

# A GREENER WORLD 2024 IN REVIEW



# A GREENER WORLD WHO WE ARE



## Our Vision A world where farming benefits people, animals and the environment through integrity and transparency

Cover: BOTL Farm is a pasture-based, sustainability-focused livestock farm in Ashford, CT, raising Certified Grassfed by A Greener World (AGW) goats and sheep, along with Certified Animal Welfare Approved by AGW pigs and laying hens

BOTL FARM

A Greener World team meeting in Raleigh, North Carolina, 2024

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# A GREENER WORLD WHAT WE DO

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, 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 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. 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 2024 IN REVIEW

In 2024, the AGW program saw major progress both in North America and internationally. Our USDA Partnerships for Climate-Smart Commodities grant project, in collaboration with the Rural Advancement Foundation International and the Soil Health Institute, is now in full swing. We've started on-the-ground farm visits, supporting regenerative plan writing, and helping to implement climate-smart practices.

Throughout the year we continued to be a voice for transparency in labeling and pragmatic verification. In April, we submitted comments to the Food Safety and Inspection Service (FSIS) calling for a clear definition of "free range" and "pasture-raised" label claims for meat and poultry, and to align other label claims with consumer expectations. In August, we contributed to the State of California's historic public consultation on defining "Regenerative Agriculture."

New standards were implemented requiring AGW-certified operations to display appropriate logos on their products, signaling their commitments to animal welfare and sustainability and boosting consumer recognition of the logo. In July, Whole Foods Market announced that Certified Animal Welfare Approved by AGW is now an approved certification for frozen, smoked, and cured meat products sold in its 530 stores across North America and the UK. This represents a significant step in promoting high welfare management and expanding market access for our certified farmers.

Internationally, AGW programs continue to grow, attracting high-profile brands seeking supply chain transparency and sustainability benchmarks, including animal welfare, regenerative and environmental stewardship, and ESG (environment, social and corporate governance).

Climate-related extreme weather events, such as droughts, hurricanes and wildfires, persisted globally. After Hurricanes Helene and Milton, our Farmer Relief Fund was significantly depleted. Thanks to our supporters, however, we're optimistic about replenishing it for 2025. We were also inspired by the AGW community's efforts, as farmers and processors provided aid to struggling groups, including direct assistance and donated feed, meat, and other supplies.

While there is uncertainty ahead, we will continue to remain focused on the important role we plan in a more sustainable, higher welfare food system: supporting farmers, ranchers and land stewards worldwide—thanks to the continued support of all of you who make this work possible.

With deepest thanks,




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



**More than  
6,000**  
certified farms and  
businesses around  
the world




**10**  
countries worldwide  
where AGW is  
operating

**More than  
3 million**  
acres of AGW-certified  
farmland around  
the world




**More than  
1,600**  
AGW-certified products  
listed on our online  
directory




**More than  
18,700**  
hours of marketing and  
support for farmers in  
North America



**More than  
18,000**  
readers of  
Sustainable Farming  
magazine



# A GREENER WORLD 2024 AT A GLANCE



Above: AGW's Charlie Hester on audit in Alberta  
TARA KLAGER



Events we attended include PASA (far left) and Expo West



## IN THE MEDIA

Throughout 2024, our media initiatives and AGW-certified farms gained significant recognition in mainstream media outlets like The Wall Street Journal, Saveur, Eating Well, Tasting Table, Yahoo, PBS, ABC and MSN; industry-specific media, including Wine Enthusiast, Decanter, The Organic and Non-GMO Report, Modern Farmer, The Western Producer, Farming UK, Grocery Dive, Perishable News, Progressive Grocer, The Regen Brands Podcast; as well as over 300 regional and local publications.

## INTERNATIONAL OUTLOOK

AGW continued to expand its international operations, establishing partnerships and promoting high-welfare and regenerative agricultural practices. Collaborations included certifying over 5,000 Irish dairy farms as Certified Animal Welfare Approved by AGW through our partnership with Tirlán, an Irish farmer-owned cooperative. We had further success in the regenerative viticulture sector, with Hebron Vineyard in Wales and a new pilot trial planned in France for 2025. Our work to address climate change challenges, improve soil health, and foster environmental stewardship globally continues in 2025 with groundbreaking work with a number of European citrus and almond producers and a growing presence in Australia and New Zealand.

## ON THE GO

AGW staff attended numerous industry events, including Expo West (CA), EcoFarm (CA), PASA (PA), The Southern Meat Summit: Carolina Meat Conference (NC), and Groundswell (UK), championing the benefits of high-welfare, pasture-based management and our rigorous standards. In late July, we hosted a Poultry Welfare Officer training day for poultry processing plant employees in the Midwest, providing plant owners and operators with knowledge of 'best practice' animal welfare and humane handling. In September, AGW staff from three continents converged in Raleigh, NC for a team training event, including specific workshop sessions for the auditing, compliance, marketing and outreach teams and a farm walk at Reverence Farms.

## SUPPLY CHAIN INTEGRITY

2024 saw the implementation of new transparency standards requiring certified producers to display the appropriate AGW certification mark on all relevant products to highlight their commitments to animal welfare and sustainability—and boost consumer recognition of the logos. Our outreach teams continue to offer full support with packaging updates, including logo stickers and professional label design assistance. This initiative aligns with growing consumer demand for trustworthy, transparent labeling.

# A GREENER WORLD CLIMATE SMART



The Soil Health Institute team in action for Climate-Smart Commodities program  
ROBERT COLLINS



One of the most exciting project updates in 2024 was the start of the on-farm work for our three-year partnership project under the USDA's Partnerships for Climate-Smart Commodities program.

The 'Increasing Accessibility to Regenerative Farming Practices and Markets for Small and/or Underserved Producers' project is a three-year, \$4 million-dollar partnership between AGW, the Rural Advancement Foundation International (RAFI), and the Soil Health Institute (SHI) that seeks to increase regenerative farming practices accessibility and expand markets to small and underserved producers.

The project provides a framework for farmers and ranchers across all 50 U.S. states, USVI, and Puerto Rico to transition towards regenerative practices, improve their farm operations, gain access to regenerative and climate-smart markets, and become part of a growing network of farmers committed to environmental stewardship.

The creation of a customized regenerative plan, with the help of RAFI's Technical Assistance provider, is unique to each participating farm. The plan forms the cornerstone of this project, outlining the road map for each participating farm to restoring and maintaining soil health, farm biodiversity, water and air quality management, and more.

The regenerative plan will also address livestock management, nutrient management, and infrastructure planning, with the Certified Regenerative by AGW program validating plan implementation and monitoring progress, as well as providing a marketable third-party assurance of improvement of a farm's ecosystem for existing and potential customers.

At the time of publication, the project has received nearly 200 interest forms and enrolled over 60 farms with a combined total of over 16,000 acres. Farm visits to the first cohort of farmers began in September. During these visits, RAFI's Technical Assistance Provider worked with farmers to provide assistance in completing their regenerative plan, as well as determining the Natural Resources Conservation Service (NRCS) practices best suited to the farm and their regenerative goals. In the coming year, we anticipate approximately 60 farm visits, the review of 50 regenerative plans, and AGW auditing and verification of regenerative practices on 40 farms.

# A GREENER WORLD

## FIVE FREEDOMS, FIVE DOMAINS

### Freedom from hunger and thirst

by ready access to fresh water and a diet to maintain full health and vigor



CAMPFIRE FARM

### Nutrition

### Freedom from discomfort

by providing an appropriate environment including shelter and a comfortable resting area



LUDMILA CHERNETSKA

### Environment

### Freedom from pain, injury or disease

by prevention through rapid diagnosis and treatment



BARTCO

### Health

### Freedom to express normal behavior

by providing sufficient space, proper facilities and company of the animal's own kind



BOTLE FARM

### Behavioral interactions

### Freedom from fear and distress

by ensuring conditions and treatment which avoid mental suffering



PROVIDENCE LANE HOMESTEAD

### Mental state

Animal welfare is not a static concept but a evolving science that continuously develops according to new knowledge, perspectives, and experience.

Science forms the foundations of all AGW standards and certification programs. In order to ensure we stay at the cutting edge of farm animal welfare, we regularly review our Certified Animal Welfare Approved (AWA) standards, incorporating public input and the latest science and 'best practice.'

In our 2024 standards review, we decided to formally integrate two important concepts—the Five Freedoms of animal welfare and the Five Domains of animal welfare—into our AWA standards. Although these two concepts have guided our work for over a decade, we saw value in explicitly incorporating them to deepen understanding among our stakeholders.

Why are the Five Freedoms and Five Domains important to agriculture?

The Five Freedoms were developed by the UK's Farm Animal Welfare Council in response to a 1965 UK Government report on livestock husbandry. They are the freedom from hunger and thirst; the freedom from discomfort; the freedom from pain, injury or disease; the freedom to express normal behavior; and the freedom from fear and distress.

The Five Freedoms marked a clear shift in animal agriculture toward recognizing animals' welfare needs and reducing suffering. This framework arguably laid the foundation for modern welfare practices, influencing ethical standards and regulatory policies worldwide.

The Five Freedoms are regarded as a precursor to the Five Domains, first proposed in 1994 by Professor David Mellor and Dr. Cam Reid. The Five Domains focus on nutrition, environment, health, behavior interactions, and mental state. This approach assesses not only the absence of poor conditions but the promotion of well-being. As Professor Mellor wrote in 2016, the overall objective is "to provide opportunities for animals to 'thrive', not simply 'survive'."

How are these concepts used in AWA standards? Standard 6.0.1, for example, states that "Animals must have free access to clean, fresh water at all times," while standard 6.0.2 states that "Animals must have a feeding plan that will guarantee a varied, well-balanced and wholesome nutritional regime appropriate for their age."

These are good examples of how the AWA standards clearly reflect the first of the Five Freedoms. In terms of the Five Domains, the AWA standards as a whole require opportunities for animals to experience "positive affective engagement" by keeping social animals "with congenial others in spacious, stimulus-rich and safe environments" and "opportunities to engage in behaviors they may find rewarding," just as an example.

By formally recognizing and incorporating both the Five Freedoms and the Five Domains into the AWA standards, we are publicly reinforcing our objective to ensure not just the avoidance of suffering but the opportunity for animals to thrive in enriched, social environments on our certified farms.

# A GREENER WORLD ON THE SHELF



In 2023, AGW introduced new transparency standards requiring operations to display the appropriate AGW certification mark on all relevant products.

Displaying the logo on product packaging is —collectively— one of the most effective ways to actively promote AGW-certified food and businesses in the marketplace, as well as to increase public recognition of the logos.

The AGW team, with the cooperation of all certified producers, put a logo-use review process into place in 2024. Our Marketing team communicated the standards update and logo review process to all certified producers and the Compliance team began checking logo use during their AGW audits.

Where businesses were not already using the logo(s) on existing packaging, we provided extensive support and labeling services to walk them through the process. We understand that product updates can take time and cost money. Various options were available for incorporating AGW logos on packaging, including purchasing high-quality AGW-branded logo stickers (available in English and French), redesigning existing product labels to include the appropriate AGW logo(s), or establishing a timeframe for introducing new packaging once existing stock had been used.

Our designers also assisted with numerous label modifications and redesigns (at no extra cost), while our Marketing and Outreach team helped to manage label submissions for regulatory approval, where necessary.

We were also thrilled to announce the availability of mini-grants to support producers in making the transition on their packaging, and look forward to sharing these 'label makeovers' in the coming year.

Market research shows that today's consumers are increasingly interested in knowing where their food comes from and how it is produced. They want to see that information on the packaging, backed up by an independent third-party certification they can trust, so they can feel good about the food they purchase.

The great news is AGW-certified producers already have certifications that check all the right boxes. They are ideally placed to meet the growing demand for high-welfare, sustainable, locally produced food. Now, not only are AGW's transparency standards being audited, but there are more AGW logos on packaging than ever before. We'd say that is a win for all!

Logos help increase public recognition and influence shoppers  
VECTEEZY



# A GREENER WORLD

## INTERNATIONAL OUTLOOK

2024 was another ground-breaking year for AGW's international operations, attracting large-scale interest as we further strengthened our global profile.

One of our most exciting areas of growth is the provision of valuable Supply Chain Development Services to retailers, businesses, and brands around the world. As companies become more aware of the need for validated sustainability metrics throughout their supply chains, our International team continues to provide trusted and respected supplier audits and assessments for a variety of client specifications, helping to improve welfare and sustainability beyond the scope of AGW certifications.

Building on our multi-year partnership with Tirlán, a leading farmer-owned dairy cooperative in Ireland, we now deliver Certified Animal Welfare Approved by AGW certification to over 5,000 dairy farms across the country. This network of farmers annually processes over two billion litres of milk—almost one-third of Ireland's total milk pool.

Regenerative viticulture has been a major focus throughout 2024. In July, we announced Hebron Vineyard as the first Certified Regenerative by AGW vineyard in Wales and the UK. This follows last year's work with Famille-Gassier in the southern Rhone Valley in France, the world's first Certified Regenerative by AGW vineyard. Pioneers in natural winemaking, Hebron is inspiring a new movement of regenerative wine producers in the UK—and beyond.

Towards the end of the summer, AGW's Executive Director for Europe, Wayne Copp, represented AGW at the Moët Hennessey Soils Symposium in Arles, France. The event focused on the policy-science interface in soil and water stewardship and commerce's role in driving large-scale environmental outcomes. It also provided an opportunity to engage with key actors in the wine, retail, and policy sectors.

We are excited about a number of other large-scale projects that are currently in development and will come to fruition in 2025.

In September, we brought on board an experienced freelance auditor based in New South Wales to improve our services in the Australia and New Zealand region. We look forward to further expanding our work with existing and new partners in this part of the world.

As in many agricultural sectors, climate change is a serious concern for European wine producers. With the French government set to phase out irrigation permits, vineyards of all sizes are seeking ways to rebuild soil organic matter and retain moisture. We are pleased to have begun work on a pilot project to provide technical support to members of a 14,800-acre cooperative of small growers in southern France to help address these challenges.

We are also engaged in ground-breaking work with a number of European citrus and almond producers. Growing on over 8,000 acres, they supply retailers across Europe (and globally), while seeking to mitigate rural depopulation within their own communities. As nurturing dwindling water supplies and regenerating soils are key company objectives, they are looking to the trusted Certified Regenerative by AGW label to communicate their responsible practices to their customers. We look forward to sharing more about our international successes in the year ahead.

Certified AWA dairy cows grazing at a farm supplying Tirlán, one of the largest dairy farm cooperatives in Ireland

TIRLÁN



# A GREENER WORLD LOOKING AHEAD

We look forward to continuing our mission-critical work throughout 2025, promoting and supporting real-life, sustainable farming models and educating consumers about the environmental, social and animal outcomes of their food purchasing decisions. Key goals include:

## INCREASING SERVICES AND OUTREACH

We will continue to focus on expanding our outreach to farms and businesses interested in certifying their sustainable farming practices, while enhancing the marketing, labeling, and technical support we provide. As part of these efforts, we are updating our website to more effectively share information with the right audiences, making our outreach more efficient and consumer resources more accessible.

## INFORMED SERVICES

In August, we invited farmers and ranchers to take part in our annual producer survey. It's an opportunity for farmers and ranchers across the world to let us know how we can best support them and what more they would like to see from us. We are already using the data to shape our services and programs for 2025—and beyond.

## INCENTIVIZING CHANGE

We are working with buyers from various large-scale food retail outlets to ensure their purchasing practices align with company values and consumer messaging, and connecting them with AGW-certified producers and suppliers. In 2025, we will coordinate training sessions with established brands and retailers to further support this effort. This is an exciting area of our work and a key opportunity to drive change at scale.

## INCREASING BRAND AWARENESS

As part of our commitment to strengthen AGW's reputation as a leading global certifier, we will increase the use of AGW certification labels on products to enhance brand visibility and consumer trust. By expanding label presence, we can raise public awareness of AGW standards, helping certified producers stand out in the marketplace as providers of high-welfare, sustainable food.

## EMPOWERING CONSUMERS

As advocates for transparent labeling and truthful marketing, we will continue our work to educate consumers and ensure they have the tools they need to make conscientious buying choices that align with their values. This includes updating our labeling guide, *Food Labels Exposed*, with new terms and claims, providing a valuable resource for understanding food labeling.



### JOIN US!

Interested in supporting our efforts in 2025—and beyond? Whether you recommend a farm, share our message on social media, volunteer for project support, donate (online, via check, through stock transfer or from your retirement plan), or organize a fundraising event, there are many opportunities to work together to build A Greener World. We thank you sincerely for your support of a better food future.

Jemma Vickers and Paul Rolt of Hebron Vineyard, the first vineyard in Wales—and the UK—to be Certified Regenerative by AGW

HEBRON VINEYARD







# A GREENER WORLD

## **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 (AGW) 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**

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