico’s line of Certified Animal Welfare Approved by AGW charcuterie [image 4] is available at Texas Central Market stores—and the brand is launching their charcuterie sampler tray exclusively at H-E-B this fall.

GOOD FOOD AWARDS

Six products certified by A Greener World received national recognition at the 2022 Good Food Awards for their leading contribution to creating sustainable, delicious and vibrant food economies across the U.S. Finalists and winners included Lady Edison’s Certified Animal Welfare Approved by AGW Sherry Bacon [image 5], Texas Iberico, Fraga Farmstead Creamery, Firefly Kitchens, and Working Cows Dairy. AGW-certified products have received Good Food Awards every year since 2013. Our congratulations again to everyone involved.

MINDFUL AWARDS

Two AGW-certified businesses were honored at the 2022 Mindful Awards. Hart Dairy Creamery [image 6] won Milk Product of the Year for their Certified Animal Welfare Approved by AGW milk, while AGN Roots won Protein Product of the Year for their Certified Animal Welfare Approved by AGW whey protein powder. We’re thrilled to work with such amazing companies making great-tasting products that are good for people, animals and the planet.



A GREENER WORLD

A GLOBAL OUTLOOK

In other parts of the world, our current experience reflects the findings of independent global market research companies: namely that consumers across the world are increasingly embracing sustainability. Over the last three years, Deloitte has conducted a survey into consumer attitudes and behaviors around sustainability. Over that period, their research shows that consumers are increasingly making conscientious decisions with sustainability and the environment in mind. However, Deloitte reports that nearly one in two consumers do not know what to trust, while many stated that a transparent, accountable and socially and environmentally responsible supply chain would encourage greater trust. The need for trusted and clear labeling is more important than ever.

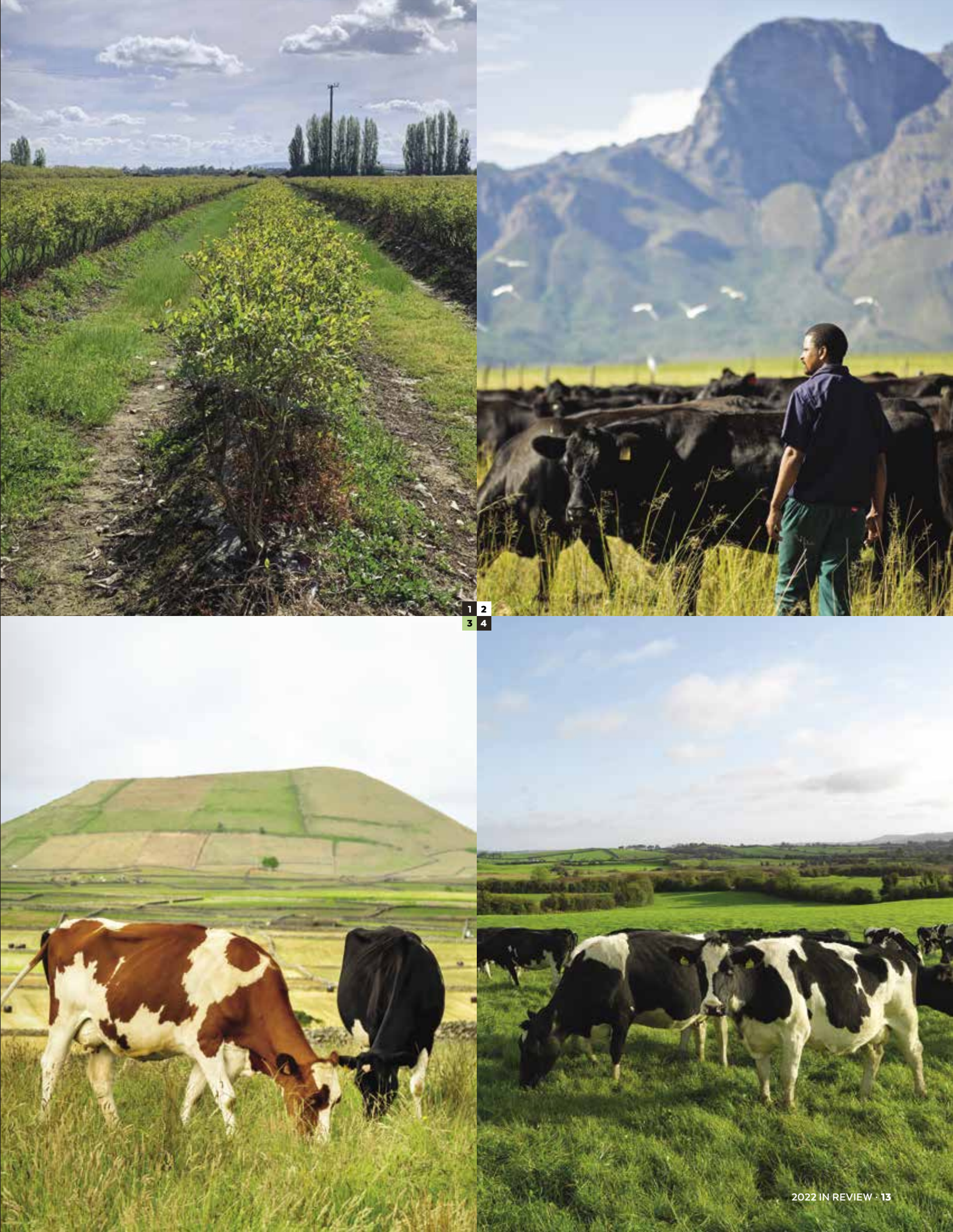
It is in this context that global interest in AGW’s family of certification programs is reaching unprecedented levels. In May, AGW was invited to sit on the Management Committee for the European Cooperation in Science and Technology’s cutting-edge Lifting Farm Animal Lives (LIFT) initiative. LIFT focuses on updating traditional approaches to animal welfare by defining ‘positive’ animal welfare and the appropriate assessments and indicators at the farm level. It is a huge honor to have the opportunity to share AGW’s practical experience of implementing standards and monitoring positive welfare outcomes at this highest European policy level.

Over the last few years, we have been working in partnership with an Irish dairy cooperative with around 5,000 farms, producing over two billion liters of milk annually. The group has made Certified Animal Welfare Approved by AGW a requirement for farms supplying their ‘Truly Grass Fed’ brand and has announced a multi-year sustainability strategy, a cornerstone of which is extending AGW certification to all farms in the cooperative. We are also working with additional European dairy groups to achieve Certified Animal Welfare Approved by AGW standards and expand participation across the continent.

Since 2017, AGW teams operating outside of North America have grown from just one to nine members of staff, with teams based in the UK, Ecuador and southern Africa. This year, we celebrate newly certified farms in Ecuador, South Africa, UK, Republic of Ireland and Portugal, and we are pleased to report ongoing outreach and development work at increasing scale in UK, France, Greece and Mexico, representing real changes to the lives of both farmers and farmed animals alike.

Across the world, major retailers are looking across their supply chains as never before to ensure they meet consumer expectations for sustainability and offer trusted choices on the shelves. We are pleased to work with them—and their suppliers—to create the architecture necessary for meaningful, large-scale improvements in farm management practice and traceability, and thus the integrity and trust they seek.

- 1. Auditing a blueberry farm in Chile for Certified Regenerative by AGW
A GREENER WORLD
- 2. Certified Grassfed by AGW beef production in South Africa
BOSCHENDAL FARM
- 3. AGW is working with a multinational dairy company in the Azores
ISTOCK
- 4. AGW certifies one of the largest dairy farm cooperatives in Ireland
GLANBIA IRELAND





A GREENER WORLD LOOKING AHEAD

Although 2022 proved to be yet another challenging year, we are grateful we were able to continue our work of supporting our certified farmers and ranchers. We look forward to continuing our mission-critical work in 2023, including:

► **INCREASING FARMER SUPPORT**

Our organizational goals over the next year include expanding the marketing, labeling and technical support we provide to farmers and ranchers, allowing them to focus on what they do best—producing food for our communities using the most environmentally sustainable, science-based methods of high-welfare farm management.

► **INFORMED SERVICES**

In October, we invited our farmers and ranchers to take part in our annual AGW Producer Survey, providing an opportunity to let us know how we can continue to best support them to nurture and expand their businesses—and what more they would like to see from us. We recognize that farmers are central to the health of our food system—and the planet—and look forward to seeing how we can broaden our efforts to support their businesses.

► **INCENTIVIZING CHANGE**

We are actively working with buyers of scale to better ensure purchasing practices reflect company values, and connect them with AGW-certified producers.

► **STRENGTHENING SUPPLY CHAINS**

Addressing the current bottlenecks in sustainable supply chains is a key challenge to growing the market and meeting demand. The lack of local slaughter plants can prevent farmers and ranchers from establishing reliable paths from farm to market. AGW is actively working to build slaughter plant capacity through plant reviews, training for slaughter plants on handling and welfare, and strengthening and expanding our network and local infrastructure.

► **PROVIDING EMERGENCY ASSISTANCE**



Established in Fall 2022, our new AGW Relief Fund for Farmers will help mitigate the acute needs of farmers and ranchers facing financial challenges and disaster impacts, enabling them to maintain

the viability of their businesses, which is critical to our shared vision of a sustainable food future.

► **JOIN US!**

Looking for ways to support our work in 2023—and beyond? From referring a farm, sharing our social media to help spread the word, making a donation (online, by check, via stock transfer, or a contribution from your individual retirement arrangement), volunteering to support our project work, or hosting a fundraising event, there are many ways you can join us to help make this A Greener World.

Ronald Simmons raises pasture-raised pigs at Master Blend Family Farms in Duplin County, NC, supplying Certified Animal Welfare Approved by AGW pork to restaurants across the East—and a major basketball stadium

ERIC WATERS/FARM FLAVOR MEDIA



A GREENER WORLD

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

Empowering sustainable solutions in agriculture

Have you ever wanted to know exactly how your food is produced? You're in the right place.

A Greener World promotes practical, sustainable solutions in agriculture by supporting farmers and educating consumers. We believe the way we farm, the nutritional quality of the meat, milk and eggs produced—and the impact of farming systems on wildlife, the environment and wider society—are all connected.

Your support of A Greener World allows us to:

- ▶ Certify and support independent farms.
- ▶ Promote animal welfare and sustainability.
- ▶ Educate consumers on greener food choices.

A Greener World

PO Box 115 | Terrebonne | OR 97760

800-373-8806 | agreenerworld.org



@AGreenerWorld



@AGreenerWorld



@AGreenerWorldOrg



agreenerworld



A Greener World

