



A GREENER WORLD

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

FOR IMMEDIATE RELEASE

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FIRST FARM IN NEW YORK CERTIFIED REGENERATIVE BY A GREENER WORLD FOR CROP PRODUCTION

—The organic crop production at Kreher Family Farms is now certified by A Greener World for regenerative stewardship—



Photo credit: Kreher Family Farms in Clarence, NY

TERREBONNE, OR (JULY 5, 2023)—Nonprofit certifier [A Greener World](#) (AGW) has announced Kreher Family Farms as the first producer in New York to be Certified Regenerative by AGW for crop production. 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.

Mike Kreher, one of the family owners of Kreher Family Farms, grows Certified Regenerative by AGW corn, soybeans, table beets, triticale, peas and cover crops (oats, buckwheat and clover) on their farm in Clarence, New York. The farm uses environmentally centered practices including crop rotation and use of cover crops to build soil fertility.

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.

Mike Kreher, a family owner of Kreher Family Farms says,

"We started looking at our farming practices because we wanted to do better, and we needed to – we wanted the fields to be in better condition for future generations. This is when we started looking at our goals, how we would measure progress and track our improvements. Regenerative farming was not a buzzword to us – it became the term that encompassed everything that we were working on.

Certified Regenerative by AGW fit with our philosophy from the start. Rather than using a cookie cutter approach, AGW acknowledges that each field is unique, each crop, each yield. Farms all over the world have different needs, and management varies at each farm too. When looking at certifications we wanted to avoid the prescriptive approach, and so we truly appreciated AGW's perspective that each farm writes its own regenerative plan, based on that specific farm's unique challenges and opportunities."

AGW 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 Mike to demonstrate the crucial role that land stewardship can play in solving the urgent challenges we face. We are proud to be working with farms like [Kreher Family Farms](#) that are helping to build a truly sustainable, regenerative, and transparent food system, and are excited for their achievement to inspire action in others.”

Certified Regenerative by AGW crops from Kreher Family Farms are sold direct from the farm. For more information, visit krehereggs.com and contact the farm at (716) 759-6802. For sales information, email Dan Henry at DHenry@kreherfarms.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.

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