



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

**FOR IMMEDIATE RELEASE**

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## **FIRST FARM IN CALIFORNIA CERTIFIED REGENERATIVE BY A GREENER WORLD**

**—Park Farming Organics is now certified by A Greener World for regenerative stewardship—**

**TERREBONNE, OR (NOVEMBER 30, 2022)** — Nonprofit certifier [A Greener World](http://agreenerworld.org) (AGW) has announced Park Farming Organics as the first producer in California to be Certified Regenerative by AGW. This innovative certification provides a whole-farm assurance of regeneration and sustainability, measuring benefits for soil, water, air, biodiversity, infrastructure, animal welfare and social responsibility.



As public interest in sustainability continues to increase and broaden in scope, the demand for rigorous, meaningful assurances of responsible farming practices has grown. Building on its successful family of leading labels, A Greener World's Certified Regenerative program is a whole-farm, plan-based regenerative certification—giving farmers, consumers and buyers confidence in reliability and impact.

Brian and Jamie Park, owners of Park Farming Organics, grow tomatoes, squash, cantaloupe, watermelons, cucumbers, wheat, rice, corn (red, blue, yellow and white), barley, hemp, vine seed, winter and summer cover crop seed, alfalfa, dry beans and sunflowers at their farm in Meridian, California. The farm uses environmentally centered practices including more thoughtful crop rotation, extensive use of cover crops, gentler tillage methods, and fertility inputs that would build a balanced soil, promoting life in the growing medium.

Park Farming Organics was a participant in AGW's inaugural Certified Regenerative pilot cohort, made up of a group of over 50 farms across the globe that spent the last two years in partnership with A Greener World, evaluating farm standards, plans and auditing procedures for Certified Regenerative by AGW, which have been under development since 2017.



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Certified Regenerative by AGW ensures farms are meeting initial rigorous sustainability standards, but also continually improving. Recognizing every farm is a unique part of an ecosystem, the core of Certified Regenerative by AGW is a farm-specific, steward-led Regenerative Plan where producers assess risks, set goals and track progress toward their own meaningful milestones with support from qualified experts in agronomy, biodiversity, water quality and other fields. Plans are reviewed, approved and then audited on an ongoing basis by A Greener World, offering farmers and consumers a third-party source of accountability for each farm's regenerative progress.

**Owner Brian Park of Park Farming Organics says,**

"I'm hoping that other farmers join in this regenerative movement, and we all decide together that the dial must be moved in the other direction. Industrial agriculture has not improved our soil over the last few decades, and so we must make a change for the better or else the next generation won't have the opportunity."

"There are so many buzzwords these days and certification helps to separate those that just claim they are regenerative from those that are and have the verification to back it up. We are incredibly proud to achieve Certified Regenerative by AGW status for our farm."

**A Greener World Executive Director Emily Moose says,**

"We know agriculture can be a force for positive change, and we are so excited to partner with farmers like Brian to demonstrate the crucial role that land stewardship can play in solving the urgent challenges we face. We are proud to be working farms like Park Farming Organics that are helping to build a truly sustainable, regenerative, and transparent food system, and are excited for their achievement to inspire action in others."

For more information about Certified Regenerative by AGW products from Park Farming Organics visit [parkfarmingorganics.com](http://parkfarmingorganics.com) or email [parkfarming@gmail.com](mailto:parkfarming@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](#), [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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## **ABOUT CERTIFIED REGENERATIVE BY AGW**

Certified Regenerative by A Greener World (AGW) is a comprehensive, plan-based sustainability certification helping producers demonstrate their commitment to the environment and local communities. More than a certification, it serves as a tool for measuring the impacts of management practices. Certified Regenerative farms maximize soil health while mitigating the negative impacts of humans and livestock. This includes the positive management and regeneration of soil, water, air, cropping systems, livestock, biodiversity, wild harvested resources, and people.

The term 'regenerative agriculture' is often used to refer to a range of sustainable stewardship practices, many of which have been used by indigenous and traditional agricultural communities for thousands of years. But rising interest has led to a wide and growing variation in how 'regenerative' is defined and practiced. As commitments to adopt regenerative practices increase, so does the risk of misusing the claim to imply sustainability without delivering it—also referred to as 'greenwashing.' Currently, most regenerative claims are not verified, resulting in wide gaps in consumer expectation and on-farm practices. Unlike most food labels, AGW's certifications ensure independent trained auditors visit every farm in the program to verify they're meeting the standards. For more information visit: [agreenerworld.org/certifications/certified-regenerative](https://agreenerworld.org/certifications/certified-regenerative).

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